

NATIONAL PEACH COUNCIL

Kay Rentzel
Director



NATIONAL PEACH COUNCIL

- ✘ NPC represented you at more than 12 face-to-face meetings with USDA staff from
 - + Agricultural Marketing Service,
 - + Food & Nutrition Service,
 - + Agricultural Research Service,
 - + Risk Management Agency, and
 - + National Agricultural Statistics Service.
- ✘ NPC maintains regular communications with Congressional offices on the issues impacting the industry.



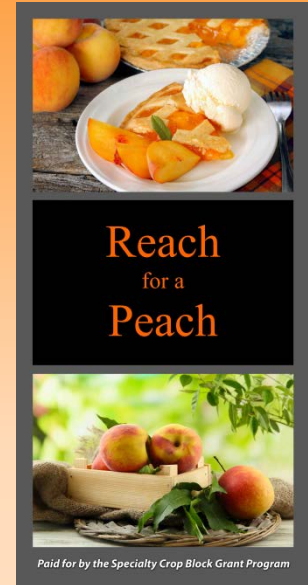
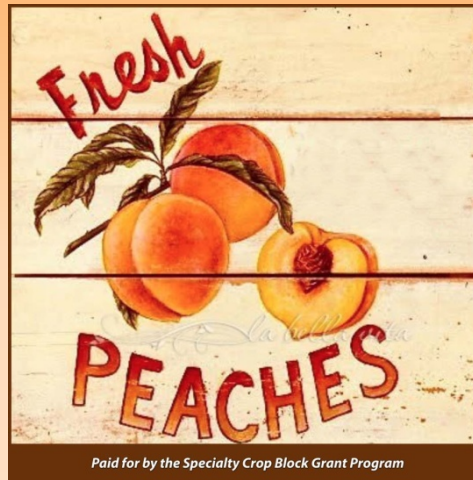
NATIONAL PEACH COUNCIL

- ✘ NPC signed-on to Congressional letters with other industry trade organizations regarding Tax Extenders, Ag Labor Reform, Crop Insurance, and Food Safety
- ✘
- ✘ NPC sponsor support for
 - + UC Davis International meeting on *Preparing for the Threat of Plum Pox Virus*.
 - + Research and presentation of *Consumer & Trade Trends – Peach Industry Marketing Opportunities* by Nielsen Perishables Group. Presentation is available to members in the Members Section of the website at www.nationalpeachcouncil.org.



NATIONAL PEACH COUNCIL

Assisted various member groups in securing USDA Specialty Crop Block Grants for peaches.



NATIONAL PEACH COUNCIL

Labor and E-Verify

- **Legal Workforce Act (H.R. 1147)**
 - Requires employers to check the work eligibility of all future hires through the E-Verify system
 - No opportunity to move any legislation that addresses agriculture's workforce situation until after border security and enforcement legislation passes.

“Unless mandatory E-Verify is coupled with provisions that provide farmers and ranchers the assurance that they will in fact have a supply of legal workers available, it’s not going to work for agriculture.” – Kristi Boswell, AFBF



NATIONAL PEACH COUNCIL

Labor and E-Verify

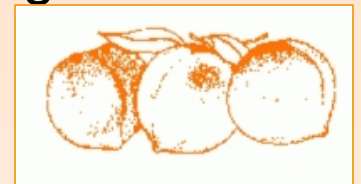
- **Mark-up Process**

- Rep. DelBene (D-WA) – Offered amendment to shield agriculture from E-Verify unless and until Secretaries of Agriculture and Labor concluded that E-Verify application to agriculture would not cause labor shortages.

- Amendment failed

- Rep. Darrell Issa (R-CA) – Spoke out strongly against moving legislation in the full House that mandates the use of E-Verify WITHOUT an ag solution...

- Hopeful that with Issa's leadership, persuade other Republican members to move only with an ag solution.



NATIONAL PEACH COUNCIL

ACTION : If you have not already taken action, we urge you to contact your Member of Congress immediately.

TALKING POINTS:

- Agriculture opposes mandatory E-Verify legislation without a solution that addresses our current agricultural workforce and creates a new guest worker program to meet future needs.
- An enforcement-only or enforcement without reforming our broader immigration system approach will have a devastating impact on rural economies across America.



NATIONAL PEACH COUNCIL

- Based on a farm labor study conducted by the American Farm Bureau Federation (AFBF) in 2014, the impact of an enforcement-only approach to immigration that causes agriculture to lose access to its workforce would result in agricultural output falling by \$30 to \$60 billion.
- Agriculture wants a solution for our current workforce and a redesigned guest worker visa program for future needs that will serve all U.S. producers, NOT an exemption from mandatory E-Verify.
- Without first addressing agriculture's labor crisis with a solution that meets agriculture's workforce needs, no amount of phase-in time is adequate for our industry.



NATIONAL PEACH COUNCIL

Executive Committee

- **President: Chalmers Carr III, SC**
- **1st Vice President: Charlie Talbott, CO**
- **2nd Vice President: Lawton Pearson, GA**
- **Treasurer: Gary Van Sickle, CA**
- **Immediate Past President: Chris Eckert, IL**



NATIONAL PEACH COUNCIL

- **Support the National Peach Council**
- **Membership**
- **Your involvement and voice**
 - **Congressional Correspondence – emails, telephone calls, etc.**
 - **Congressional Visits**



NATIONAL PEACH COUNCIL

Crop Insurance - Senate Hearings

- Secretary Vilsack – short opening statement, did not mention the important work being done to implement crop insurance provisions in the farm bill.
- Highlighted very specific farm bill provisions – expansion of the program with specialty crops
- Schedule for implementation of APH yield exclusion provision
- Cornerstone of risk management and USDA is working hard to expand the program.



NATIONAL PEACH COUNCIL

Crop Insurance - Senate Hearings

Michael DeRuiter, Michigan fruit grower –

- Touched on conservation programs, research, nutrition programs and crop insurance (as well as the noninsured disaster assistance program)
- *“Crop insurance for specialty crops is of vital importance... While NAP is an important option for farmers, we also need a broader risk management tool like crop insurance, which covers for multiple perils, beyond disasters.”*



NATIONAL PEACH COUNCIL

Crop Insurance

House Appropriations Hearing

- Last year – raised concerns about the “fraud” rate in crop insurance but this year, much more kind.
- Congresswoman DeLauro (D-CT) would like to see more time spent looking at inefficiencies outside of SNAP, but did not specifically mention crop insurance.
- Congressman Young (R-IA) – asked why the administration would make cuts right after the passage of the Farm Bill.



NATIONAL PEACH COUNCIL

Crop Insurance - House Hearing

- Congressman McGovern (D-MA) noted in his comments that the Committee should be doing a top to bottom review of farm programs, not SNAP, because farm program costs are increasing while SNAP costs are decreasing.
- The farm program budget numbers the Congressman is referencing includes Title 1 payments, which are expected to be greater than anticipated.
- Crop insurance is expected to cost less than anticipated.**



NATIONAL PEACH COUNCIL

Marketing Support

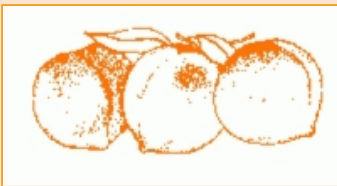
- Specialty Crop Block Grants
 - Pennsylvania – 2 year promotional support
 - Maryland – 2015 first year
- 2014 - \$30,000
- 2015 - \$71,500
- 2016 – submitting applications



NATIONAL PEACH COUNCIL

Consumer Outreach

- Distributed nearly 20,000 flyers



PEACH

Storage & Handling Tips



- Do NOT be fooled by a fruit with large size and a deep color. What you should do is **pick up a fruit and smell it. A fresh peachy fragrance indicates ripeness.**
- When testing for ripeness, never squeeze or press hard on the peach. Peaches blemish and tear easily.
- For best flavor, peaches should be allowed to fully ripen on the tree.
- Firm peaches may be softened by placing peaches in a single layer in a paper bag, fold the bag shut and place on the counter – not in the refrigerator – out of direct sunlight. Firm peaches may take 3 or 4 days to soften. Check them daily.
 - NOTE: Once picked, peaches will become softer but they will not get sweeter or riper.
- Refrigeration will extend the life of peaches for 1 or 2 days. Ideal temperature for ripe peaches is 33 to 40 degrees Fahrenheit.
- For best flavor, allow peaches to come close to room temperature before eating (about 30 minutes).

Remember these basics...

A tasty ripe peach is soft to the touch, blemish free, and has a sweet, fragrant aroma.

PEACHES ARE GOOD FOR YOU

- Source of **vitamins A and C**
- Good source of **fiber**
- **Low in calories**—60 calories per 2½" peach.

ONE POUND OF PEACHES EQUALS

- 2-4 medium peaches
- 2 cups sliced peaches
- 1 ½ cups puree

PEACH TYPES

- Clingstone – flesh clings tightly to the pit. Generally better for cooking and canning.
- Freestone – flesh separates from the pit. Good for eating fresh, as desserts, for cooking and freezing
- Semi-freestone – flesh is a little harder to separate from pit. Good for eating fresh, as desserts, for cooking and freezing.

Compliments of:

Paid for by the Specialty Crop Block Grant Program

NATIONAL PEACH COUNCIL

GOALS AND OUTCOMES ACHIEVED

- The ability to provide marketing materials to increase awareness and consumption of Pennsylvania's local peaches proved to be a positive endeavor for the marketers.
- Increase the season average price per pound of peaches sold
- Increase returns to the grower/producer.



NATIONAL PEACH COUNCIL

Questions

