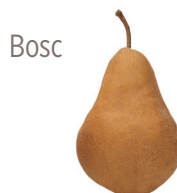




Pears

SAMPLING INSTRUCTIONS



1.

WATCH THE ONLINE TRAINING:

www.bit.ly/pearsampling

2.

SHARE THE USA PEARS KEY MESSAGE: CHECK THE NECK FOR RIPENESS

Use your thumb to press the neck close to the pear's stem. When the neck yields to gentle pressure, the pear is ripe, juicy, sweet and ready to eat.

3.

SAMPLE RIPE PEARS ONLY

Locate the pre-ripened pears designated for your sampling event or identify ripe pears from the display. Sample ripe pears only. Sampling unripe fruit will deter shoppers from buying pears now and in the future.

4.

CHECK EACH PEAR FOR RIPENESS BEFORE SLICING

Demonstrate how you "Check the Neck for Ripeness" using your thumb.

5.

CUT PEARS WITH A SLICER AND REMOVE THE CORE

If a pear is firm and difficult to slice through, STOP, the pear is not ripe.

6.

PREVENT BROWNING BY SLICING ONE PEAR AS NEEDED

Pears oxidize and brown when cut and exposed to oxygen. To prevent browning of sample slices, slice only one pear at a time as needed for the flow of traffic.

7.

RECOMMEND SHOPPERS VISIT THE WEBSITE: USAPears.org

Grower stories, recipes and nutrition information can be found at USAPears.org.

8.

OFFER SAMPLES TO PRODUCE DEPARTMENT STAFF

Encourage produce personnel and other store employees to taste a pear.

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WHAT IF NO RIPE PEARS ARE AVAILABLE TO SAMPLE?

Do not sample hard pears. Alert your supervisor or demo company and instead, perform an educational demo. Focus on informing shoppers how to "Check The Neck For Ripeness" using your thumb. Engage shoppers by asking if they want to know how to check a pear for ripeness, hand out brochures and share the information from "Did You Know?" on the other side of this page.

**BE FRIENDLY,
INFORMATIVE,
& SMILE!**



Pears

DID YOU KNOW?

CHECK THE NECK FOR RIPENESS

“Check the Neck” by using your thumb to press near the stem of the pear. If it yields to gentle pressure, then it is ripe, sweet and ready to eat.

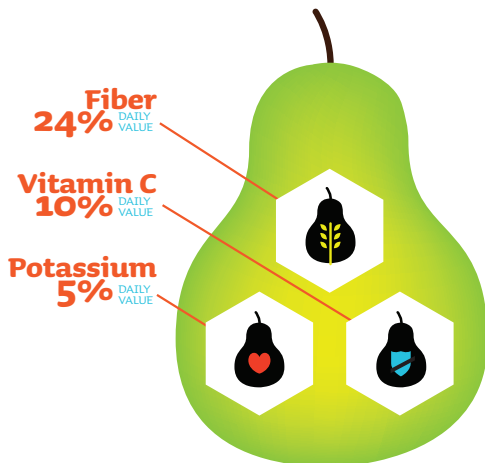


PEARS RIPEN AT ROOM TEMPERATURE

Let pears ripen on your counter. “Check the Neck for Ripeness” daily. Refrigerate pears to slow further ripening and enjoy later.

KEY NUTRITION FACTS

Pears are an excellent source of fiber. A good source of vitamin C with only 100 calories per serving, pears are also sodium free, fat free and cholesterol free.



PEARS ARE A PERFECT SNACK

Pears make a great snack on their own or paired with other snack favorites. Try with almond or peanut butter, yogurt, cereal or in a smoothie. Elevate pear snacking by adding pears to a cheese or charcuterie board.

LOCATION, LOCATION, LOCATION

USA Pears are grown in Washington and Oregon. Ideal climate, right mix of volcanic soil and clean mountain water combine to produce some of the world’s finest pears. Nearly **900 grower families** in Washington and Oregon **produce 88% of the nation’s fresh pear crop.** Only pears grown in Washington and Oregon are sold under the USA Pears label.

WHERE TO FIND INS-PEAR-ATION

Connect with us @**USAPears** and find recipes, tips and ins-PEAR-ation.



USAPears.org