

# Pears

**THIS SWEET TREAT MAKES A GREAT SNACK** — nearly three-quarters of pear buyers (74%) said they used pears this way in the past year. Pears were also a favorite in dessert because of their sweet flavor and soft texture (33% used them this way), and 24% said they used the summer fruit as an ingredient in a recipe.

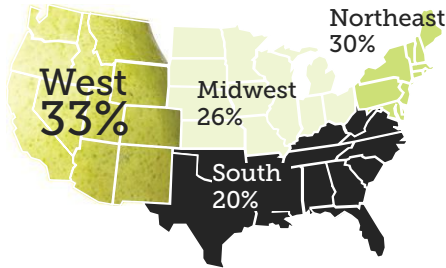
Consumers have their choice

of color and flavor, but the green-skinned Bartletts are the most popular pick, followed by red-skinned anjous. Both Bosc and Asian pears were preferred by 12% of shoppers. However, 21% had no preference at all when it came to pear variety.



**27%** of customers purchased pears within the past 12 months

## Likelihood of purchase based on region



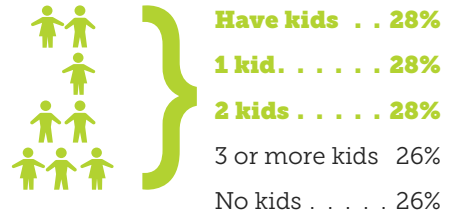
## Varieties consumers prefer to purchase

<b>Bartlett</b>	<b>38%</b>
Anjou	17%
Bosc	12%
Asian (apple) pears	12%
No preference	21%

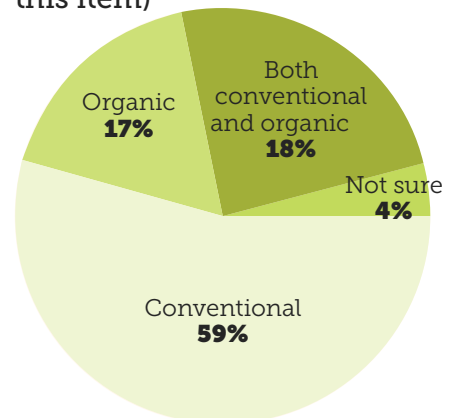
## Ways consumers use pears

<b>As a snack</b>	<b>74%</b>
As a dessert	33%
As an ingredient in a recipe	24%
As a salad	23%
As a side dish	21%
As an appetizer	18%
As a main dish	12%

## Likelihood of purchase based on presence of children



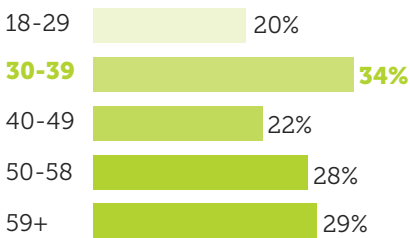
## Types of produce purchased (among those who bought this item)



2022 marks the fifth straight year that the likelihood of a pear purchase has increased according to income. Shoppers in the lowest income bracket were among the least likely to buy the summer fruit, along with Black consumers and those in the "other" ethnic category.

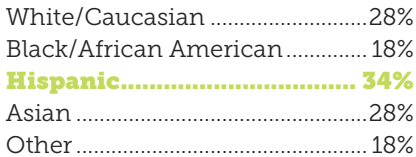
Family size didn't have much effect on pear purchases. Consumers with kids were slightly more apt to pick up pears than those without kids living at home. Shoppers in their

### Likelihood of purchase based on age\*

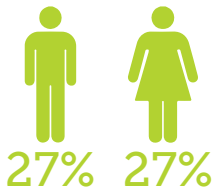


\*Considering primary household buyers

### Likelihood of purchase based on ethnicity



### Likelihood of purchase based on gender



30s were more likely to buy this sweet fruit than those of other ages.

Interest in organic pears is up slightly from last year, with 17% of buyers saying they always bought organic pears (14% said so last year). Meanwhile, 35% of pear buyers said they chose organic fruit at least some of the time. **ET**

# THE TIME IS RIPE

## FOR INCREASED PEAR PROFITS

**MERCHANDISING  
CONDITIONED PEARS  
CAN INCREASE SALES**

**19.5%!**

by satisfying consumer demand for ripe and ready



*Pears*

# Pears pmg organic 2021



## OVERVIEW

Organic pear sales leveled out in 2020, with sales growing just 3.5%. However, organic pears make up more than 8% of all pear sales, which makes them worth giving space to in your department. Make a big splash with organic pears in the fall when they are at peak season.

## FRESH TRENDS 2021

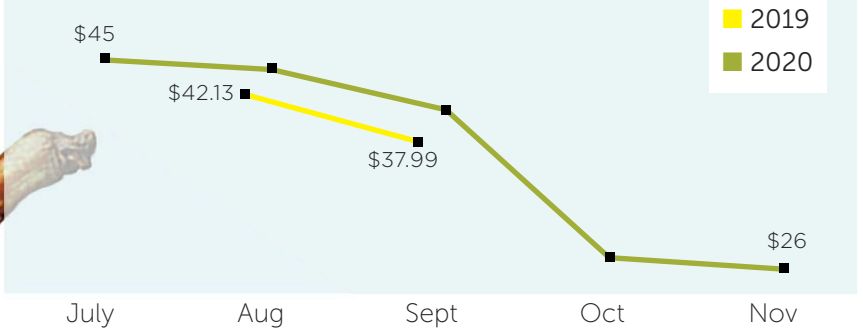
14% of consumers said they purchased organic pears exclusively, the same as last year, while another 18% said they bought organic pears at least some of the time.

Sales	2020	% change from 2019
Pounds sold	18,257,418	7.2%
Retail sales	\$37,098,187	3.5%
2020		2019
Average retail price per lb.	\$2.03	\$2.10
Dollar share of organic fruit	\$1.25	\$1.35
<b>Organic percent of retail pear sales 2020: 8.8%</b>		

Source: IRI

## Organic monthly shipping point prices 2019-20

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



## MARKETING TIPS

Promote organic pears alongside organic apples when cooler weather rolls around as shoppers associate fall with pear season. Include pears in winter holiday promotions as they are often used in holiday baking. Encourage shoppers to think of organic pears as more than just a quick snack by offering preparation tips and recipes both in store and on your social media channels. Cross-promote pears with organic baking items and other organic fruits.

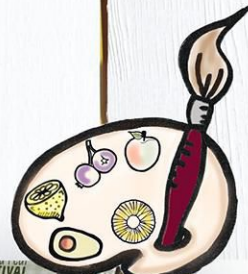
## DOS AND DON'TS

- ✓ **DO:** Display pears in their shipping containers or be gentle when placing them on the display as they can bruise easily.
- ✗ **DON'T:** Don't forget to educate shoppers that pears will continue to ripen at home, so they won't hesitate to purchase pears before their optimum ripeness.

## COMMON PLUS

Look online at [www.producemarketguide.com/produce/organic-pears](http://www.producemarketguide.com/produce/organic-pears) for a list of the most common PLUs.

# Dynamic Displays



## HANDLING

> Temperature: 32°F (0°C); to ripen, 60 to 70°F (15.6 to 21°C ) (When ripening, avoid too much heat; temperatures above 80 F (26.7°C) can cause damage to flavor and appearance.)

> Relative humidity: 90-95%

> Mist: no

> Typical shelf life: 60 to 90 days

> Ethylene producer (Do not store or transport ethylene-sensitive items with commodities that produce ethylene.)

> Odor-sensitive (Do not store or transport odor-sensitive items with commodities that produce odors.)

> Odor-producer (Pears produce odors that will be absorbed by cabbage, carrots, celery, onions and potatoes.)

> Moderately sensitive to freezing injury. (Likely to suffer injury by one light freezing.)

The best flavor and texture develop when pears are ripened off the tree. They are picked unripe, but mature. Fruit allowed to ripen on the tree develops a coarse, woody or gritty texture.

> Russetting is a common characteristic among some of the best-flavored pears. Scars or other minor skin blemishes usually do not affect eating quality.

> Bartletts will turn yellow and give off an aroma when ripe.

Winter pears do not change color, and ripeness can be tested with a thumb. Retailers can set up pallet ripening programs in their back rooms.



Photo courtesy Scott Bennett Jewel-Osco

Offer a variety of pear types and colors to create a well-stocked organic pear display that will encourage impulse buys.



Photo: Farm Journal

Include organic pears in an organic fruit display that also features apples and citrus.

> Cover pallets of green pears with canvas, which holds in heat and gas without causing the produce to sweat and deteriorate.



To read more, scan the QR code.