

# NEW YORK FRUIT QUARTERLY

VOLUME 10 • NUMBER 1 • SPRING 2002

## Editorial

### We Can Deliver Quality Apples to the Consumer!

**M**y background in business has taught me that there are many similarities between agriculture and the corporate world! When the corporation I worked for faced troubled times, our CEO developed and prioritized 5 basic goals for our organization.

- #1 Good Quality
- #2 Good Sanitation
- #3 Correct Pricing
- #4 Good Stock Levels and Product Mix
- #5 Good Customer Service.

He reached these goals through the strategies "let's work together", "everyone do their part", and "let's get back to basics." It appears that these same strategies are important for improving the apple industry. I believe that by striving for the five basics and working as a committed team where everyone does their part, that we can easily keep intact the quality chain from the apple orchard to the consumer.

**Maturity** — The first link of the chain is fruit inspection in the field. Fruit must not be picked without proper brix, pressure, and starch levels.

**Harvest** — The key elements for a good harvest include properly trained crews with good supervision, only the best picking practices, a timely completion of harvest, and rapid transportation to storage.

**Quality** — Quality evaluations are very important in the field and at the storage facility. Each lot of fruit should be catalogued for size, color, defects, and maturity.

**Storage** — The key factors for good storage are rapid cooling, rapid filling of rooms knowing the characteristics of the fruit in each location, proper atmosphere, and allocation of needs.

**Packing** — Packers must only use fruit that best match orders. Proper grading and labeling is a must. Packed fruit needs to be re-cooled immediately and rotation practiced 100 percent—FIFO ('first-in-first-out').

**Marketing** — Marketers must know consumer needs, develop seasonal and promotional marketing plans, work collectively, communicate with other marketers, and move all packs promptly.

**Transport** — Ship fruit at proper temperatures. Make sure to mix only compatible items on a load. Only use haulers with equipment suitable for the job such as air ride suspension, with dependable drivers and high service levels.

**Retail** — Our role is to help and encourage the retailer to train employees, turn product quickly, store and display apples properly, maintain the cold chain, and conduct customer surveys.

**Consumer** — This is the final link in the chain. Consumer education needs to include information on varieties, proper handling, and recipes. Sampling of unique varieties encourages new purchases.

Let's not break the chain! Everyone needs to do their part! A team effort is essential! Let's get back to the basics!

Jim Kankowski  
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FRONT COVER: The kaolin clay active ingredient in Surround™ leaves a heavy coating on fruit and leaves. This "particle film technology" creates a physical barrier that can reduce or prevent host recognition, prevent movement or feeding, or cause irritation to the insect leading to repellency or death. CREDIT: S. Hoying

BACK COVER: This typical group of New York apple insect pests can be partially controlled using Surround™. Control depends on timing and frequency of sprays and initial insect population. CREDIT: J. Ogrodnick/NYSAES/Cornell

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