

Decision of the Board of Directors



The following topics were discussed at the Board meeting held on April 14, 2010:

- Marketing file
- 2010 Winter promotion
- Follow up to the periodic review of the apple sector
- Preparation of the meeting of the Apple round Table
- Administration
 - Financial statement on March 31, 2010
 - Statistics related to the Joint Plan
 - UPA of the future
- National issues
 - General Meeting of the CHC
 - Request to the CHC for a customs tariff exemption on concentrates
- Research and pesticides
- Integrated fruit production (PCAA) assistance
- Quebec orchards and vineyards transition program
- Planning of the meeting to the office of the Minister of Agriculture
- Follow-up to meetings with MNAs in apple-growing regions
- Farm Income Stabilization Insurance (ASRA)
- Rule for the 2008-2009 marketing season
- ASRA tightening measures – (government orientation for 2010-2014).



Spring Advance Payment 2010-2011

The Federation offers growers the possibility of receiving an advance under the Spring Advance Payments Program.

The purpose of the Spring Advance Payments Program is to provide apple growers with the funds needed to pay for various work and plant treatments that are done in the Spring. Growers who received an advance last year (for the Spring or Fall Advance Payments 2009-2010) automatically received a form for the 2010-2011 Spring Advance Payment in April. If you wish to obtain a copy of the Advance Payment Form, please contact Mrs Diane Allie at 450-679-0540 ext. 8312 or Mr Éric Beaudin at 8586 or by e-mail : ebeaudin@upa.qc.ca.

Along with his application, the grower must absolutely provide his crop insurance certificate (ASREC) and, depending on the case, may enhance his amount by providing a copy of his AgriStability program (CAIS). A producer who does not have ASREC may use AgriStability (CAIS). Your application must be received at the Federation no later than **June 15, 2010**.





ASRA 2008 – 2009 and 2009 - 2010

On May 17, 2010, the members of the Cost of Production Committee and the Federation's representatives met with La Financière's representatives to finalize the ASRA 2008-2009 file and payment of the 2009-2010 advances (1st and 2nd advance in a single payment). As a result of this meeting, growers will receive an amount of \$0.18/bushel for the 2008-2009 season, contrary to La Financière's March 2010 forecast, which did not envision any payment, and a net advance of \$1.07/bushel for the 2009-2010 marketing season. The payments should be made in June 2010.

The parties agreed to the following payments:

ASRA Payments		2008-2009 (Final)	2009-2010 (Advance)
		\$/bushel ⁽¹⁾	\$/bushel ⁽¹⁾
Compensation	Stabilized income	9.76	10.06
	Adjustment with AgrilInvest	0.47	0.27
	Adjusted stabilized income	9.29	9.79
	Market price	9.11	8.00
	Total compensation	0.18	1.79
Net compensation	Contribution	0.71	0.26
	Net compensation	0.18	1.53
Gross amount	Eligible net advance	n/a	1.07 ⁽²⁾
	Amount already paid out	0.00	0.00
	Gross payment	0.18	1.33
Net amount of payment	Less Contribution	0.00	0.26
	Net payment	0.18	1.07

⁽¹⁾ A bushel is equal to 19.0512 kg

⁽²⁾ The eligible net advance is 70% of the total compensation

The agreement signed on May 17, 2010 between the Financière and the Federation recognizes that the stabilized income for 2008-2009 and 2009-2010 was adjusted upwards to reflect the following two parameters:

- Utilization rate of 1-MCP (SmartFresh) and DPA
- Apple tree replacement rate.

La Financière will implement recovery measures for 2010, as announced for the production sectors covered by ASRA. With regard to the apple sector, La Financière should take the new trade standards into account, such as the increase in the size and firmness of apples, as well as the utilisation rate of RETAIN. Stay tuned....

Minimum Price of Late Fresh Apple variety – harvest 2009

Decision made by the Late Fresh Apple Committee on May 12, 2010, made of representatives of the Association of Quebec Apple Packers inc., and the Federation of Quebec Apple Growers :

Prices are for a bushel of 42 pounds							
Date	Sunrise Paulared & Lobo	McIntosh	Cortland	Empire	Spartan	Gala	Honeycrisp
At the start of marketing	B : 11,50 \$ C : 11,50 \$						
At the start of marketing		B : 11,50 \$ C : 13,00 \$	B : 11,50 \$ C : 13,00 \$	B : 11,50 \$ C : 13,00 \$	B : 11,50 \$ C : 13,00 \$		
At the start of marketing						B : 11,50 \$ C : 15,00 \$	
At the start of marketing							B : 30 \$ *** C : 34 \$ ***
At the opening of the CA rooms		S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	
Starting March 15, 2010		S : 13,00 \$ C : 15,50 \$	S : 14,00 \$ C : 16,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	S : 13,00 \$ C : 15,50 \$	
OTHER LATE VARIETIES, SUCH AS HONEYCRISP ...							
At the start of marketing	Variable price but never lower than the minimum price of the McIntosh variety in bags and cell-packed						
*** Honeycrisp New Norms Minimum size diameter :: 2 3/4 inches (70 mm) in cellpack or bag (smaller diameter for apples in bags) Peduncle must not exceed peduncular cavity Color : red or striped red must cover at least 50 % of the entire fruit							
Targeted promotions and business opportunity							
Starting November 25 until January 16, 2009	Rebate of \$2 on refrigerated apples in bags only for McIntosh, Spartan, Empire varieties, advertised in a circular or for export						
Starting January 17 until February 18, 2010	Rebate of \$2 on C.A. apples in bags only for McIntosh, Spartan, advertised in a circular or for export or for Interprovincial commercial operation						
Starting February 19 until March 17, 2010	Rebate of \$2 on C.A. apples in bags only for McIntosh, Spartan, advertised in a circular or for export or for Interprovincial commercial operation						
Starting March 18 until April 14, 2010, extended until May 26	Rebate of \$2 on C.A apples in bags only for McIntosh advertised in a circular or for export.						
Starting April 29 until May 26	Rebate of \$2 on CA apples in bags only for SPARTAN variety advertised in a circular or interprovincial commercial operation						
Starting March 18 until April 22	EXPORTATION : Rebate of \$2 for AC apples in bags only for McIntosh variety.						
Starting April 22 until May 26	EXPORTATION ONLY: Rebate of \$3 for CA apples IN BAGS for McIntosh and Spartan varieties only.						
Starting April 29 until	Rebate of \$3 for only CA aples in bags and only for Spartan and McIntosh varieties advertised on the front or back						

May 26	page of the 3 big national Food Chains
Starting April 29 until May 26	Rebated of 2\$ for only CA apples in bags and only for McIntosh variety pour les pommes AC en sac seulement pour la variété McIntosh en magasin (in store) – bannières nationales
Starting May 20 until June 23, 2010	Rebate of \$2 for ads inside a circular or for interprovincial commercial operation * Rebate of \$3 for front and back page ads * Rebate of \$2 for in-store ads national Banners * * All these rebates are for McIntosh variety in CELLPACK AND BAG.

C : cellpack B : bag

Minimum price of Processing apples – harvest 2009 FOB the producer

Decision made on January 27, 2010 by the Processing Apple Committee.

DATE DAY/MONTH	STANDARD JUICE APPLES	SAUCE APPLE	HAND-PICKED JUICE APPLE (OPALESCENT)
At the start of the harvest	Early \$0.0574 per pound or \$2.41 a bushel of 42 pounds	Early \$0.085 per pound or \$3.57 a bushel of 42 pounds	Early \$0.085 per pound or \$3.57 a bushel of 42 pounds
Starting with the late apple	Early \$0.0574 per pounds or \$2.41 a bushel of 42 pounds	Late ** \$0.10 per pound or \$4.20 a bushel of 42 pounds (for storage) Late \$0.09 per pound or \$3.78 a bushel of 42 pounds (downgrading or immediate processing)	Late ** \$0.10 per pound or \$4.20 a bushel of 42 pounds (for storage) Late \$0.09 per pound or \$3.78 a bushel of 42 pounds (downgrading or immediate processing)
Starting September 17, 2009		Late \$0.075 per pound or \$3.15 a bushel of 42 pounds (downgrading or immediate processing)	Late \$0.075 per pound or \$3.15 a bushel of 42 pounds (downgrading or immediate processing)
Starting December 16, 2009	Late \$0,0525 per pound or \$2.20 a bushel of 42 pounds	Late \$0,07 per pound or \$2,94 a bushel of 42 pounds (downgrading and immediate transformation)	Late \$0,07 per pound or \$2,94 a bushel of 42 pounds (downgrading and immediate transformation)
Starting February 1, 2010	Late \$0.055 per pound or \$2.31 a bushel of 42 pounds		

New plantings for Récupom

Attached to the Apple Growers's Newsletter, you will find information related to new apple tree cultivar and roostock trials.

2010–2011 Promotion



- **BUS PANEL CAMPAIGN**

Given the success of the bus panel posting campaign this winter, the Federation of Quebec Apple Growers and the Association of Quebec Apple Packers agreed to implement the campaign again next winter. Some 225 buses displayed the poster ads in Montreal, Laval and the South Shore, in addition to 60 buses in Quebec city.

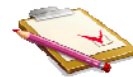
HRI – (Hotels, Restaurants, Institutions)

The Federation of Quebec Apple Growers and the Association of Quebec Apple Packers are part of a project carried out in collaboration with the Association québécoise de la distribution de fruits et légumes in relation with HRI. The project, overseen by the AQDFL, will partner with three industry round tables, the Table filière des productions maraîchères (market gardening, with strawberries and raspberries), the Table filière pomme (apples) and the Table filière serriculture maraîchère (greenhouse market gardening).

The objectives are as follows:

- Help the sector's stakeholders learn more about the HRI sector so that they can enhance the position horticultural products in this market.
- Evaluate the economic potential of the HRI sector, particularly for fresh horticultural products and the share of this market held by Quebec products.
- Know the procurement requirements, the needs and the interest for Quebec fresh horticultural products on the part of wholesalers, distributors and buyers for the HRI market.
- Obtain the list of the main stakeholders, wholesalers and distributors involved in distribution for the HRI sector and establish their profile.
- Establish the most promising markets and develop a strategy to allow growers of fresh horticultural products to increase their penetration of the HRI sector.

Declaration of production 2008 (reminder)



For growers who have not fill in their declaration of production 2008, we ask your cooperation by sending it to us as soon as possible. The information requested will enable your Federation to have a better picture of its members, their orchard acreage, actual 2008 harvest and marketing methods. Many growers have already sent their forms. For others, it will take a few minutes of your time to complete this form and return it to us. Should you require another form, it is available on the Federation's web site : www.lapommeduquebec.ca under : marketing (mise en marché) subsection : Regulation and Marketing Agreement (règlements et conventions).

Request form – Authorized Dealer – marketing season 2010-2011



In early June, the Federation will send authorization renewal forms to all authorized dealers appearing on its lists. For your information, the following are our definitions of a Buyer and a Packer.

Buyer: A person whose business consists of buying and selling apples for him/herself or another party, including, in particular, the wholesale trade of apples and deer apples.

Packer: Any person involved in the grading, packing (including packaging) or marketing of apples, as well as any person who has any of these operations done under contract. When you sell to a food retailer or wholesaler, you are considered a Packer unless you sell only in cardboard box containers to a fresh apple Buyer such as Pierre Dagenais & Fils, etc.

We remind you that all **apple sales must be made to an authorized dealer** in order to obtain coverage under the Government Programs, such as ASRA pomme.

If you were not on the 2007-2008 marketing season's list and you need more information on how to become an authorized dealer, please contact Mr. Éric Beaudin 450.679.0540 ext. 8586 or Diane Allie ext. 8312.

Stock Holdings of apples in Quebec on May 1, 2010 (in bushels of 42 pounds)

Varieties			2009-2010	2008-2009	2007-2008
McIntosh	Fresh	Refr.	0	0	0
		CA	295,856	272,178	257,867
	Transf.	Refr.	9,182	0	0
		CA	400,066	466,422	376,462
Cortland	Fresh	Refr.	0	0	0
		CA	53,585	52,000	46,803
	Transf.	Refr.	0	0	0
		CA	23,130	15,466	12,271
Lobo	Fresh	Refr.	0	0	0
		CA	126	1	182
	Transf.	Refr.	0	0	0
		CA	1,692	9,773	0
Empire	Fresh	Refr.	0	0	0
		CA	31,754	37,946	32,643
	Transf.	Refr.	0	0	0
		CA	8,211	9,863	70
Spartan	Fresh	Refr.	0	0	0
		CA	69,435	80,918	64,771
	Transf.	Refr.	900	0	0
		CA	28,294	18,686	13,280
Others	Fresh	Refr.	0	0	0
		CA	4,345	2,583	1,323
	Transf.	Refr.	5,260	0	0
		CA	181,632	201,259	162,550
Total	Fresh	Refr.	0	0	0
		CA	455,101	445,626	403,589
	Transf.	Refr.	15,342	0	0
		CA	643,025	721,469	564,633

Stock Holdings in Quebec, by variety, by region, on May 1, 2010 (in bushels)

Varieties			Quebec	Missisquoi Estrie	Vallée Montréal	South-West of Montreal	Laurentians	Total of regions on 01-May-09	Apples used in April 2009
McIntosh	Fresh	Refr.	0	0	0	0	0	0	0
		CA	0	69,041	93,432	55,202	78,181	295,856	119,376
	Transf.	Refr.	0	0	162	6,500	2,520	9,182	21,172
		CA	0	29,388	128,034	225,335	17,309	400,066	41,386
Cortland	Fresh	Refr.	0	0	0	0	0	0	0
		CA	0	11,616	21,238	14,377	6,354	53,585	28,216
	Transf.	Refr.	0	0	0	0	0	0	2,553
		CA	0	6,503	15,451	510	666	23,130	4,634
Lobo	Fresh	Refr.	0	0	0	0	0	0	0
		CA	0	0	126	0	0	126	252
	Transf.	Refr.	0	0	0	0	0	0	665
		CA	0	0	0	0	1,692	1,692	0
Empire	Fresh	Refr.	0	0	0	0	0	0	0
		CA	0	1,512	17,756	6,422	6,064	31,754	17,737
	Transf.	Refr.	0	0	0	0	0	0	907
		CA	0	0	1,330	6,805	76	8,211	474
Spartan	Fresh	Refr.	0	0	0	0	0	0	0
		CA	0	8,782	21,773	18,258	20,622	69,435	41,527
	Transf.	Refr.	0	0	0	900	0	900	1,343
		CA	0	0	11,455	11,624	5,215	28,294	2,074
Others	Fresh	Refr.	0	0	0	0	0	0	0
		CA	0	1,026	399	2,360	560	4,345	1,602
	Transf.	Refr.	0	0	0	5,260	0	5,260	21,273
		CA	0	0	0	181,012	620	181,632	3,560
Total	Fresh	Refr.	0	0	0	0	0	0	0
		CA	0	91,977	154,724	96,619	111,781	455,101	208,710
	Transf.	Refr.	0	0	162	12,660	2,520	15,342	47,913
		CA	0	35,891	156,270	425,286	25,578	643,025	52,128

¹⁾ Total marketing is determined by variety

Source: Infohort

Total of apples stored in Quebec includes apples from other provinces

Harvest 2009, 1 113 468 bushels of apples were stored which include 0 of fresh apples & 434 372 bushels of processed apples that come from outside

Harvest 2008, 1 167 095 bushels of apples stored which include 1 866 bushels of fresh apples & 431 256 bushels of processed apples that come from outside

Harvest 2007, 968 222 bushels of apples stored which include 9 000 bushels of fresh apples & 359 174 bushels of processed apples that come from outside

Stock holdings in Canada on May 1, 2010 (in bushels of 42 pounds)

	2009-2010	2008-2009	2007-2008
Maritimes	502,167	538,381	543,833
Quebec	1,113,468	1,167,095	968,222
Ontario	1,771,310	1,388,071	1,288,524
British Columbia	482,286	858,429	396,429
Canada	3,869,231	3,951,976	3,197,008

Source: Infohort

MARKETING OF FRESH APPLES IN APRIL

Year	Quantity of bushels	Year	Quantity of bushels
2010	208,710	2005	208,551
2009	266,426	2004	181,312
2008	182,074	2003	173,899
2007	158,563	2002	213,489
2006	223,890	2001	244,859

