

APPLE GROWERS

Topics in your Newsletter

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Editorial

The Régie des marchés agricoles et alimentaires du Québec will hold public hearings on April 12, 2013 to receive comments from parties with an interest in the fair apple marketing mechanism. You will find attached a special edition of our newsletter dealing with fair marketing.

During the hearings, the Federation of Quebec Apple Growers will discuss the decision taken by its grower members at their last Special General Meeting in June 2012 and at their Annual General Meeting in January 2013. The decision concerns the implementation of a new marketing fee or a special contribution of \$0.35 per bushel on all late-variety apples for the fresh apple market, sold at harvest time or refrigerated, before grading. The purpose is to compensate growers who store apples in controlled atmosphere (CA) rooms before grading, when applicable. This decision is in response to a mandate given at the marketing board's January 2011 Annual General Meeting and is consistent with the Quebec apple industry's strategic plan for 2010-2015.

As explained at the AGM, the balance of funds not used to compensate for CA storage will be redistributed annually to producers who complete their inventory reports, in proportion

to the number of bushels of apples on which the fees or contributions were paid.

It is important to recall that the principle of this new marketing fee is to support the provision of quality Quebec apples into the distribution network year-round. Growers who store a large proportion of their apples for the fresh market in controlled atmosphere rooms to ensure a supply of apples on the market in the winter and spring must be treated fairly relative to those who sell their crop at a good price in the fall, without any loss related to storage. This is possible thanks to the price structure established by the Fresh Apple Pricing Committee, which seeks to obtain the best price throughout the year.

As an example, last fall the Committee set the price of late-variety apples for the fresh market sold in bags at \$20.00 a bushel. It is subsequently difficult to obtain an increase in the price of CA apples to offset storage costs as market competition must be taken into account.

Reference: Apple market information available on the Federation's Web site:

www.lapommeduquebec.ca The user name is **producteur** and the Pass word is **cortland**.



I invite you to reflect upon the following question: Does the fair marketing mechanism supported by the majority of producers present at the last two general meetings respond to the current problem?

The Board members and staff of the Federation, and I personally will make every effort to take action on the various mandates received at the last Annual General Meeting.



Mario Bourdeau, Chairman

Subjects Discussed and Decisions Taken by the Board of Directors

March 5, 2013 Board Meeting

- ⇒ Quality/value positioning project: Presentation of data on apple purchases in the overall food distribution network (Nielsen) in 2011 and 2012.
- ⇒ Follow up on the implementation of the various components of the 2012-2013 promotion campaign.
- ⇒ Quality report for the 2012-2013 marketing season as of February 28, 2013.
- ⇒ Fair marketing: Planning of the public hearings to be held by the Régie des marchés agricoles alimentaires du Québec on April 12, 2013.
- ⇒ Information on the meeting of the *Fondation du centre de développement arboricole et agroalimentaires Hortinove* to ensure the reopening of the Frelighsburg experimental farm.
- ⇒ Summary of lectures presented at the 21st Annual Day on technological research and innovation organized by the apple expertise research network on integrated fruit production (JARIT).
- ⇒ Study by the Institut de recherche Robert-Sauvé en santé et sécurité du travail (IRSST) on the use of pesticides by Quebec apple growers. This study outlines work practices and individual protective equipment.
- ⇒ Approval of a new antibiotic against apple blight in Canada (KASUMIN).
- ⇒ Implementation of a provincial action plan to control apple blight in Quebec orchards involving all sector stakeholders and led by MAPAQ (Laurentides regional office).
- ⇒ Start of reflections on the updating of specialty groups such as the Federation in the context of the UPA of the Future project.
- ⇒ Progress of the apple cost of production study (2011) being conducted by the CECPA on behalf of the Financière agricole du Québec.
- ⇒ Final 2011-2012 Farm Income Stabilization Insurance (ASRA) payment to producers and provisional parameters for 2012-2013.
- ⇒ Approval of the list of authorized dealers for 2012-2013.
- ⇒ Participation in and sponsorship of the 66th AQDFL convention to be held from 22 to 24 August 2013.
- ⇒ Participation in and sponsorship of the June 12, 2013 AEPQ tournament.
- ⇒ Following a letter received from the Métro supermarket chain regarding food safety, ask

the retailer whether producers must be CanadaGAP certified by December 31, 2013.

⇒ Send a letter to the Canadian Horticultural Council informing them of our reservations

regarding the fees charged (\$60) to CanadaGAP-certified producers and request that they achieve a balanced budget.

Minimum Price of Late Fresh Apples – 2012 Harvest

| Date | Sunrise Paulared Lobo Gingergold | Cortland | McIntosh Spartan Other late varieties | Honeycrisp* | Red Delicious | Golden Delicious | Gala | Empire |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------------------------------|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| At the start of marketing | B: \$ \$20.00 C: \$ \$24.00 | B: \$ \$20.00 C: \$ \$26.00 | B: \$20.00 C: \$24.00 | B: \$50.00 C: \$50.00 | B: \$20.00 C: \$24.00 | B: \$20.00 C: \$26.00 | B: \$20.00 C: \$26.00 | B: \$20.00 C: \$26.00 |
| At the opening of CA chambers | | B: \$20.00 C: \$ 26.00 | B: \$20.00 C: \$26.00 | B: \$50.00 C: \$50.00 | B: \$20.00 C: \$26.00 | B: \$20.00 C: \$26.00 | B: \$20.00 C: \$26.00 | B: \$20.00 C: \$26.00 |
| <p>* Honeycrisp Standard</p> <ul style="list-style-type: none"> • Minimum diameter: 2 3/4 inches (70 mm) in cell pack or in bags. • Peduncle must not exceed peduncular cavity. • Colour: red or stripped red must cover at least 50% of the entire fruit. | | | | | | | | |

B: Bag C: Cell pack

The Pricing Committee has decided that **the price of apples distributed in cell packed cartons** will also apply to **large apples** sold in bulk bins, half-bins or bushels.

On November 1, the Fresh Apple Pricing Committee decided **not to change the price of bagged apples, so the price of Pompouce apples will remain the same**. The Committee includes representatives of the Association des emballeurs de pommes du Québec and the Federation of Quebec Apple Growers.

| Pompouce*: Reserved for Daycare Centers | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|---------|------------------|---------|
| Limited for Paulared, McIntosh, Cortland, Spartan, Empire and Gala varieties. | | | | | |
| | Paulared | Cortland | Gala | McIntosh Spartan | Empire |
| At the start of marketing | \$14.00 | \$14.00 | \$14.00 | \$14.00 | \$14.00 |
| At the opening of CA chambers | \$14.00 | \$14.00 | \$14.00 | \$14.00 | \$14.00 |
| * Information on Pompouce apples: McIntosh, Spartan and Empire varieties under 2 ¼ inches and over 2 3/8 inches and Paulared, Gala and Cortland varieties measuring 2 ¼ to 2 ½ inches . The price of these apples is 30% less than apples in bags. | | | | | |

Next Fresh Apple Pricing Committee Meeting

The next Fresh Apple Pricing Committee meeting will be held by conference call on **April 10, 2013 at 1 p.m.** to discuss the price of controlled atmosphere apples, should they be needed.

Minimum Price of Processing Apples – 2012 Harvest

Processing Apple Committee Decision

| DATE | STANDARD JUICE APPLES | SAUCE APPLES | HAND-PICKED JUICE APPLES (OPALESCENT) |
|-------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| At the start of marketing | Early \$0.085 per pound or \$3.57 a bushel (42 pounds) | Early \$0.20 per pound or \$8.40 a bushel (42 pounds) | Early \$0.020 per pound or \$8.40 a bushel (42 pounds) |
| At the start of marketing | Late \$0.0575 per pound or \$2.42 a bushel (42 pounds) ** *** | Late \$ 0.22 per pound or \$9.24 a bushel (42 pounds) (for storage) \$ 0.20 per pound or \$8.40 a bushel (42 pounds) (immediate processing). | Late \$0.22 per pound or \$9.24 a bushel (42 pounds) (for storage) \$0.20 per pound or \$8.40 a bushel (42 pounds) (immediate processing). |
| Starting on December 16, 2012 | Late \$0.0575 per pound or \$2.42 a bushel (42 pounds).**** | | |
| Starting on January 1, 2013 | | Late \$0.19 per pound or \$7.98 a bushel (42 pounds). | Late \$0.19 per pound or \$7.98 a bushel (42 pounds). |

- Processors have requested that quality hand-picked apples be delivered for this category rather than apples that have fallen to the ground.
- There will be a 5% tolerance for apple scab. Beyond 5%, the apples will be inspected by the processors and purchased on a case-by-case basis.

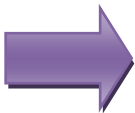
** For administrative and logistic questions, A. Lassonde Inc will pay growers \$0.085 a pound for Paulared and Lobo apples until September 6.

***Last year the Federation and the Conseil de la transformation agroalimentaire et des produits de consommation (CTAC) signed an agreement valid for fall of 2011 and 2012. The fixed price was \$0.0575/pound or \$115.00/ton (\$2.42/ bushel).

A. LASSONDE INC. PRESS RELEASE - On October 11, 2012, A. Lassonde announced that the price of standard juice apples will remain at \$0.10/lb FOB grower until further notice. The very low volume received to date and the volume anticipated in the next few weeks are the reasons for this decision. In the event of a change in these conditions, the company reserves the right to change this decision.

Effective from the next notice to the end of the fallen apple harvesting season (no later than December 15), the price will be \$0.07/lb FOB grower.

****** The Committee held a meeting and a new agreement was not reached on the price of standard juice apples.**



If you have processing apples in the opalescent juice and sauce category and do not have a buyer, please contact Les Vergers Leahy inc. at 450 827-2544 and ask to speak with Mitchell Leahy, extension 271. Apples must respect the criteria for this category.

Quebec Apple Growers and Pesticide Use (IRSST)

The Federation of Quebec Apple Growers (FPPQ) will be working with the Institut de recherche Robert-Sauvé en santé et en sécurité du travail du Québec (IRSST) to conduct a scientific survey of pesticide use by Quebec apple growers. The IRSST is a scientific research institute internationally renowned for the quality of its work. Its mission is to contribute, through its research, to the prevention of work accidents and occupational diseases and to the subsequent rehabilitation of workers.

Some of the products used to protect crops against pests can represent a health risk. The actual use of pesticides is not well known, making it difficult to evaluate risks and prioritize prevention measures. The goal of the study is to document the use of pesticides by Quebec apple growers, describing the work context and practices as well as the use of personal protective equipment (PPE).

The IRSST is asking apple growers for their cooperation, steps 3 and 4 of the survey depending entirely on their voluntary participation. The confidentiality of the collected information and anonymity of the participants are guaranteed. In the first stage of the project, the research team is hoping for access to apple orchards in the Montérégie and Laurentides regions during the 2013 growing season so that they can be shown the sites, observe work practices and pesticide use (half-day to full day in length), and conduct interviews (20 to 30 minutes). Interested producers can contact Mélanie Noel at the FPPQ (mnoel@upa.qc.ca) or go to the survey's website at www.irst.qc.ca/pesticides. In the second stage of the project from fall 2013 through winter 2014, a paper version of a questionnaire survey will be sent to all Quebec apple growers in the FPPQ newsletter; it will also be available on our website at www.irst.qc.ca/pesticides.

This scientific survey funded by the IRSST has received the support of the FPPQ, the CSST-UPA liaison committee, and the implementation committee of Quebec's agricultural phytosanitary strategy. The research results will provide more precise knowledge of which pesticides should be of primary concern. Preliminary recommendations for the choice and use of personal protective equipment will be formulated, taking into account work constraints, so as to foster safer work practices. The results will be communicated to growers through the IRSST website and during agricultural sector activities.

2012 – 2013 Promotion

Fall 2012 and winter 2013

Budget of the Federation of Quebec Apple Growers and the Association of Quebec Apple Packers: \$330,000 (\$100,000 is provided by the AEPQ)

WEB CAMPAIGN AND SOCIAL NETWORKS - November 12, 2012 to March 25, 2013

This year, to increase the number of Facebook friends even further, we organized a contest called *Amoureux de la pomme*. The winner received one year of free groceries valued at \$5,200. To enter, consumers had to answer three questions with visual support.



Nine secondary prizes were drawn during the campaign (value of \$1,800) to reward Facebook fans.



On March 18, 2013, we had 40,000 Facebook friends.

On November 12, 2012, we had 20,100 friends and as of March 26, 2013 we had 40,700 friends. We can all be proud of this amazing success on the social media. More than 40,000 people receive news from us.

On February 1, 2013, we asked our Facebook friends to help us choose a slogan for **Pommes Qualité Québec**. Here are the results from 558 respondents :

- Pommes Qualité Québec... **Bonne à croquer toute l'année** **227 votes**
- Pommes Qualité Québec... **De nos vergers pour votre santé** **136 votes**
- Pommes Qualité Québec... **Tout simplement croquantes** **101 votes**
- Pommes Qualité Québec... **Belles à croquer** **48 votes**
- Pommes Qualité Québec... **Je croque et j'aime !** **17 votes**
- Pommes Qualité Québec... **Généreuses de nature** **16 votes**
- Pommes Qualité Québec... **Savourez nature ou cuisinée** **13 votes**

In mid-February, we asked our Facebook friends which variety they were eating the most in February. The result from 1,065 respondents is as follows :

| | | | |
|----------|-----|------------------|----|
| Cortland | 362 | Granny Smith | 25 |
| McIntosh | 295 | Rouge Délicieuse | 13 |
| Empire | 181 | Honey Crisp | 7 |
| Spartan | 138 | Jaune Délicieuse | 6 |
| Gala | 38 | | |



Billboards (12 x 16 feet) along the main highways in the Montreal, North Shore, South Shore and Quebec City regions. From January 14 to February 17, 2013.

We were able to benefit from continued used of some billboards for several weeks after February 17.

RADIO-CANADA

Mid-November 2012 to March 2013: TV promotion campaign on Radio-Canada Télé, ARTV, RDI, Explora, the radio Canada Web site radio-canada.ca and tout.tv. Here is an example of the TV commercial. → →

Between November 2012 and March 2013 our spots will appear on **Radio-Canada television** on the following shows: L'épicerie, l'Union fait la force, Découverte, Tout le Monde en parle, En direct de l'Univers, Les enfants de la télé, le Téléjournal, Infoman, Pour le plaisir, Et Dieu créa Laflaque, 30 vies, Trauma, C'est



ça la vie, Les coulisses du pouvoir, La semaine verte and les Docteurs. They will also appear on various shows carried by Artv, Explora and RDI.

Ads Broadcast on Wednesday Evening

In addition to the commercials (small apples) that run on various TV shows, as part of our contract Radio-Canada offered us a new 15-second ad on Wednesday, January 30, and on February 6 and 13.



The 15-second spots show part of an apple that has been bitten into along with the name of the show. At the start of each show on Wednesday evening a commercial was carried on the following programs: 30 vies, l'Épicerie, Les enfants de la télé, Trauma and the Téléjournal. A voice spoke to the viewers saying: « Les Pommes Qualité Québec vous invitent à croquer à belles dents dans cette savoureuse soirée télé et vous présentent les variétés de pommes Cortland, Empire, McIntosh et Spartan, bonnes à croquer toute l'année ». (Pommes Qualité Québec invites you to enjoy a nice evening of TV viewing and introduces you to Cortland, Empire, McIntosh and Spartan apples that are delightful to eat year-round)

Producers of Quebec Poultry and Pommes Qualité Québec Apples

Apples and chicken, a delightful combination! On February 22, our Pommes Qualité Québec Facebook friends had access to 27 apple and chicken recipes at <http://bit.ly/XzoPxM>. At the same time, our chicken sector friends, were informed of our contest and could participate.

2011 Production Declaration (Reminder)

Last fall, the Federation sent all apple growers a production declaration form to be completed for the 2011-2012 marketing season. The *Règlement sur la mise en marché des pommes du Québec* (Regulation respecting the marketing of Quebec apples) stipulates that growers must submit a production declaration every year.

It will only take a few minutes of your time to complete this form and return it to your Federation.

Web Site – U-pick Orchards Section (autocueillette)

Have you completed your production declaration and declared and paid contributions on apples sold directly to consumers? If so, you could be featured on our Internet site in the U-pick orchards section (by region and city) at: www.lapommequebec.ca/pages/PQQ/region.aspx

The U-pick orchards section (section autocueillette) was among the sections consulted the most often. It was visited by 96,850 people between September 1, 2011 and August 31, 2012. This is a good promotional tool for producers. The only condition is to complete the production declaration and to declare and pay contributions on quantities sold directly

to consumers. In addition, when responding to requests from consumers regarding orchards open to apple pickers, the Federation refers consumers to the Web site.

We will be happy to answer any question you may have. Please contact Catherine Kouznetzoff at the Federation at extension 8586.

Spring Advance Payments –2012-2013 Production Year

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 2012-2013) automatically received a form. If you wish to obtain a copy of the Advance Payment Form, please contact Mrs Catherine Kouznetzoff at 450-679-0540 ext. 8586 or by e-mail : ckouznetzoff@upa.qc.ca.

Along with his application, the grower must provide his crop insurance certificate (ASREC) and, depending on the case, may increase the amount available 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 14, 2013.

Winners of the 2013 Méritas Award

Louis-Hébert Trophy

Mr. Mario Bourdeau, President of the Federation of Quebec Apple Growers, Mrs. Marie Bouillé, MNA for Iberville and President of the Commission de l'agriculture, des pêcheries, de l'énergie et des ressources naturelles, Mrs. Annie Laurendeau and Mr. Éric St-Denis (winner), Mr. François Jobin, N.M. Bartlett (partner).



Reverend-Père-Léopold Trophy

Mr. Mario Bourdeau, President of the Federation of Quebec Apple Growers, Mrs. Marie Bouillé, MNA for Iberville and President of the Commission de l'agriculture, des pêcheries, de l'énergie et des ressources naturelles, Mrs. Monique Audette (winner), Mr. Vincent Giasson, A. Lassonde inc. (partner).

Congratulations to the winners !

Stock Holdings of apples in Quebec, by variety, by region, on March 1, 2013 (in bushels)

| Varieties | | | Quebec | Missisquoi Estrie | Vallée Montérégienne | South-West of Montreal | Laurentians | Total of regions on March 1, 2013 | Apples used in February 2013 | Apples used in February 2012 |
|--------------|----------------|--------------|------------|----------------------|-------------------------|---------------------------|----------------|-----------------------------------------|------------------------------------|------------------------------------|
| McIntosh | Fresh | Refr. | 0 | 0 | 0 | 0 | 0 | 0 | 4 545 | 2 320 |
| | | CA | 36 | 23 660 | 128 136 | 25 676 | 131 752 | 309 260 | 114 767 | 119 959 |
| | Transf. | Refr. | 0 | 0 | 0 | 18 041 | 99 330 | 117 371 | 52 141 | 8 792 |
| | | CA | 0 | 54 011 | 175 990 | 340 703 | 22 308 | 593 012 | -4 630 | 48 938 |
| Cortland | Fresh | Refr. | 0 | 0 | 0 | 0 | 0 | 0 | 150 | 102 |
| | | CA | 18 | 6 758 | 43 866 | 1 976 | 23 192 | 75 810 | 52 264 | 28 719 |
| | Transf. | Refr. | 0 | 0 | 2 592 | 5 580 | 7 770 | 15 942 | 8 430 | 1 330 |
| | | CA | 0 | 13 479 | 14 847 | 52 169 | 571 | 81 066 | 5 696 | 7 928 |
| Lobo | Fresh | Refr. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | CA | 0 | 0 | 366 | 0 | 0 | 366 | 104 | 18 |
| | Transf. | Refr. | 0 | 0 | 0 | 4 217 | 7 200 | 11 417 | 1 415 | 0 |
| | | CA | 0 | 828 | 5 523 | 21 448 | 0 | 27 799 | 576 | 0 |
| Empire | Fresh | Refr. | 0 | 0 | 0 | 0 | 0 | 0 | 246 | 613 |
| | | CA | 72 | 1 008 | 40 954 | 1 260 | 5 490 | 48 784 | 21 004 | 19 976 |
| | Transf. | Refr. | 0 | 0 | 0 | 839 | 0 | 839 | 462 | 6 031 |
| | | CA | 0 | 1 150 | 1 031 | 21 988 | 39 | 24 208 | 844 | 4 669 |
| Spartan | Fresh | Refr. | 0 | 0 | 0 | 0 | 0 | 0 | 98 | 1 536 |
| | | CA | 162 | 8 911 | 40 281 | 1 584 | 38 720 | 89 658 | 30 646 | 26 471 |
| | Transf. | Refr. | 0 | 0 | 0 | 3 838 | 0 | 3 838 | 200 | 695 |
| | | CA | 0 | 9 504 | 2 055 | 31 303 | 761 | 43 623 | -98 | 1 472 |
| Others | Fresh | Refr. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 55 |
| | | CA | 0 | 1 154 | 1 665 | 0 | 1 296 | 4 115 | 1 648 | 1 657 |
| | Transf. | Refr. | 0 | 0 | 21 100 | 58 482 | 0 | 79 582 | -10 803 | 6 663 |
| | | CA | 0 | 5 953 | 2 032 | 132 244 | 0 | 140 229 | -4 656 | 38 955 |
| Total | Fresh | Refr. | 0 | 0 | 0 | 0 | 0 | 0 | 5 039 | 4 626 |
| | | CA | 288 | 41 491 | 255 268 | 30 496 | 200 450 | 527 993 | 220 433 | 196 800 |
| | Transf. | Refr. | 0 | 0 | 23 692 | 90 997 | 114 300 | 228 989 | 51 845 | 23 511 |
| | | CA | 0 | 84 925 | 201 478 | 599 855 | 23 679 | 909 937 | -2 268 | 101 962 |

⁽¹⁾ Total marketing is determined by variety Source: Infohort

For the 2012 Harvest, 1 666 919 bushels of apples were stored which includes 674 626 bushels of fresh apples and 500 bushels of processing apples coming from outside

For the 2011 Harvest, 1 556 481 bushels of apples were stored which includes 500 536 bushels of processing apples and 0 bushel of fresh apples coming from outside.

For the 2010 Harvest, 1 405 015 were stored which includes 514 493 bushels of processing apples and 0 bushel of fresh apples coming from outside.

Stored apples in Canada on March 1, 2013 (in bushel of 42 pounds)

| | 2012-2013 | 2011-2012 | 2010-2011 |
|------------------|------------------|------------------|------------------|
| Maritimes | 496 881 | 695 000 | 707 048 |
| Quebec | 1 666 905 | 1 556 481 | 1 405 015 |
| Ontario | 266 095 | 2 466 500 | 1 641 833 |
| British Columbia | 1 484 024 | 1 648 310 | 1 629 452 |
| Canada | 3 913 905 | 6 366 291 | 5 383 348 |

Source: Infohort

Stock Holding of Quebec apples on March 1, 2013 (in bushel of 42 pounds)

| Varieties | | | 2012-2013 | 2011-2012 | 2010-2011 |
|--------------|----------------|--------------|----------------|----------------|----------------|
| McIntosh | Fresh | Refr. | 0 | 0 | 2 700 |
| | | CA | 309 260 | 410 777 | 277 102 |
| | Transf. | Refr. | 117 371 | 29 673 | 8 522 |
| | | CA | 593 012 | 478 657 | 456 172 |
| Cortland | Fresh | Refr. | 0 | 0 | 5 |
| | | CA | 75 810 | 63 942 | 95 534 |
| | Transf. | Refr. | 15 942 | 640 | 0 |
| | | CA | 81 066 | 29 074 | 38 569 |
| Lobo | Fresh | Refr. | 0 | 0 | 0 |
| | | CA | 366 | 252 | 261 |
| | Transf. | Refr. | 11 417 | 0 | 0 |
| | | CA | 27 799 | 1 548 | 1 224 |
| Empire | Fresh | Refr. | 0 | 0 | 13 |
| | | CA | 48 784 | 77 629 | 55 691 |
| | Transf. | Refr. | 839 | 0 | 0 |
| | | CA | 24 208 | 23 565 | 10 530 |
| Spartan | Fresh | Refr. | 0 | 0 | 0 |
| | | CA | 89 658 | 160 289 | 122 303 |
| | Transf. | Refr. | 3 838 | 300 | 871 |
| | | CA | 43 623 | 24 596 | 16 102 |
| Others | Fresh | Refr. | 0 | 0 | 4 |
| | | CA | 4 115 | 2 785 | 4 691 |
| | Transf. | Refr. | 79 582 | 14 800 | 4 638 |
| | | CA | 140 229 | 237 954 | 310 083 |
| Total | Fresh | Refr. | 0 | 0 | 2 722 |
| | | CA | 527 993 | 715 674 | 555 582 |
| | Transf. | Refr. | 228 989 | 45 413 | 14 031 |
| | | CA | 909 937 | 795 394 | 832 680 |

The total of apples stored in Quebec includes the apples coming from outside.

| MARKETING OF FRESH APPLES IN FEBRUARY | | | |
|---------------------------------------|---------------------|------|---------------------|
| Year | Quantity in bushels | Year | Quantity in bushels |
| 2013 | 225 472 | 2008 | 293 364 |
| 2012 | 201 426 | 2007 | 280 733 |
| 2011 | 208 532 | 2006 | 239 903 |
| 2010 | 226 379 | 2005 | 237 112 |
| 2009 | 199 809 | 2004 | 180 628 |

List of Authorized Dealers

A list of authorize dealers as of February 25, 2013 is attached to this newsletter.

Publicity



Association des
emballeurs de
pommes du Québec

You will find attached an invitation from the Association of Quebec Apple Packers to participate in their Golf Tournament that will be held at the Club de Gold in Candiac. To participate, please call Jocelyne Godin at 450 991-1005 or by e-mail: jocelyne@emballeursdepommes.com

Documentation from the Federation

Producers and authorized dealers who receive documentation from the Federation, including news releases, market information and any other document and who would like to receive them by email, may contact Diane Parenteau by:

- Telephone: 450 679-0540, ext. 8254
- Email: dparenteau@upa.qc.ca
- Fax: 450 679-5595.



Thank you for your usual cooperation. It is much appreciated.

The Federation's Employees

Dial 450 679-0540 and the extension number. Web site: www.lapommequebec.ca

| | |
|----------------------------------------------------|-----------|
| Diane Allie, Information and Communication Officer | Ext. 8312 |
| Catherine Kouznetzoff, Information Technician | Ext. 8586 |
| Geneviève Perigny, Communication Technician | Ext. 8575 |
| Mélanie Noël, Development and Research Consultant | Ext. 8593 |
| Diane Parenteau, Administrative Secretary | Ext. 8254 |
| Daniel Ruel, General Manager | Ext. 8253 |
| Yvan St-Laurent, Inspector | Ext. 8209 |