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* * REMARKS OF THE HONORABLE CATHERINE MAY, BEFORE THE HOUSE OF
REPRESENTATIVES, OCTOBER 12, 1966 * *

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Mr. Speaker:

I would like to remind my colleagues that National Apple Week is October 13 to 22, with the theme of this occasion being Apple Time Is Here Again.

Whenever apples are mentioned, it is easy to think of Theodore Maynard's words when he said:

"The apple grows so bright and high
And ends its days in apple pie."

Of course, as we all know, not all of our apples end up in pie, for the apple, being a versatile fruit, provides as much good eating in the fresh as in the processed form.

This versatility combined with the highly nutritious nature of the apple undoubtedly accounts for the fact that apple production in the United States has been on the increase. Unfortunately, however, apple production here suffered a setback this year when some of our apple-producing States along the eastern seaboard were stricken with frost, drouth, and other adverse weather conditions. For instance, while in 1965, there were 136,050,000 bushels of apples produced in the United States, the production figure dropped -- per a preliminary report -- to 127,815,000 bushels in 1966.

Apple production did not, however, fall in my State of Washington, for while 25,000,000 bushels of apples were produced in 1965, the figure jumped up to 31,000,000 bushels in 1966.

While there are other areas of the country that produced apples which almost equal the quality of Washington-produced apples, I would like to point out some interesting detail about Yakima County of my previously there existed an active demand against a background of

Congressional District. This county ranks first nationally in apple production, and its apple crop is expected to be up over last year. As reported in the September, 1966, Crop Production Report, USDA, it was indicated that "in the Yakima Valley, Red Delicious have good color and an average range of sizes. The Golden Delicious crop is exceptionally good."

It is also interesting to note that Washington State produces approximately one-third of the apples that are consumed fresh in the country. My State raises about half of the Red Delicious and Golden Delicious that are consumed, and it expects to market about 33,000 carloads of apples this year.

Apple production is, of course, only a part of the exciting story on apples, for another important aspect is that of getting the apple to the consumer. In short, this requires that the American genius used for production must be extended to distribution.

The progress that has been made in recent times with respect to "controlled atmosphere storage" has made a great contribution to apple distribution. Through this unique technique, apples are held under ideal temperature conditions which preserve their natural goodness over extended spans of time. The result is that consumers, over vast areas, are guaranteed a fresh, crisp, juicy apple.

One of the most prominent advances using this "controlled atmosphere storage" principle is represented in the Apple Box, a new refrigerated apple-vending machine that is manufactured in Yakima, Washington, of my Congressional District.

I would like to say that the Apple Box has been heralded as the most effective vending machine developed to date. This unique vending unit is making it possible for apples to become available in areas where previously there existed an active demand against a background of

short supply. This remarkable breakthrough in apple distribution is making fresh apples available at service camps, schools, workshops, and other such areas which previously were denied access to this fresh apple delight. This marks but a beginning, and as further refinements are effected in the Apple Box, an even broader distribution of the fresh apple will come about.

Systems designed to preserve the freshness of apples will, undoubtedly, contribute to increases in exports of the fresh commodity. These development could complement what is a natural broadening base of apple exports. For instance, in the 1964-65 period, 4,794,000 bushels of apples were exported, and in the 1965-66 period exports rose to 6,093,000 bushels.

All of which makes one think of the important part that apples possibly could play in helping to provide nourishment for the hungry multitudes throughout the world.

The merit of this can be appreciated when it is realized that, as reported in an August issue of Time this year, some 500 million people -- one-seventh of the world's population -- are hungry. Two thirds of Brazil's population suffer nutritional deficiency. There are enough potential mothers alive today to raise the world population to 7.4 billion by the turn of the century.

From all of this, it is quite apparent that there is, in effect, a whole world of distribution opportunity at the disposal of the apple. And when all of the progress in apple production and distribution is reviewed, it becomes very clear that there is a lot more in store for us and that we just haven't seen anything yet.

I want to take this opportunity of extending my heartiest congratulations to the apple industry during National Apple Week.