



Activity Update

Pear Bureau Northwest

Volume 11 Number 1 September 2007

View the most current crop availability at trade.usapears.com!

The Northwest Pear Industry's Intranet

The month of September is a particularly eventful time for the Northwest pear industry. Harvest is well underway, retailers and foodservice professionals are enthusiastic for the new Northwest crop, and the new season's consumer outreach and promotions are kicking off. Activities in the marketplace are continuous as the Pear Bureau conducts its ongoing programs.

This newsletter, the *Activity Update*, is designed to provide shippers' sales staff with a summarized look at the Pear Bureau's myriad of promotions and activities. Expect an *Activity Update* to arrive in your in-box every two months during peak pear season, September – May.

In addition to the *Activity Update*, there is another invaluable resource available to you... one that is available 24/7. The Pear Bureau's members-only intranet site, accessed through trade.usapears.com or from the "Trade" tab on usapears.org, provides a myriad of valuable information.

Marketing calendars, market reports, crop reports, consumer research data, industry-specific resources, retail data, newsletter archives, artwork, and more are easily accessed upon login. Want to know which retailers are airing the USA Pears in-store radio ads? Interested in running your own retail data reports by region? Simply login and peruse the wealth of information available to you. This intranet site was created specifically for members of the Northwest pear industry, and it is increasing in its capabilities every season. I hope you will take this opportunity to access YOUR industry intranet site today.

As further incentive, we are offering a prize drawing for each person who accesses the intranet site in the month of October. Log in at trade.usapears.com, go on a mini scavenger hunt and visit the Resources page on the site. E-mail the name of one of companies represented there to info@usapears.com. The winner, whose name will be drawn from all correct entries, will receive a golf shirt!

As always, if you have any comments or input on our programs, please don't hesitate to contact me.

Thank you,

Kevin Moffitt
President & CEO
kmoffitt@usapears.com

Domestic Promotional Activity Overview

The early season marketing programs in place are generating enthusiastic response among retailers. "The market is highly receptive to the Northwest pear crop," said Dennis James, Pear Bureau's Director of Marketing. "This is a very good year for being in the pear business," he said. "With the growing consumer demand in the U.S. and in Canada, pricing and movement should stay healthy throughout the season."

Full-season promotional agreements have been established with the majority of retailers in the U.S. and Canada. The Pear Bureau's unique data system helps to custom tailor promotional plans based on a retailer's past performance, opportunities for growth, and strategies that address the unique composition of the of the current crop season. With appropriate layered promotions incorporated into the mix of activity, the pear category is expected to experience continued growth and increased profits.

A second round of promotional agreements will be presented to retailers later this month in preparation for the holiday season. This strategy allows a chance for Pear Bureau staff to meet with retailers and determine varieties in need of promotional support.

Promotion Highlights:

- Full-Season Promotions - 152
- Current Ads - 33
- Total Ads to Date - 39
- Layered Promotions - 20
- School Food Service - 5
- Trade Show Agreements - 6

Pear Bureau Northwest
4382 SE International Way, Suite A
Milwaukie, OR 97222-4635
(503) 652-9720
trade.usapears.com



CONTACT PEAR BUREAU NORTHWEST:

voice:
(503) 652-9720
fax:
(503) 652-9721
web:
trade.usapears.com
e-mail:
info@usapears.com

NOTE: Information in this bulletin is confidential, and intended only for release to Oregon and Washington pear industry members and employees.

By the Numbers...

9%

The percent increase expected for Red Anjou pears when compared to last season.

12%

The percent increase expected for other Red winter pears when compared to last season.

-17%

The percent decrease expected for Bosc pears when compared to last season.

8%

The percent increase expected for both Comice and Seckel pears when compared to last season.

Canadian Produce Marketing Association Board Comes to Pear Country

This year the Canadian Produce Marketing Association (CPMA) will be holding its 2007 Semi-Annual meetings outside of Canada for the first time in its 83-year history. Taking place in Portland from September 26 – 29, 2007, this meeting offers an unprecedented opportunity for Canada's produce industry leaders to experience the Pacific Northwest's produce industry and the community it comprises.

The CPMA Semi-Annual Board of Directors meetings are instrumental to the ongoing growth and development for the produce industry in Canada. Topics like border inspections, technology, marketing and promotion, and food safety are discussed in order to address industry challenges and opportunities.

Members of the CPMA Board include leadership from organizations across the produce industry, including key grocery retailers such as Sobeys, Loblaw, and Thrifty Foods.

Pear Bureau Northwest's Director of Marketing, Dennis James, participates on the CPMA Board of Directors and was instrumental in bringing the meeting to the region. A portion of the board meeting will include a visit to pear growing regions so that these special visitors can witness the Northwest pear harvest first-hand.

To learn more about the CPMA, visit www.cpma.ca.

Spotlight On Comice



This season's domestic program for Comice position the variety for solid retail support throughout its entire period of availability. Significant sampling of Comice is planned with emphasis in Eastern Canada. Western Canada is continuing to expand varieties regularly on display, including Comice.

A New Halloween PEARade Promotion for 2007

The traditional Halloween PEARade will continue this season, but will be conducted with an entirely new approach. Taking advantage of our successful partnership with Radio Disney, the Halloween PEARade has been given legs so that the program exists outside the retailers' walls in a more significant way.

Taking place in 22 markets nationwide with a retail partner in each market, the program lasts for the entire month of October. Ads airing on Radio Disney are tagged to each retailer, offering 60 30-second tagged radio spots with an additional 30 Pear Bureau spots in each market.

In addition, three community events held in conjunction with Radio Disney will take place in each market throughout the month of October. The events will focus on USA Pears, Halloween safety, and nutrition. Interactive games will help consumers learn about pears, and each retailer's name and/or logo will appear on a prominent banner at the event so that consumers know where they should get their pears.

These pear events reinforce the quality of the retailer in the community and allow them to be seen as a caring community partner, which encourages new customers. In-store POS features the familiar Pear Buddies clad in Halloween Costumes. In addition, for retailers who are on the IBN Radio Network, a Halloween PEARade spot will be running throughout the event in all stores.



Sample of Halloween PEARade POS

New USA Pears Booth to be Unveiled at PMA Fresh Summit



The USA Pear presence at the 2007 Produce Marketing Association's annual Fresh Summit will have a new look. A new booth, with a uniquely modern yet holistic design, features the four pillars of USA Pear marketing programs including domestic, export, foodservice, and school foodservice. The booth contains remarkable fresh pear displays, as well as a semi-private meeting area to conduct business activity. A large display area will feature a sampling of POS materials from both domestic and international programs.

The PMA Fresh Summit takes place October 12 – 15 in Houston, TX, and the USA Pear booth is #3723. The following Pear Bureau representatives will be in attendance along with members of staff to network with key buyers from both domestic and export markets: Betty Arellano (Mexico), Nina Bahkt Halal (Gulf States), Raquel Benaim (South America), Luis Moreno (Mexico), Monica Moreno (Mexico), Keith Sunderlal (India), and Frederick Van der Monde (Belgium), and domestic regional managers Ed Chambers, Tim Corkill, Marlin Engelking, Walter Johanson and Bob Koehler.

A reception will be held in conjunction with the conference on Sunday, October 14th sponsored by the Pear Bureau, Washington Apple Commission, and NW Cherries. This event draws chief buyers from around the world who are attending the conference, and allows the Northwest industry to cultivate important relationships.

Still haven't signed up for our members-only intranet?

Don't wait another day!

Go to trade.usapears.com and subscribe today.

It's easy. It's fast. And it's full of vital industry information and resources.

You're going to wonder why you waited so long!

Pear Bureau Hires Northwest Regional Marketing Manager



Marlin Engelking

Pear Bureau Northwest is pleased to announce that Marlin Engelking has joined the company as the Northwest Marketing Manager responsible for the Pacific Northwest states in the US and Western Canada including Washington, Oregon, Idaho, Montana, Wyoming, Utah, Alaska, British Columbia, Alberta, and Saskatchewan.

Engelking brings a 33 year history of produce buying and category management experience to the Pear Bureau, having been with Hornbachers, Food Services of America, the Nash Finch Company and most recently working as National Produce and Floral Category Manager for Wild Oats Markets. "I have toured the Oregon and Washington areas visiting pear growers and packers many times throughout my career and now I have the opportunity to represent the pear industry," said Engelking. "I'm looking forward to building new and existing relationships with my pear customers and beginning this wonderful opportunity with Pear Bureau Northwest."

Dennis James, Director of Marketing for the Pear Bureau said, "we are an organization on the cutting edge, and we need cutting edge staff. Marlin is just the talent we need for the team."

New Presentation System Wows Retailers



A new presentation system has been created in order to convey the wealth of the Pear Bureau's scientific data to produce managers in a way that is visually appealing and easy-to-understand. Presentations are customized for each retailer, which allows them to see at-a-glance how their organization compares to competition both local and nationwide.

Using Flash technology, the presentation walks retailers through an education on the varieties of USA Pears, offers the latest information on consumer trends, and analyzes their store's historic activity and potential for future growth.

Introducing Starkrimson to Mexico

Promotional activity in Mexico for this season will kick off with a promotion that introduces the Starkrimson variety to consumers in Mexico. The Pear Bureau will provide samples of Starkrimsons to targeted traditional market vendors located in upper income areas of Mexico City who have experience in handling new varieties of USA Pears.



The activity is designed for the vendors to sample and taste the pear for themselves and to conduct sampling for their customers in order to gauge their interest. The Pear Bureau will follow up with a sampling program for consumers for vendors who will carry the pears in September. This promotion is part of the Pear Bureau's comprehensive strategy of generating greater consumer awareness and acceptance of more varieties in Mexico.

Exciting Importer Incentive Contest for Mexico

From September to December, the Pear Bureau will conduct an importer incentive promotion in Mexico. This activity will support top importers / wholesalers in the market while encouraging them to buy more during the first half of the season. The promotion will also tie in with our strategy to promote additional varieties (Bartlett, Bosc, Red Anjou, Comice and Concorde) in Mexico during the first part of the season. The incentive contest will be conducted as follows:

- The top 15 importers / wholesalers of USA Pears will qualify for a poker tournament / trade reception to be held in early February.
- The Pear Bureau will take the import numbers for each importer and convert the number of boxes into the number of poker chips each importer will have to play.
- A timed two-round, No-Limit Texas Hold-Em poker tournament will be played to determine the winner.
- The top prize will be a full PMA package (airfare, hotel and PMA pass), second prize will be a partial PMA package (hotel and PMA pass) and third prize will be an iPhone or iPod.
- Each qualifying importer will also receive a smaller prize/gift.

Lights... Camera... Action! USA Pears the Movie Opens in New Zealand

The Pear Bureau's marketing representative in New Zealand, Lisa Cork, pitched USA Pears to FoodStuffs retailers at their Annual trade show by showcasing the opportunities of carrying USA Pears in a short movie format. The USA Pear Movie showed the benefits of carrying new crop USA Pears and stocking them sooner in the season instead of continuing to handle the same variety of pears that have been in the market for over 7 months. The marketing pitch showed the profit benefits of carrying USA Pears, as consumers prefer the Anjou pear to the Packham. The Pear Bureau also pointed out that research we conducted in New Zealand has shown that a new crop of USA Pears brings life to a stagnant fruit category in October through December.

With a short Australian crop this season, the Pear Bureau will introduce the Bartlett into New Zealand this season and has set up incentive promotions to encourage top retailers to carry USA Bartletts. For those that carry USA Bartletts in September and October, the Pear Bureau will contribute a higher amount to the co-operative ad in their weekly flyers.



Lisa Cork (right) at special trade reception the eve of the FoodStuffs trade show with guests (from left) Laura Scandurra (FAS), US Ambassador to New Zealand Bill McCormick, and Simon Holst (Food Writer)

Pear Bureau International Representative Conference

The Pear Bureau will be conducting a conference for its international marketing representatives September 24-28, 2007. The conference, which is funded by USDA Market Access Program dollars, will include 2 days of meetings in Portland and then a 3-day tour of Hood River, Yakima, and Wenatchee.

Twenty-eight representatives from 16 offices will be in attendance. The Pear Bureau will also host a series of receptions where the representatives will give presentations on their markets to growers and shippers.

"This conference provides an excellent opportunity for representatives from domestic and international marketing to come together, share ideas, and learn from one another," said Jeff Correa, International Marketing Director. "In addition, the receptions give growers and shippers a chance to meet the people who are working around the world on their behalf."

You're invited!

All Northwest pear growers and staff from pear shipping organizations are encouraged to attend one of the following receptions.

Hood River

Wednesday, September 26
4:30 pm - 6:30 pm
Best Western
Shoreline Room
1108 East Marina Way
Hood River, OR

Yakima

Thursday, September 27
4:30 pm - 6:30 pm
Yakima Hilton Garden Inn
401 E. Yakima Ave.
Yakima, WA

Wenatchee

Friday, September 28
4:30 pm - 6:30 pm
Wenatchee Convention Center
Golden Delicious Room (lower level)
Wenatchee, WA

Please RSVP to Lynne Vitek at the Pear Bureau at assistant@usapears.com or 503-652-9720 to let us know which reception you will be attending.

Saborosa... USA Pears!

New POS materials are being developed for Brazil this season. The look and design of the materials are very eye-catching and the message is simple and straightforward. The messaging focuses on the sweet and juicy flavor attributes of USA Pears and also highlights some of the alternative uses of pears.

The POS materials will include trade ads, outdoor posters, billboards, consumer leaflets and in-store danglers all with the same look and design to create synergy between our promotional efforts.



Pear Bureau Launches Season Two of its Successful *Pear Panache* Program

After a successful inaugural year of the Pear Panache program, the Pear Bureau is continuing with the program in the 2007 – 2008 season. While the program features a Chef of the Month during peak pear season (September – March), activity surrounding the initiative occurs year-round.

The program timeline begins with the April – July period of outreach to white tablecloth chefs nationwide. A mailing containing Pear Panache competition entry forms is sent along with the comprehensive USA Pear foodservice kit. This provides an opportunity to connect with chefs and encourages them to keep pears top of mind as they begin to develop their fall menus.

July – August is when the recipes submissions are received and the most innovative creations are selected, tested, and photographed to prepare for their chance to be in the spotlight in the coming months.

From September – March, the Chefs of the Month receive ongoing publicity in their local markets as well as nationwide. Consumer and Foodservice newspapers, magazines, websites, and blogs showcase the chefs and their winning recipes. In the 2006 – 2007 season of Pear Panache, 5 out of 7 of the winning chefs prepared their recipes on live television programs in their home markets. The Pear Panache program generated excitement for pears, and we will be measuring pear mentions on menus this season in an effort to measure the

impact of this ongoing outreach. Studies show that 4 out of 10 consumers liked a produce item so much when dining that they seek it out when shopping. Getting pears on menus will increase exposure to consumers, thereby influencing purchase and usage.

Season Two of Pear Panache includes some new elements, including a fresh pear cocktail recipe category, and a Pear Party Planner on PearPanache.com that includes comprehensive entertaining resources from pear décor to downloadable invitations.

Visit PearPanache.com often to stay on top of this exciting PR program!



A view of September's home page of PearPanache.com

HEALTHY EATING

Seafood Chefs Say Pears Sweeten The Deal



Bursting with nutrition and sweet taste, pears make a great addition to spicy fish tacos—or most any other meal.

(NAPS)—It's no fish tale that Americans should eat more fruits and vegetables. Adding fruit to a main dish can be a great place to start. Have fun, try unique combinations and get creative as you help your family meet its nutritional needs.

Seafood chefs have done just that with the following easy-to-prepare recipe that is made with nutritious fresh fish, traditional

6 (4-oz.) fish fillets, fresh or frozen, thawed
 ½ cup USA pears, cored, cut into ½-inch cubes
 ½ cup mango, peeled, pitted, cut into ½-inch cubes
 ½ cup red grapes, sliced
 1 tablespoon red onion, minced
 1 tablespoon jalapeño pepper, seeded, minced
 1 tablespoon cilantro,

Matte Releases to Reach Millions of Consumers

The Pear Bureau has released three ready-to-print releases to newspapers nationwide. All releases feature recipes and photography, which are highly popular with consumers. One recipe, Spicy Fish Tacos with Pear Mango Salsa, was used for two of the releases, one in English and one in Spanish. The third release is being done in partnership with Valley Fig Growers, and is a full-page, full color release spotlighting the use of pears and figs in “small plates” a continually growing trend both in restaurants and for home chefs. Combined, these releases are expected have a readership of over 20 million throughout the season.

Foodservice and School Foodservice

The Pear Bureau's Foodservice and School Foodservice programs continue with ongoing contact being made to operators and distributors. Over the past several years, the Pear Bureau has worked to position itself as a key resource to the foodservice industry, and that outreach is proving successful.

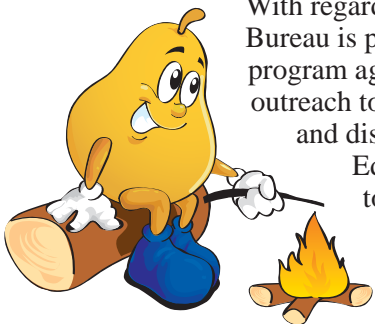
Mid-size restaurant chains have been targeted, with relationships being cultivated with the development chefs at Marie Callendar's, PF Chang's, Panera Bread, Carrows, Darden Restaurants, California Pizza Kitchen, Il Fornaio, and more. The Pear Bureau educates operators on availability, handling, ripening, and even offers a third party chef consultant, Chef Barb Colucci, to perform custom-tailored menu ideation with chains that show significant interest and promise.

A new Foodservice e-newsletter is in development and is expected to release its first issue in October. Chef Barb Colucci will serve as a contributing writer, and the newsletter will spotlight recipes, handling, and variety/versatility information.

Relationships with **Foodservice Trade Publications** are being cultivated with ongoing outreach to editors and writers. Cristie Mather, the Pear Bureau's Communications Manager, will be attending the International Foodservice Editorial Council's annual conference in order to have one-on-one meetings with Foodservice Editors.

New Foodservice Recipes are being developed and photographed, and remarkable pear recipes are being collected from chefs at established restaurants and marketed through ongoing PR.

With regard to **School Foodservice**, the Pear Bureau is partnering with the Cool School Cafe program again this season, and is continuing outreach to School Foodservice operators and distributors. School Foodservice and Educator Kits continue to be popular tools for schools, and kids continually respond well to Pear Bear and the Pear Buddies with their positive messaging regarding nutrition and a healthy lifestyle.



The Competitive Spirit

LIQUID PEARFECTION



Cocktail Contest ad as featured in *Imbibe* Magazine

In support of the current trend of pears making a grand appearance in cocktails, the Pear Bureau has partnered with *Imbibe* magazine in a nationwide pear cocktail contest. The contest, aimed at both professional mixologists and home cocktail shakers, is promoted in *Imbibe* magazine and on ImbibeMagazine.com as well as on PearPanache.com and USAPears.org. Entrants are asked to create a unique cocktail recipe using fresh pears, whether mixed, muddled, pureed, blended, or garnished. The entry form encourages entrants to experiment with different pear varieties.

The deadline for entries is October 10th, and the winning recipe will be photographed and featured on ImbibeMagazine.com in November and December. In addition, the winner will receive \$1,000 cash and the Pear Bureau will seek publicity for the winning recipe in both consumer and foodservice media outlets. Judging will be conducted by Karen Foley, the Publisher of *Imbibe* Magazine and Pear Bureau President & CEO, Kevin Moffitt. Celebrity mixologists will also judge the recipes, and, interestingly, one well known mixologist declined to judge because she preferred to compete in the contest!