Testimony for the Environment Committee
In Support of
SB 1000, An Act Concerning Apple Assessments
Monday March 11, 2019

Good morning, Chairwoman Cohen and Chairman Demicco, Vice Chairs Kushner and Gresko, Ranking Members Miner and Harding, and members of the committee.

Thank you for the opportunity to submit testimony in support of Senate Bill 1000, An Act Concerning Apple Assessments.

The Department of Agriculture (DoAg) strongly supports this bill, which is submitted at the request of and on behalf of the Connecticut Apple Marketing Board (CAMB).

CAMB analyzed their budget expenses over the last three years. It determined a baseline of yearly expenditures, less, grant-funded projects, spent on marketing and outreach to promote all apple producers throughout the state.

CAMB’s promotional efforts are supported by a statutorily implemented assessment paid by each Connecticut apple producer based on self-reported annual harvests.

For the 2017 harvest, 40% of the producers who returned an assessment reported they were exempt from paying any assessment based upon the current assessment thresholds.

An additional 29% reported owing less than $100, leaving only.

30% of Connecticut’s apple producers actually funding the outreach and promotional activities benefiting the entire industry.

Based upon the approximately 70 Connecticut orchards which receive an assessment, the $100.00 minimum assessment proposed in the bill would more equitably distribute the cost of CAMB’s industry-wide promotional efforts and allow CAMB to maintain its successful digital presence through a standalone website, app, and social media, as well as at industry and consumer events promoting Connecticut Grown apples and Connecticut’s apple orchards.