



Produce Profile: **IMPORT PEARS**

WHEN IS IMPORT PEAR SEASON?

The organic import season typically begins in February, with availability into August.

HOW MANY IMPORT PEAR VARIETIES DOES OGC OFFER?

On average, 11 delicious organic varieties are imported into the U.S. each season. Check out OGC's Import Pear Primer to learn more about each variety and when to expect them.

WHERE DO THESE PEARS GROW?

OGC sources organic pears from Argentina during months when the California crop is long gone, and Northwest options dwindle. By sourcing from domestic and import regions, OGC is proud to offer organic pears nearly year-round.

WHAT'S THE BEST WAY TO DETERMINE IF A PEAR IS READY TO EAT?

Pears require a little time after delivery to become ripe and ready to eat. A pear ripens from the inside out, so the best way to determine if it's ripe is to gently push a thumb into its neck. If it gives slightly, it's ready to eat.

WHAT IS "PYRIFORM" AND WHAT ARE "LENTICELS"?

Both terms describe the appearance of a pear. Pyriform is the technical term for the "true pear" shape. Heavy-bottomed, with a slim neck that tapers at the top, think of Bartlett pears when imagining a fruit with the classic pyriform shape.

Lenticels are the pores in the skin of fruit. Seen on pears, apples and even avocados and mangos, they often appear as dots or flecks on the skin. But they're much more than just lovely decorations. Lenticels allow for the exchange of gases between the environment and the fruit's flesh.

WHAT IS A "DESSERT PEAR"?

Varieties described as a "dessert pear" are luscious, sweet and perfect to enjoy raw. These pears can replace any treat after a meal and are great for baking projects, too.

SHARE THIS INFO WITH EATERS

- Pears can be tested for ripeness by gently pushing a thumb into its neck. If it gives slightly, it's ripe and ready.
- There's a pear for every purpose. Seek out different varieties for baking, cooking, drying and fresh eating.
- Pears are a great source of fiber, high in antioxidants, potassium and vitamins C and K.
- Pears make delicious additions to salad, are tasty on cheese plates and complement other seasonal produce in a variety of recipes.



MERCHANDISING TIPS

- Share ripening information with POP signs. Help your shoppers enjoy their pears at peak ripeness, and take the guesswork out of their selection.
- Be sure to capitalize on all the different shapes, colors and sizes in the import pear category by bringing in a mix of options. Think creatively about displays. Pears make it easy to create lovely color breaks.
- Import pear season is months long and offers plenty of options. Keep a steady supply of familiar favorites like Bartlett while also bringing in a rotating cast of specialty varieties. Pears with intriguing shapes like Abate Fetel, unusual sizing like Forelle and colors like Red D'Anjou add a lot of excitement to displays.
- Import pears are often available in promotable volume. Be sure to include a pear in every spring ad.
- Offer samples and suggest pairings. Who can pass up a slice of ripe pear accompanied by cheese? Cross merchandise and introduce shoppers to creative ways to enjoy pears and get their creative juices flowing.

