



OutReach

FRESH NEWS from Pear Bureau Northwest



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Kevin Moffitt
President & CEO
Pear Bureau Northwest

90 Years and Still Fresh!

This year we celebrate the 90th anniversary of Pear Bureau Northwest (PBNW). Our team remains dedicated and focused on our core mission to increase consumption of pears and help move the crop profitably in the U.S. and world markets.

While there have always been challenges faced by our industry, the past year has been especially unprecedented for everyone. But there have also been new opportunities for us to launch innovative marketing strategies to reach consumers, and these have allowed us to keep PBNW more relevant and progressive than ever in the produce industry. The COVID-19 pandemic has also changed the retail landscape, with less interactions in the store and accelerated growth in the digital shopping landscape, and PBNW has swiftly adapted to these changes.

We have worked aggressively to intercept online shoppers with promotions like onsite banner ads, digital coupons, sponsored product positioning, product giveaways and sampling, targeted social media ads, and our shoppable recipe technology that allows consumers to purchase ingredients for our 400+ recipes on USAPears.org.

Throughout the 2020-21 season, our team also worked with retailers to keep traditional promotions for conventional and organic pears going strong, providing data-driven recommendations for the category with key retailers. We implemented high-graphic merchandising bins with Quick Response (QR) codes bringing consumers to recipe videos, engaging display contests, loyalty card programs, and collaborations with dietitians, resulting in full store and social media engagements.

Our strategy of replicating successful tactics while continuing to push boundaries with innovative programs has always been a hallmark of our organization, and after 90 years we are more committed than ever before to promoting flavorful Northwest pears on behalf of our grower community with innovative and impactful promotions. Please read on to find examples of activities that have taken place since the beginning of the year, as well as a glimpse of what we have planned in the future. If you have questions or comments, please do not hesitate to contact me.

All pears, all the time,

Kevin Moffitt
kmoffitt@usapears.com

New Anjou Regulations to Help Ensure Consumer Satisfaction

The pear industry in the Pacific Northwest has added a regulation for Anjou pears in a move to help ensure Anjous get the cold storage required in order to ripen properly and in a timely manner to satisfy consumers with a great eating experience. In a process that was started last June, the Fresh Pear Committee (FPC) voted to reduce the early season pressure requirement to ship Anjou pears in the U.S. and Canada before November 1st from 14 lbs. to 13 lbs. Beginning with a 10-point justification from the industry, the USDA thoroughly reviewed the request and, after eleven months, the new regulation went into effect on April 23. This is the latest step in the industry's push for getting great quality fruit that will ripen properly and in a timely manner to satisfy consumers' desire for sweet, juicy fruit within 1 to 3 days after purchase.



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

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Big Apple Meets Big Pear with NYC Video Billboard

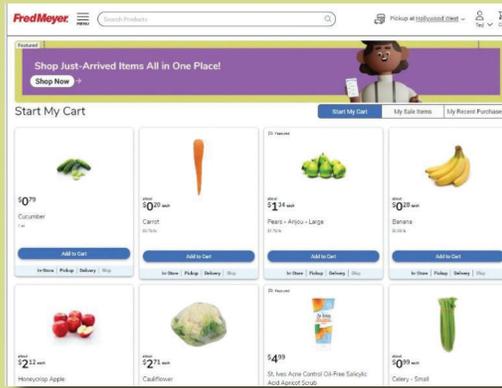
As NYC begins to emerge from lockdowns with restaurants and theater events scheduled this spring, PBNW recently took advantage of availability on a corner lighted, animated billboard in the heart of Times Square. To grab attention and show city residents and visitors a fun and offbeat way to enjoy pears, we ran our Extreme Pear Snacking video. The launch of the video ad comes at a key time when the landmark is experiencing some of its [highest daily foot traffic](#) since the start of the pandemic with record daily visitors. View the billboard in action [here](#).



The pear video banner will run nearly 11,000 times between March 15 - June 30 on the 56' x 29' two-sided banner, garnering millions of impressions and inspiring pear snacking in an extreme, new way! See the complete Extreme Snacking video [here](#) on YouTube.

PBNW Reaches Consumers Where They Shop with Online Shopping Promotions

During the last 12 months consumer shopping patterns have changed dramatically with a surge in online sales and fewer and shorter trips to physical stores. Recognizing these shifts and the need to generate impulse purchases when consumers were not wandering through produce departments, PBNW quickly shifted resources and began to promote more heavily on these online shopping platforms.



Organic and conventional pears were promoted in the shopper's gallery using sponsored positioning and banner ads to elevate pears among online fruit choices using common search terms like fruit and fresh fruit. Also included in our sponsored search terms were complementary ingredients and popular fruit like apples, citrus, bananas and grapes, getting pears on the top line when consumers searched for these leading produce items.

Another benefit from getting consumers purchasing pears online is that pears are then often added to the consumer's shopping list, which shows up when they begin their next online order, ultimately increasing the chance they will purchase again.

To date this season, we have executed online promotions with the following retail banners:

- Walmart sponsored positioning for bulk and bagged pears and pear sample giveaway to curbside pickup shoppers
- Kroger digital coupon offer and keyword sponsored product positioning for bulk and bagged pears
- Amazon Fresh online shopping product positioning and coupons for conventional and organic bulk and bagged pears
- Sponsored search was executed with Albertsons/Safeway, Dollar General, Food Lion, Giant, Giant Foods, Hannaford, Harris Teeter, Hy-Vee, Instacart, Marianos, Piggly Wiggly, ShopRite, Stop and Shop, Smart and Final, Target, The Fresh Market, United Supermarkets, and Weis Market

Online Shopping Giveaway Brings Ripe and Ready Anjou Pears to Walmart.com Shoppers

During the Covid epidemic, retailers paused in-store sampling. Consequently, we sourced new ways to get ripe, tasty pears into the hands of consumers as a way to generate repeat sales. For example, we coordinated a program to place ripened pears into the hands of Walmart.com shoppers. One fresh and ripened Green Anjou pear was packed in a reusable pear packer and distributed to 200,000 consumers in their curbside grocery pick-up bags at nearly 1,000 Walmart stores. The custom sticker on the pear packer educates shoppers on how to Check the Neck™ to know when a pear is ripe and ready to enjoy. Educating consumers on how to ripen pears is one of the most important messages for consumers that was previously communicated during in-store sampling events and consumer shows, activities that have been suspended during the pandemic.



“Aisle of Red Pears” Display Challenge Led the Way in Highlighting Red Anjou Pears



Throughout the second half of this season, PBNW Regional Marketing Managers set up multiple sales contests and display challenges with the objective of increasing sales of Red Anjou pears, as well as emphasizing other key varieties like Bosc and Green Anjou. Red Anjou pear promotions were strong during February, National Heart Health Month, as well as National Nutrition Month in March.

While we have put many promotions into play for other varieties this season, below you can see a roundup of many effective Red Anjou activities that have increased display size and kept momentum strong among consumers.

- The nationwide “Aisle of Red Pears” display challenge, aimed at dramatically increasing retail display space for Red Anjou pears, generated a lot of large, eye-catching displays resulting and sales. See many of the great displays resulting from the promotion [here](#)
- Red Anjous were prominently displayed next to avocados in a Super Bowl ad in Market Basket’s weekly flyer that you can view [here](#).
- A display contest was executed with [Four Seasons](#) aimed at encouraging independent retailers to showcase Red Anjou using our high-graphic, USA Pears display bins
- Red Anjous were displayed at over 100 [Shaw’s](#) stores
- Food Lion (1,029 stores) - Red pears were merchandised on 1,100 USA Pears bins for five weeks with a red pear, walnut and spinach salad cross-merchandising promo for the month of February
- DeCA (240 stores) - Red pear promo using POS and USA Pears display bins in February
- In Canada, we placed 10,000 conditioned Red Anjou pears into the bags of online shoppers at a Canadian retailer through their delivery service, Grocery Gateway, during early February while also running an in-store promotion and social media ads



USA Pears and California Walnuts Partner for Heart Health Promotions

In coordination with American Heart Month in February, PBNW partnered with California Walnuts on promotions at retail and on social media throughout the month, amplifying our impact in stores through brand collaboration. Below are examples of activities that took place:

- **Albertsons/Safeway - Portland division (141 stores)** - In-store display bins and “Big Book of Values” with \$2.00 off organic bagged pears for first two weeks and 2.00 off Green and Red Anjou for the last two weeks of February
- **Northwest Grocers (90 stores)** - Red Anjou promotions in January and February, with a Red Anjou ad tie-in for Valentine’s Day
- **Mother’s Markets (9 stores)** - In-store display bins and advertising support
- Red and Green Anjou as well as Bosc pears were highlighted in social media posts from California Walnuts and USA Pears showcasing pear nutrition and versatility in easy-to-make recipes



Reaching Retailers and Industry Members at Virtual Trade Shows

While it is certainly starting to feel like there is a light at the end of the tunnel, many in-person events are still on hold. For the second half of the



season, PBNW participated in a couple of high-profile virtual trade shows. At CPMA Fresh Week in April and at the Southeastern Produce Council's Southern Exposure event, we showcased the industry's "Commit to Flavor" campaign as the overall theme in our virtual booths. The events gave us the opportunity to engage with retailers and produce industry members and discuss how to increase pear category sales with the latest information on the conditioned pear program. In addition to the flavor campaign, we shared pear varieties and availability, retail merchandising and training opportunities, customizable personal shopper training, and foodservice programs with fresh pears.

Watch our high intensity flavor teaser video [here](#).

Social Media Ads Bring Pears to Millions of Consumers

Social media advertisements are one of the most effective ways to reach consumers with inspirational and educational pear content at home or wherever they go. Since the start of our season, we have consistently placed targeted digital advertisements on Facebook, Instagram, Twitter, Pinterest and YouTube. As of May, the ads have generated over 60 million impressions, 201,000 engagements (likes, comments, shares, favorites, retweets), 147,000 clicks to USApears.org, and over 7 million video views. Content this season has consisted of our [pear-sonality infographics](#), [grower flavor experience videos](#), recipes and ripening education.



Consumer Media Outlets Spotlight Pears During Second Half of Season



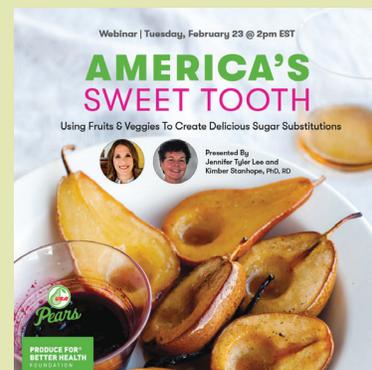
January through May saw a very high rate of earned media placements in local and national media outlets as a direct result of our ongoing, cadenced media outreach. With nearly 2 billion media impressions across print and digital platforms this season, earning coverage for pears in the media continues to be a vital way PBNW shares the benefit of fresh, Northwest-grown pears.

Here are selected highlights:

- Yahoo!, [10 Best Healthy Snacks, According to Dietitians](#) (169 mill impressions)
- The Washington Post, [A week's worth of healthful recipes to jump-start your cooking in the new year](#) (36 mill impressions)
- Medical News Today, [Heart-healthy foods: What to eat and what to avoid](#) (23 mill impressions)
- AP News, [Pandemic cuisine: Odd pairings, old favorites on the menu](#) (12 mill impressions)
- Huffington Post, [How To Pick The Best Winter Fruits And Vegetables](#) (11 mill impressions)

Pear Nutrition Spotlighted on Produce for Better Health Webinar

While PBNW normally connects with many dietitians in person at events, we have explored ways to make those connections digitally. In February, we sponsored a webinar through Produce for Better Health (PBH) with the objective to educate dietitians and consumers about how certain fruits and vegetables, such as pears, bring nutritional value to the table. The online event was hosted by best-selling author Jennifer Tyler Lee and Kimber L. Stanhope, Ph.D., M.S., R.D., research nutritional biologist in the Department of Molecular Biosciences at University of California, Davis.



The webinar was attended by over 550 registered dietitians and industry members, with over 1,000 registered users receiving a follow-up link to the webinar and pear recipes to use with their clients.

Bringing Fresh Cut Pears to Market is a Step Closer

PBNW is always looking for new ways to introduce pears to the consumer, and one is a fresh cut pear program to fulfill the growing demand for fresh cut fruit in schools, foodservice, convenience stores and supermarkets. We have previously explored and tested fresh cut pears with processors and retailers like 7-Eleven. However, flavor, shelf-life and packaging have been hurdles to overcome.



Recently, we partnered with the Oregon State University Food Innovation Center to develop a process protocol that results in a 10 to 14-day shelf life for fresh cut conditioned pears, delivering excellent flavor and juiciness. PBNW is working with processing partners that procure pears from the Northwest and are ready to test the fresh cut protocol in their facility, and we have aligned with large school districts as an immediate market opportunity.

New Report Highlights Organic Acreage Growth

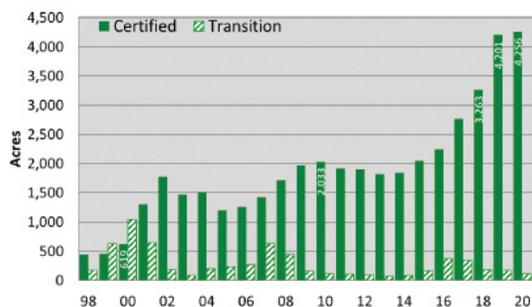


Figure 2. Acres of certified and transition pears in Washington State.

PBNW commissioned a report to better inform growers and shippers of the historical and forecast of organic and transition acreage. The report focuses on Washington state,

as Oregon does not collect this specific information. While the entire report and graphs can be viewed [here](#), key highlights are listed below:

- Bartlett, Green Anjou and Bosc make up 86% of the organic production
- Just under 4,300 acres of organic pears in Washington state, with about 128 acres in transition, were reported in 2020
- Anjou was the lead variety in 2001, but the report shows accelerated growth in recent years with Bartletts taking the lead
- Transitioning acres by variety shows Bartlett in the lead followed by Bosc



First Ever TikTok Partnerships Part of Spring Influencer Campaign

To generate awareness and excitement around the available varieties of USA Pears, we launched an influencer campaign throughout February and March including partnering with creators on the fast growing and popular TikTok channel for the first time. As the most downloaded app with nearly 700 million active users worldwide, TikTok is an increasingly important social media platform for engaging young people, as well as a growing number of adults. This campaign featured three TikTok recipes that collectively generated over 1.3 million views. Watch this platform as we launch additional partnerships in the last months of the season and continue to build our presence on TikTok.

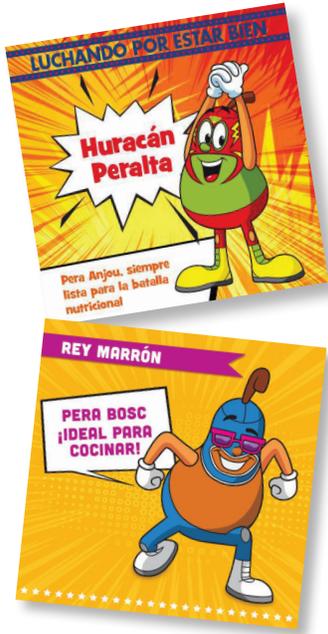
Overall, the campaign engaged 16 influencers on Instagram, Pinterest and TikTok generating more than 40 pieces of content including posts, videos, stories and infographics focused on versatility, nutrition and craveability of Red and Green Anjou and Bosc pears. The campaign reached over 1.1 million consumers with over 150,000 engagements primarily among millennials and Gen Zers, making it a strong late-season tactic to inspire consumers to buy pears in the spring. View the most popular TikTok video [here](#).



Top Luchador (“Wrestler”) Recruited for Mexico Promotions

PBNW has shifted the Fruit Luchador (Mexican wrestling) school outreach from in-person events to virtual events as schools are engaged in remote education and looking for interactive content to share with their students. This campaign has proven to be an effective tactic to build excitement with young audiences who have purchase influence with their parents. Between January and March, we conducted virtual events with 48 schools in the three major cities of Mexico City, Guadalajara and Monterrey, reaching over 10,000 school kids with the promotion. Additionally, PBNW conducted 220 sampling events with 110 different stores in the three main cities.

In addition, we launched social media activities such as new recipe videos and animated webisodes starring the characters. The newest component of the 20-21 Fruit Luchador activity is a partnership with a popular luchador in Mexico, who is called Psycho Clown. He has promoted and amplified healthy, delicious pears to his broad fanbase of more than 160K followers on Instagram. Other planned activities include adding his animated character to one of the upcoming Fruit Luchador animated videos. [Here](#) is a sample of the animated videos that are posted on Facebook.



Innovative AR Experience Launched in Mexico



PBNW has been exploring new realities with its POS materials for the Fruit Luchador activity in Mexico. Messaging on the display skirting, sticker sheet handout and the comic book directs consumers to special videos in an augmented reality (AR) experience bringing the POS materials to life. [Here](#) is a video that shows the AR experience consumers see on the new POS materials.

The Fruit Luchador activity is a valuable opportunity to test AR technology with consumer materials, allowing us to evaluate the use of the technology to communicate key messages around ripening, varieties and more for USA Pears campaigns in the future.

Materials were distributed in April during in-store promotions, and the AR engagements will be available throughout the spring and summer, adding interest and excitement and attention to USA Pears, leading to purchase.

Influencer Partnerships Amplify Social Media in Mexico

Throughout April and May, we are executing digital partnerships that increase USA Pears’ exposure on various social media channels in Mexico.

In April, we partnered with Chilango, a monthly humor and entertainment magazine and digital outlet based in Mexico City. The popular site published one “Chilantojo” video, a website note, newsletter, and set of Instagram Stories focusing on the versatility and health benefits of pears.

Starting in April and continuing through May, we are working again with renowned Chef Mariano Sandoval, who is creating and sharing new USA Pears content on his popular social media profiles on Facebook, Instagram and TikTok with a total of more than 400,000 followers.

Digital partnerships continue to expand our reach to consumers in key export markets including Mexico, Canada, India and Israel, with greater credibility for our messages delivered by sources that consumers trust.



Pears Featured in Multi-faceted Movie Tie-in Promo for *Croods 2*



In the latest DreamWorks movie partnership, pears are featured on POS and ads for the popular film *Croods 2* in Mexico, Colombia and the Central America Region. Our ongoing partnerships with the film companies grant us image-licensing rights for the movie characters for advertisements and POS materials drawing a lot of attention to pears. [Here](#) is a video that shows the AR experience consumers see on the new



POS materials. The campaign featured six billboards across Mexico City, Monterrey and Guadalajara, as well as ten decorated city buses. 200 sampling events were conducted over the promotional period using special POS materials and giveaway items.

Leveraging the partnership further and driving purchase, PBNW developed two special *Croods 2* recipe videos that were featured on our Peras USA Facebook page: <https://www.facebook.com/144526142276669/videos/1292212944481797> <https://www.facebook.com/144526142276669/videos/153371519878858>

In Central America, there were three billboard ads in Costa Rica, three in Guadalajara, two in Panama and eight smaller road-side sign ads in the Dominican Republic.

Coming up in June 2021, PBNW is partnering with another DreamWorks movie, *Spirit*, for a promotion that includes another six billboards and 10 more decorated buses in the three main cities. 200 sampling events are also planned with key retailers during the month of June.



Pear Pies Set Guinness World Record

120 chefs from all over the United Arab Emirates (UAE) set a new Guinness World Record for the longest line of pies, preparing 2,209 USA Pears pies on January 4.

12 teams of chefs participated in this special day along with representatives from many of Dubai's leading hotels, as well as a team of students from the International Centre for Culinary Arts Dubai (ICCA).

Each chef used the same pear pie recipe, using a total of approximately 5,512 pounds (around 2 1/2 pounds per pie) of USA pears to achieve the record. Upon achieving the Guinness World Record, the pies were donated to charity.

The event was streamed on Facebook Live, reaching over 17,000 viewers. As a whole, the event reached more than 30,000 people including many importers, retailers and traders of fruits and vegetables, as well as capturing attention in foodservice and consumer segments.



PBNW Hosts International Reps with Virtual Conference

In March, we hosted our international rep conference virtually. The benefit of a virtual rep conference is that it allows us to bring in outside agencies to present important topics. PBNW contracted with Sopexa, a global ad agency, which conducted an audit of our social media pages from Mexico, Brazil, UAE and India. They presented on their findings and provided recommendations on how to improve our social media outreach moving forward. Euromonitor International also gave a presentation on top global consumer trends and how they might impact the fresh produce business. Rounding out the 4-day rep conference was an insightful presentation from the Domestic Marketing team on their digital outreach activities and a shipper panel, the latter of which included discussion on the export market outlooks and industry trends.



UPCOMING PEAR MEETINGS

Virtual Annual Pear Meetings
FPC and PBNW

PBNW Export Committee Mtg
Wed, June 2, 10 am

PBNW Board Mtg
Wed, June 2, 1:30 pm

Fresh Pear Committee Mtg
Thurs, June 3, 10 am

All meetings will be held over our private ZOOM virtual conference service.

Instructions to attend:

1. Open <https://zoom.us> on your browser
2. Select "Join A Meeting" on the upper right navigation bar
3. Enter Meeting ID **770311467** and Password **587213**



TURKEY BURGER AND PEAR SLIDERS

Indulge in your burger craving without feeling guilty! Grilled fresh, sweet pear and creamy Chèvre goat cheese help satisfy the foodie in all of us. These mini gourmet turkey and pear burgers will soon become a grilling favorite.



INGREDIENTS:

Turkey Burgers

- 1 pound ground turkey
- 1/2 cup Italian-seasoned breadcrumbs
- 1 large egg, beaten
- 1 tablespoon minced dried onion
- 1 teaspoon Worcestershire sauce
- 1/2 teaspoon salt
- 1/2 teaspoon freshly ground pepper

Assembly

- 1-2 Bartlett or Anjou pears sliced (or planked)
- 12 small slider roll/buns
- 3/4 cup Chèvre goat cheese
- Arugula lettuce

DIRECTIONS:

Turkey Burgers

1. Combine all ingredients in large bowl
2. Shape into 12 patties to fit the buns you selected
3. Pan-fry, broil, or grill until turkey burgers lightly browned and cooked through, about 5 minutes per side

To make Pear Slices

1. Cut pears into 1/4-inch slices (or use a pear-plank) and spray lightly with nonstick spray
2. Grill or broil pear slices until brown in spots, about 2 minutes per side

To Assemble

Separate 12 small slider rolls. Spread bottom half with goat cheese. Put cooked turkey burger and a pear slice on top of goat cheese and top with fresh arugula leaves and serve.



Pears

For more recipes,
visit USAPears.org