



OutReach

FRESH NEWS from Pear Bureau Northwest



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Kevin Moffitt
President & CEO
Pear Bureau Northwest

Capturing Consumer Attention

As the 2015-2016 season wraps up, we are planning and preparing for next season and continuing to help move this year's remaining pears.

Increasing consumer awareness and consumption of pears is one important aspect of our mission. To this end, we reach consumers in three places: before they arrive in the store, while they are in the produce department comparing nearly 600 fresh produce items, and at home where we help ensure a satisfying eating experience.

Before they shop, we capture consumer attention through print and online advertising and promotions, nutrition ambassadors, and editorial media messaging about healthy and delicious pears.

To reach consumers in stores, we educate retail and produce department staff, use in-store signage, promotions and attractive displays, conduct sampling, and air *Check the Neck* focused in-store radio advertising.

Through these channels and more, we endeavor to impact consumer understanding and perception of pears, making sure they enjoy a juicy, flavorful and ripe pear each time they bite in.

Looking to 2016-2017, new initiatives are ready and we calibrated our on-going activities to make them more efficient and effective. Some planned improvements include: upgrading our aggressive sampling program with better training of samplers, and elevating our other consumer activities, like more loyalty card promotions and coupons, cross promotions with other food brands, and taking new strides in nutrition communications.

We will implement these activities and more, to keep demand for USA Pears high, building on past season successes.

All pears all the time,

Kevin Moffitt
President & CEO
kmoffitt@usapears.com

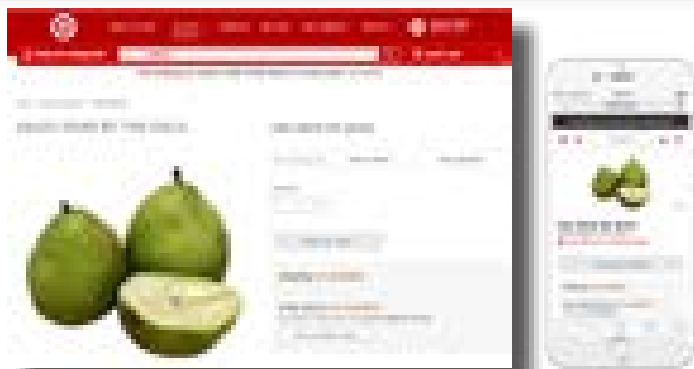
A Time for Pears

Riding the wave of positive media attention earned from last season's visit to Meredith test kitchens in Des Moines, Iowa, Pear Bureau Northwest (PBNW) presented elevated snack ideas at the brand new Time Inc. (Cooking Light, Southern Living, Food & Wine) test kitchens in Birmingham, Alabama. PBNW partner, Chef Andrea Slonecker, created five sophisticated snacks shared with 20 taste-makers from Time Inc. publications. Within days, Editor Kimberly Holland featured pears as the pear-fect pick for Oscar party menus, directing consumers to USAPears.org. Additionally, Cooking Light reached out to PBNW for an upcoming article, set to include a grower interview about pear ripening. Plus, they are developing a Seckel pear cake recipe for next season. Into the 2016-2017 season and beyond, the relationships formed and information presented will continue to sway important food and lifestyle editors and influencers.



Pear Pintxos recipe
available on USAPears.org

To receive an email version of the OutReach newsletter, please visit USAPears.org/growers-connect and complete a brief form.



Pears in retail apps

Late Season Retail Activities

USA Pears finishes the season strong with Anjou pears on ad in US and Canada grocery chains including Albertsons, Loblaw, Walmart, Tops Markets, Eagle Supermarkets, Ralphs, and Savemart. Additionally, Pear Bureau Regional Managers make sure USA Pears keep their prominent display space in the produce department until the last USA-grown pear is sold.

Right now, pears are available on retail applications at Target, Amazon Fresh, and more for purchase from a PC, tablet, or smartphone. Pears delivered to your front door with one click is an example of how we capitalize on trends, reaching pear buyers where they shop and encouraging easier and more frequent pear purchases.



Anjous on ad in Ralphs and Albertsons



Red Anjou display in Tops Markets



Late-season Anjou display in Walmart

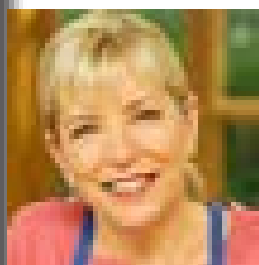
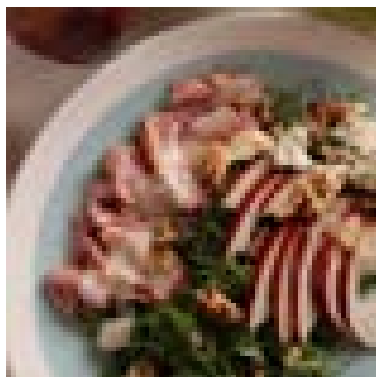
PBNW Awards

At the Produce For Better Health Foundation (PBH) Annual Meeting, PBNW was named a *Role Model* of the “Fruits & Veggies—More Matters” health initiative for efforts to support the vision and mission of the foundation.

The National Agriculture Marketing Association awarded PBNW Best Consumer Social Media Campaign at a regional competition for our 2015 National Pear Month “Clever Girl Blogger Campaign,” in which 45 bloggers developed and shared poached pear recipes featuring uniquely delicious liquids. PBNW is now entered in the national competition this summer.



Moffitt with past PBH chair Howard Nager (rt), Domex Superfresh Growers



Sara Moulton TV

Each year, PBNW identifies new channels to share recipes and messages. When Chef Sara Moulton - protégée of Julia Child, co-founder of the New York Women's Culinary Alliance, executive chef of Gourmet magazine, Food Editor of ABC-TV's "Good Morning America," and the host of several well-loved shows on the Food Network - kicked off the newest season of "Sara's Weeknight Meals" on public television in February, we made sure pears were on the menu.

On a Farm to Table themed episode, Sara visits a farm and makes a delicious Duck Breast Salad with Pear Walnut Dressing and Blue Cheese from farm fresh ingredients.

The episode originally aired in February in over 200 markets, with 1 million potential viewers. The new release of the episode will air in additional markets in May.

Find Episode 514 "Farm to Table" featuring USA Pears at SaraMoulton.com/shows. Her delicious recipe is also posted at USAPears.org.

BY THE NUMBERS 2015-2016 Season



Retail Sampling
1,259K Consumers



Consumer Events
446,950 Reached



Online Retail Training
775 Completed



Consumer Print Advertising
110 mil+ Impressions



Media Editorial
360 mil+ Impressions



USAPears.org
370K=+10%; +7% page reads;
+16% duration



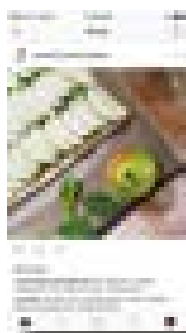
Social Media
58K+ Followers



Sharon Palmer
Tweet



Toby Amidor
Facebook post



Katie Morford
Instagram share

Plant-Based Bloggers

In April, three popular plant-based bloggers, Sharon Palmer, Toby Amidor, and Katie Morford created uniquely on trend recipes featuring pears to share with their extensive online networks. Find their recipes at USAPears.org.



Canadian Chef Presentation

Long-time pear ambassador and Canadian chef educator, Wendy Barrett, conducted a *Pears on the Menu* educational presentation at the Canadian Culinary Federation conference in Windsor, Ontario, May 15-19.

Her hands-on presentation featured USA Pears varieties, how to ripen and handle pears at a restaurant, and creative recipes to delight patrons.



National Display Contest

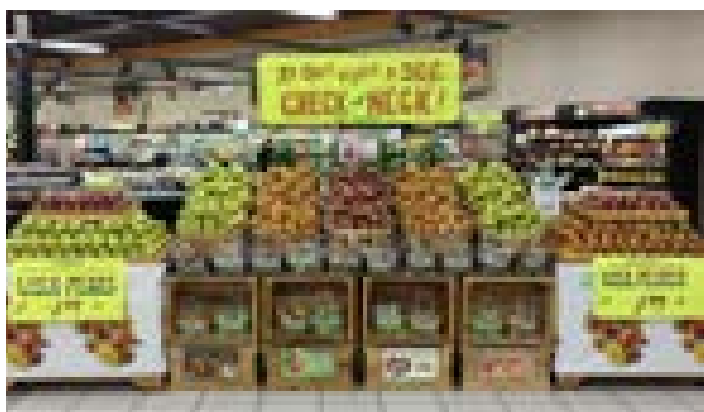
The annual Pear Up with USA Pears national retail display contest closed on April 15th with prizes awarded to deserving retailers of all sizes across the US and Canada.

Participants created pear displays of Green and Red Anjou and Bosc pears. Entries were judged on appearance, creativity, and educational content. To help move smaller sized pears, judges awarded bonus points if two sizes or more of pears were included in displays. Pear sales increases of up to 400% were reported, with an average increase of 92% over the same period in 2015.

To see complete results, visit Trade.USAPears.com/Display-Contests.



Small Retailer 1st Place Winner:
Tammy McEachron, Mirabito's IGA, Hannibal, N.Y.



Medium Retailer 1st Place Winner:
David Scarlett, KVAT Food Stores, Knoxville, Tenn.



Larger Retailer 1st Place Winner:
John Weber, Hy-Vee Food Store, Worthington, Minn.



Events & Conferences

Pear Bureau staff is committed to representing pear growers all season long, and late season is no exception. Over the past few months, we've stayed busy at trade, health, and consumer events across the US and Canada, creating better reach, making key connections, and influencing decision makers to drive pear sales.

At the PBH Foundation Annual Meeting, held April 4-6 in Phoenix, AZ, PBNW met with retail dietitians, nutrition publishers, and retailers to discuss new pear research, American Dietary Guidelines, and how pears are an important part of a healthy diet and lifestyle.

PBNW influenced top Canadian retailers at the Canadian Produce Marketing Association held April 12-14 in Calgary, AB. A pears, wine, and cheese cross merchandising presentation drove steady traffic to the USA Pears booth, creating opportunities for future retail partnerships.

Oregon AgFest, held April 23-24 in Salem, OR, was packed with Oregon families learning from local growers. Kids created pear super heroes while parents learned about versatility and ripening of the official Oregon State Fruit from grower Adam McCarthy* from Parkdale, OR.

PBNW staff connected with health professionals and school administrators at the California Nutrition and Dietetics Annual Conference April 21-23 in Riverside, CA, sharing pear nutrition toolkits and discussing the needs of RDs and nutritionists for treating nutrition therapy recipients.

During the summer months, PBNW will exhibit at the School Nutrition Association Annual Conference in Texas, Produce Marketing Association Foodservice conference in California, and the Midwest Produce Conference in Missouri.



Produce for Better Health Annual Conference



USA Pears booth at the Canadian Produce Marketing Association



USA Pears booth at the Oregon AgFest

*Want to volunteer at events? Go to usa-pears.org/growers-connect



How Do You Anjou?

Promoting late season Anjous, PBNW launched a #HowdoyouAnjou Instagram scavenger hunt and contest in which participants join the USA Pears social media network, and share their snacks, meals, and creations using Anjou pears. Users follow #HowdoyouAnjou to find each post in the scavenger hunt and more innovative posts from other pear lovers. Participants who complete all required steps are entered to win a Visa gift card and a gift box of pears. The winner is selected based on their creative use of Anjous and will be announced June 8, 2016.

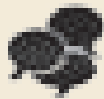
International Consumer Statistics

Advertising Results



- 20.1 million reach
- Est. \$2.6m ad value
- 64 billboards

Social Media



- 25,241 website hits
- 6 social media pages
- 166,454 new follower

In-store Promotions



- 25,241 website visits
- 6 social media pages
- 166,454 new followers

Training



- 105 training seminars
- 3,124 attendees
- 119 online training participants

Preliminary Results from Export Cost Benefit Study Show Opportunities for Increased Returns

Preliminary research results show that PBNW export programs generate strong returns for NW pear growers and strong potential for further growth.

PBNW is lead collaborator on a US Fresh Fruit econometric study to measure the overall benefit cost ratio (BCRs) for participants of the USDA's Market Access Program grant. The study is a cost benefit analysis of individual participants and the group in aggregate. This economic model is not a predictive model, but will provide directional information for planning promotional spending. The net marginal benefit shows what an additional dollar added to the international program would potentially generate in returns to growers; and with nearly all of PBNW's export markets having a net marginal benefit ratio over 2.0, suggests that there is potential for growth in the export markets.

The final project will be completed in mid-summer, but the research team, Dr. Harry Kaiser (Cornell University), Dr. Tim Richards (Arizona St.), and Dr. Roman Keeney (Purdue), released the preliminary results for the top 10 USA Pears export markets.

Marginal BCRs for Northwest Pears by Importing Country and Overall
July 2018

Country	Combined Long-run
Mexico	2.41
Colombia	6.47
Russia	6.48
UAE	5.68
Brazil	3.38
India	11.46
China	3.01
Germany/Netherlands	2.47
Sweden	2.80
New Zealand	0.39
Average	3.07

Study Authors: Researchers Dr. Harry Kaiser, Cornell University, Dr. Tim Richards, Arizona St., and Dr. Roman Keeney (Purdue)

The marginal BCRs for PBNW's export promotion program are reported in the above table. The overall average combined marginal BCR is 3.07 in the long term. That is, an extra dollar (combined from USDA Foreign Agricultural Service and PBNW) in international program spending would return \$3.07 in extra profits to pear growers. India, Colombia, and Russia have the highest BCRs during the measured 15 year time period. In the case of India during the 15 years of the study, export volumes increased from 0 boxes to over 200,000 and promotional budgets increased accordingly. With positive increases in both shipments and investment, the resulting BCR in India is the highest for USA Pears.

While multiple factors contribute to market performance, this study suggests that a high marginal BCR means programs are below optimal levels or under-funded. Increasing the funding of these export promotion programs would increase profitability of the industry, as indicated by the marginal BCRs being well above 1.0.

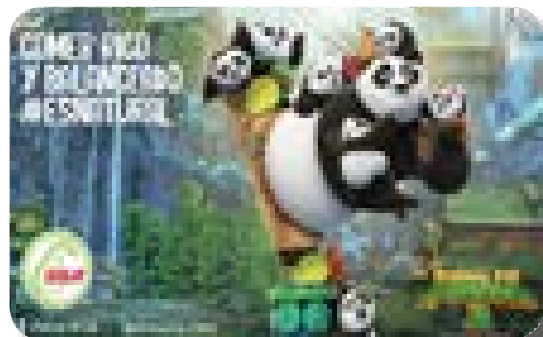


Movie Tie-ins

Throughout March in Mexico, PBNW conducted a tie-in promotion with the DreamWorks movie Kung Fu Panda 3, including billboard advertising with movie characters and pears, in-store activities, and social media contests.

Nine boards were visible to 3.3 million people in Mexico City, Guadalajara, and Monterey. In stores, Kung Fu Panda stickers were available for decorating pears, similar to the Halloween promotion earlier this season. PBNW targeted major retail chains with 150 sampling days in 90 stores and special POS. Previous movie tie-in promotions have resulted in sales increases of more than 250% at participating stores.

There will be in-store promotions throughout the end of the season with the Teenage Mutant Ninja Turtle movie. The promotion will include billboard advertising, in-store activities, a sticker promotion, and a contest where followers can win tickets to the movie.



Kung Fu Panda 3 "Eating rich and balanced #It'sNatural"



Teenage Mutant Ninja Turtle Movie "Savor the action #It'sNatural"



USA Pears nutritional workshop in Mexico

Nutrition Workshops in Mexico

In May, we hosted a series of nutritionist-led consumer workshops about USA Pears as part of a healthy diet and lifestyle. Attendees learned about pear varieties, health benefits, and how to know if a pear is ripe. The workshops, in supermarket chains Soriana, Walmart, and Commercial Mexicana, are a great way to form a stronger connection between consumers and USA Pears.

Mexico Retail Display Contest

Engaging regional retail chains in Mexico, PBNW conducted a display contest between individual stores in retail chains: Calimax in the border cities, S-Mart in Ciudad Juarez, Al Super in central Mexico, HEB in Monterrey, Mexico and Super San Francisco de Asis in southeastern Mexico.

One store from each chain with the best display will be named the winner of the contest. To qualify, the displays remained up for a full month between March and April. Pear sales increases of 150% are expected.



Morgan Cairnes Joins PBNW



Morgan Cairnes has joined Pear Bureau Northwest as our Sampling & Event Coordinator.

Cairnes brings diverse experience in event planning, foodservice, communications, and graphic design to the PBNW team. Most recently, Morgan developed and implemented innovative social media strategies for clients at Expand YOUR Brand in Portland.

“I’m proud to join this creative and hard working team,” said Cairnes. “Plus, pears happen to be my favorite fruit.”

Cairnes earned a BA in Applied Arts & Sciences with a focus on Graphic Design from San Diego State University and completed Wings personal development seminars. Morgan lives in Portland, OR and enjoys snowboarding, hiking, cooking, and travel.

UPCOMING EVENTS

Pear Bureau Northwest and Fresh Pear Committee Annual Meetings
June 1-2
Portland, OR

School Nutrition Association Annual Conference
July 10-13
San Antonio, TX

Produce Marketing Association Foodservice
July 29-31
Monterey, CA

Midwest Produce Conference & EXPO
August 15-17
Kansas City, MO

Portland FEAST
September 16-18
Portland, OR

BARBECUE PORK, PEAR, AND CHEDDAR QUESADILLAS

INGREDIENTS

6 ounces cooked, shredded pork
2 tablespoons barbecue sauce, plus more for dipping
4 flour tortillas (8-inch size)
4 ounces cheddar cheese, grated
1 large, ripe USA Pear, such as Anjou or Bosc, sliced
Cilantro, chopped, for garnish

DIRECTIONS

Preheat the oven to 400 degrees. Mix the shredded pork with the barbecue sauce and microwave for 1 ½ – 2 minutes to warm. Set aside until ready to use. Lay out two of the tortillas in a single layer on a sheet pan. Sprinkle the tortillas with half of the cheese. Divide the warm pork between the two tortillas. Next, arrange the pear slices around the tortillas as evenly as possible, and then top the pear slices with the remaining cheese. Lastly, place the remaining two tortillas atop the cheese layer and transfer to the oven. Bake the quesadillas for 10-12 minutes, or until the tortillas begin to crisp lightly. Remove from the oven and allow to cool slightly. Transfer the quesadilla to a cutting board and slice into quarters. Sprinkle with chopped cilantro and serve immediately with more barbecue sauce for dipping.



For more recipes,
visit USAPears.org