

Implementation

Phytosanitary Challenges to International Marketing of Northwest Tree Fruit

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*Abstract:* Approximately 30% of all the apples, pears and cherries grown in the Pacific Northwest are exported to over 50 countries around the world. In its capacity as the international trade policy organization for the Northwest fruit industry, the Northwest Horticultural Council is called upon to address quarantine barriers or potential barriers to market access. These issues range from preventing potential export impacts of introduced pests, pest freedom in individual commodities as required by trading partners and pesticide residue issues resulting from crop protection needs. The increased complexity of developing adequate, science-based measures that appropriately address the concerns raised by our trading partners will be discussed.