



By Maura Maxwell

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Awe Sum kicks off Argentine pear season



Company says full programme of organic pears will be available in spite of production and labour issues

Awe Sum Organics has taken delivery of its first new season organic pears from the Rio Negro Valley in Patagonia. President and CEO David Posner said in spite of challenging growing conditions due to consecutive widespread hailstorms, the company would have good and promotable volumes available this season.

"Our customer are really excited now to be receiving our new crop organic Bartletts and sales have been brisk," he said.

Besides the hail, other difficulties this season have included shipments

delays caused by packhouse labour strikes in Argentina and the West Coast port strike.

"While the season has not gone without issues, we have plenty of our organic pears for our customers to load in both Los Angeles and Philadelphia," Posner continued.

The company said it is able to provide customers with a seamless Southern Hemisphere organic pear programme, with all varieties and pack styles available throughout the season. After Bartlett, the programme continues with Abate Fete, D'Anjou, Packham, Autumn Bartlett, Beurre Bosc and Forelle.

"Sustainability is at the core of Awe Sum Organics. As well as being organically certified, the company is Fairtrade and sustainably certified through IMO's Fair for Life programme guaranteeing social responsibility at all stages of production," the company said in a press release.