

PEARS



Pear Ripening Changes ~ Challenges & Opportunities

Prognosfruit
August 8, 2008

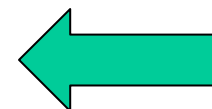




Consumers **Buy** Pears For Their Flavor

What is the primary reason why you buy pears?

	Percent
Flavor	41%
Appearance	24%
Other	12%
Sweet	8%
Juicy	8%
Recipe called for it	4%
Attractive	<u>3%</u>
Total	100%

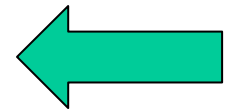




Consumers **Don't Buy** Pears For Their Flavor

*What is the primary reason why you
don't buy pears?*

	Percent
Flavor	48%
Price	25%
Other	11%
Appearance	10%
Ripeness	<u>7%</u>
Total	100%





www.usapears.org

Simple **PEAR** Ripening

Bartlett pears
change color as
they ripen.



4 TO 6 DAYS UNTIL RIPE



2 TO 3 DAYS UNTIL RIPE



READY TO EAT!

Anjou and other
varieties show
little color change
as they ripen.

*Check the Neck
for Ripeness™*



4 TO 6 DAYS UNTIL RIPE



2 TO 3 DAYS UNTIL RIPE



READY TO EAT!

Handling Tips

- Keep pears at room temperature to speed ripening.
- Inspect daily to judge their degree of ripeness.
- Refrigerate ripe pears to slow further ripening.
- Ask your supplier about ripened pears.



While Bartlett pears change from green to yellow, most varieties show little color change as they ripen. Because pears ripen from the inside out, the best way to judge ripeness for non-Bartlett varieties is to "Check the Neck."

- Apply gentle thumb pressure to the neck, or stem end of the pear.
- If it yields to gentle pressure, it is ripe, sweet and juicy.
- If it is firm, it has yet to reach its potential for sweetness and juice.
- If it is soft around the middle it may be overripe.



Ripe

Check the Neck



for Ripeness

ANJOUS CONDITIONING AT SHIPPING POINT



ANJOU RIPENING PROCESS CAN BE STOPPED.

Good news for retailers wanting extra sales by offering ripened, ready-to-eat Anjou pears. Researchers have developed and thoroughly tested two methods of delivering conditioned pears to the stores that still have from 10 days to two weeks shelf life.

Tests proved that Anjou Pears can be ripened to 8 or 9 pounds on the Magness Pressure Tester at shipping point and cooled back to 30° to stop the ripening process. These can be shipped under normal shipping procedure and handled as satisfactorily as pears of 12 to 13 pounds pressure test. These pears will ripen to eating quality in about 5 days at 65° to 70° and have normal shelf life. The distribution life can then be extended by holding the pears at 40° temperature.

Researchers found that pears handled in this way, actually have improved flavor and texture.

Other tests have been made that show that Anjous may be ripened in transit, in mechanical cars.

WAREHOUSE CONDITIONING



USE THE MAGNESS PRESSURE TESTER.

Conditioning large quantities of pears for distribution to the stores is safe and sure if you use the Magness Pressure Tester and follow these three easy steps.

1. **Test for Maturity**—Make a pressure test on three or four pears from each lot on arrival.
2. **Place in Ripening Room at 65° to 70°**—A banana or tomato type ripening room is ideal.
3. **Ripen to 10 Pounds Pressure**—Make pressure tests daily. In about 3 to 5 days pears will be "breaking" to 10 pounds pressure. If you allow two to four days for distribution pears will reach the stores in an ideal selling maturity. Lowering the temperature to 40° will allow you more time for distribution.

DETAILED, ILLUSTRATED SHEETS ON WAREHOUSE RIPENING ARE AVAILABLE FROM YOUR PEAR BUREAU MERCHANDISING REPRESENTATIVE.

STORE CONDITIONING...SIMPLE AS A, B, C



Updated ripening guidelines 1996

RIPENING OVERVIEW

Pears ripen from the inside out. During the ripening process, pears grow sweeter and juicier as starch reserves convert to sugar and pectins are solubilized. To determine how the pears have progressed there are two tests for ripeness: When a winter pear yields to the touch at the stem end, the flesh is ripe. In the case of summer pears, the seeds are covered with a thin layer of yellowish-brown fuzz.



Pear Handling Manual

www.usapears.com/trade

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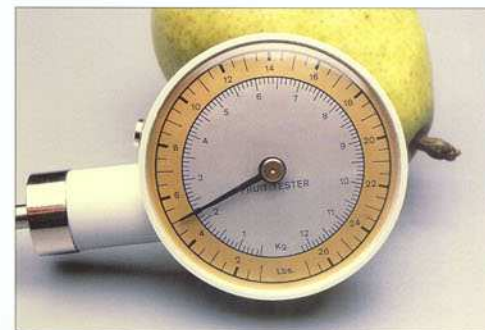
It is important to note that most pears will not show any visible sign of ripening. However, Bartlett do change color from green to yellow as they ripen, while winter pears generally don't change color.

EQUIPMENT NEEDED

- Ripening bin
- Ventilation capabilities
- Good airflow
- Capacity to maintain 90-95% relative humidity
- Fruit firmness tester (penetrometer) with 5/16 inch (8mm) tip
- Knife
- Pulp thermometer
- Ethylene
- Ethylene introduction device (flowmeter)
- Ripening Log

* Fruit penetrometers are available commercially. Follow the manufacturer's guidelines for proper equipment calibration and usage.

Fruit firmness checker



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Ripening with Ethylene



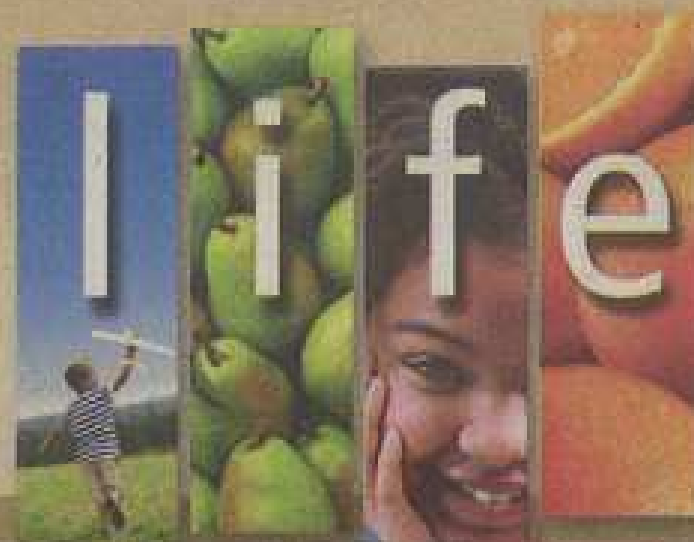


Conditioned Pear Store Test



SAFEWAY

Ingredients for life.®



Copper River!

CLUB PRICE

7.99
lb

**Wild Copper River
Sockeye Salmon Fillets**

Frozen/thawed.
SAVE up to \$3.00 lb.



CLUB PRICE

88¢
lb

**Red or Pre Ripened
D'Anjou Pears**

SAVE up to \$1.11 lb.



Extra Juicy,

Extra Sweet

Tired of an inconsistent ripened pear program?

Retailers implementing Rainier Fruit Company's ethylene treated program are seeing their pear sales increase substantially. Shop who buy our beautiful pears return more often for another purchase because they spend less time waiting for them to ripen, and the sweeter and juicier than non-ripened pears.

Rainier has the only state-of-the-art pear ripening facility in the Humidity and temperature control, forced airflow and ventilated boxes guarantee thorough ethylene exposure, a necessity for ripeness consistency.

Make the call today to the industry's ripened pear experts and let us help increase your sales!



New Peel & Reveal PLU Stickers to Highlight Ripened Pear Flavor Profile

Tired of an inconsistent ripened pear program?





Unlocking the flavor





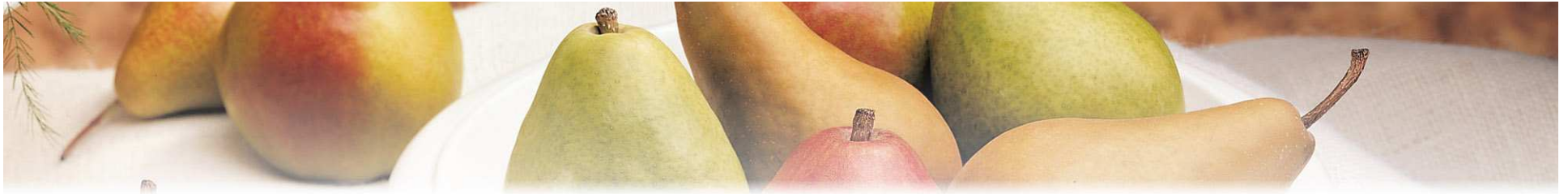
Pear Ripening Literature Review and Roundtable



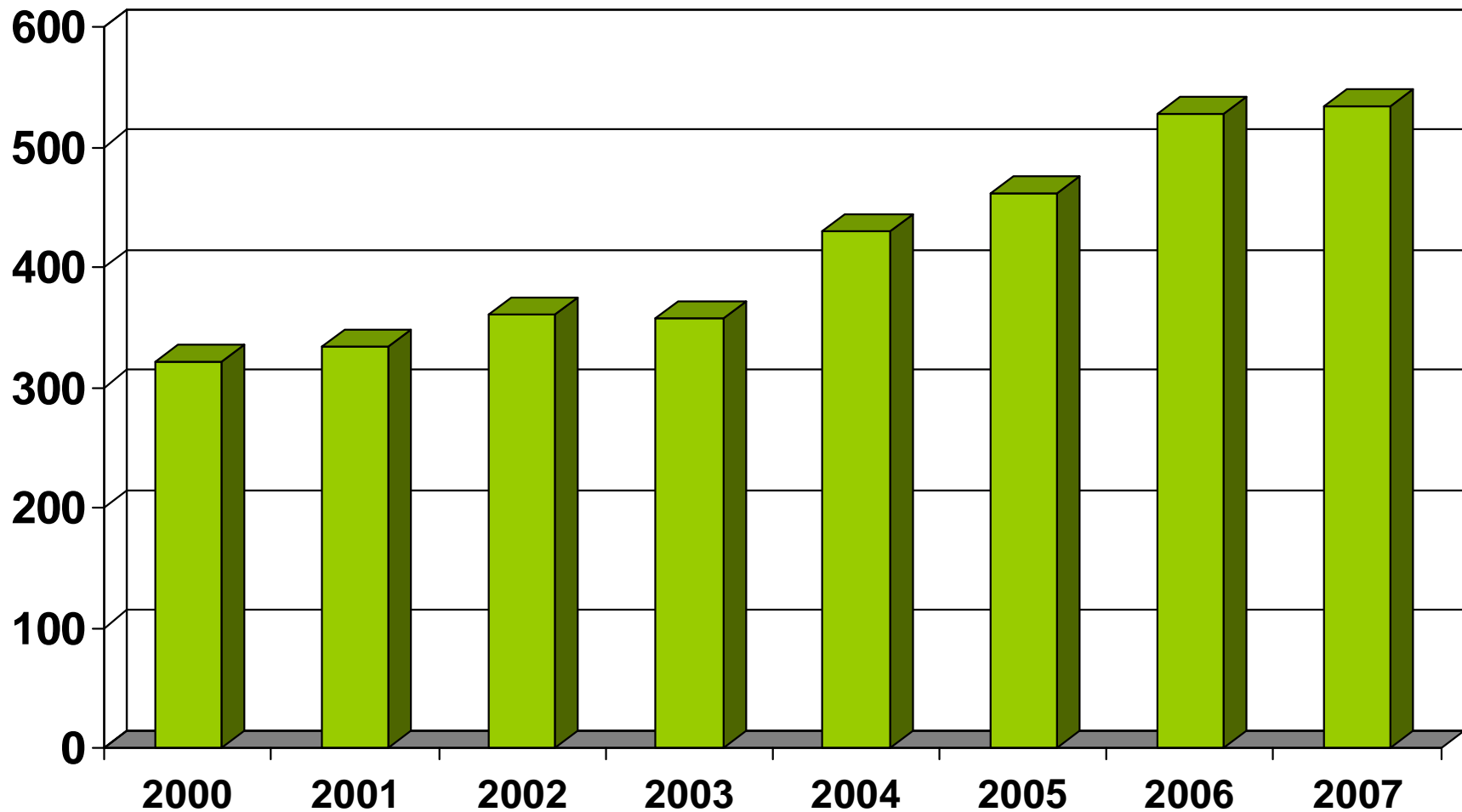


Consistent Terminology

- Pre-conditioned
 - Conditioned
 - Ripened
 - Pre-ripened
 - Triggered
- Ripe Initiated
- Ready-to-Eat
 - Ripe!



USD *Fresh Pear Prices Per Ton*

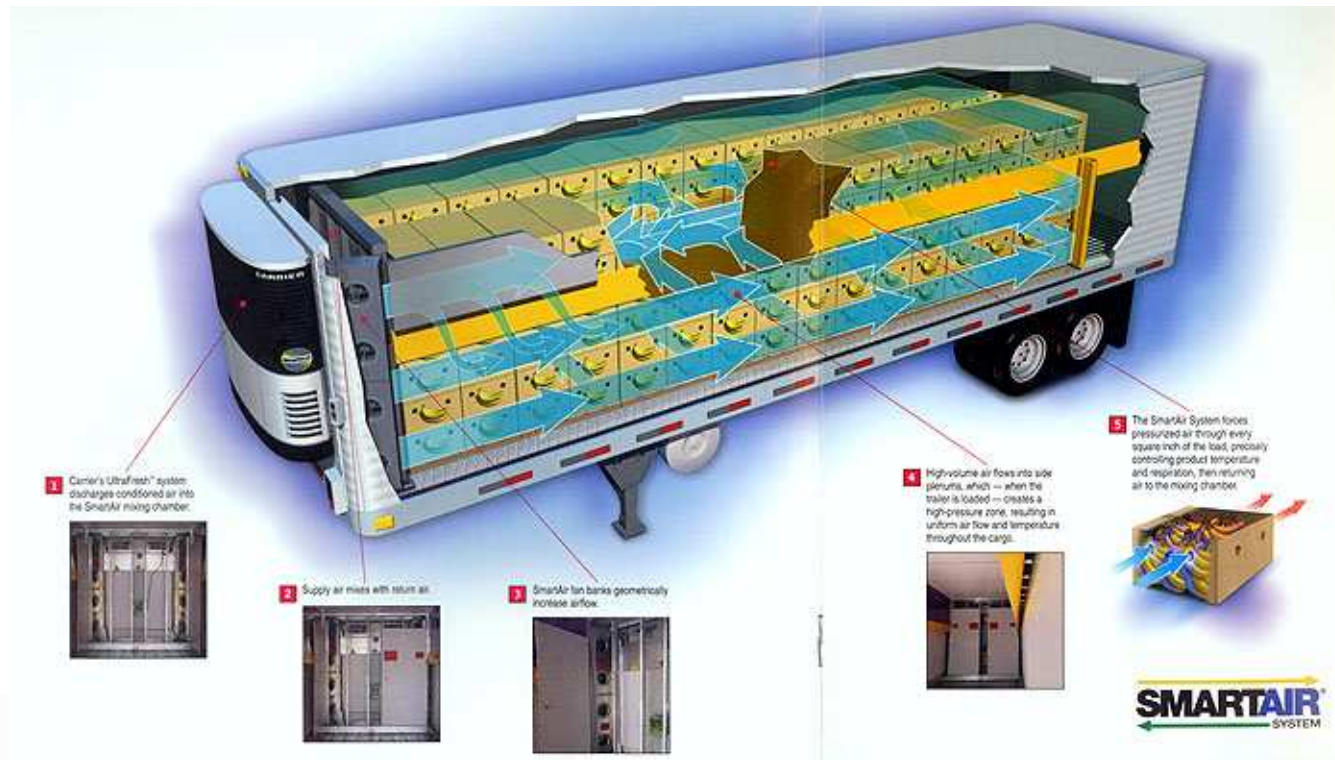


Source: USDA ~ Includes all West Coast

Ripening Room

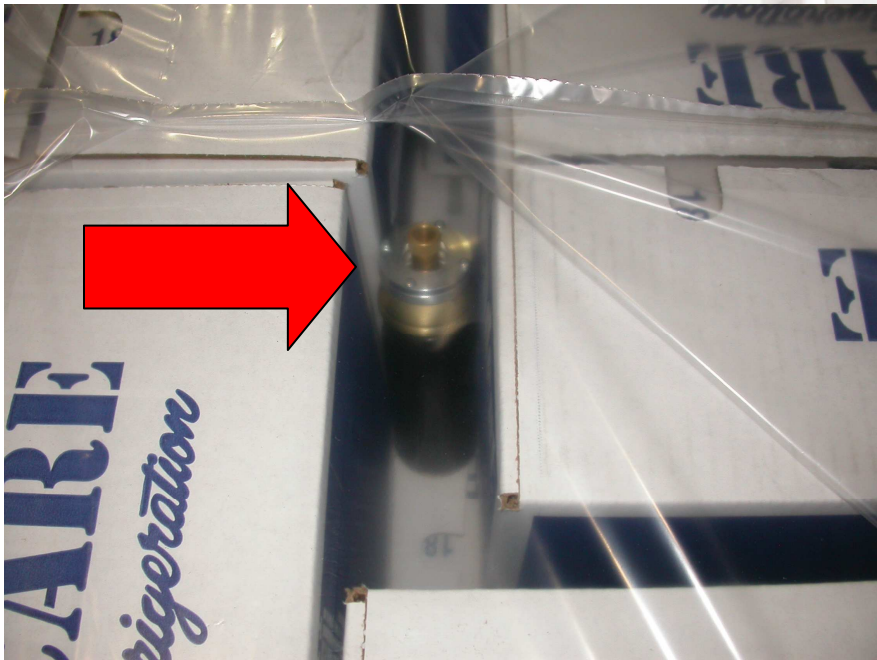


Mobile Ripening Room





Ripening Capsules



PEARS



Thank You!

