Prevar licenses new pear cultivar

Global rights for PremP109 granted to nursery network AIGN, which will develop marketing strategy and global trademark

Prevar, the company established to commercialise worldwide new apple and pear cultivars developed by New Zealand-based science company Plant & Food Research, has announced it has licensed the global marketing rights for a new pear cultivar to the Associated International Group of Nurseries (AIGN).

The pear, which has been given the development name PremP109, was bred by Plant & Food Research as part of its world-renowned apple and pear breeding programme.

AIGN is a global network of nursery companies located in many of the world’s major fruit production areas that has developed particular expertise in the management of new fruit varieties.

According to its developers, PremP109 offers an eye-catching, bright red blush over a yellow background; a spherical shape, coupled with a gorgeous apple pear or Asian pear crisp; and refreshing juicy texture, with a mild sweet flavour profile.

Lynnell Brandt, president of AIGN, said he believed the pear would have strong consumer appeal in all markets where pears and apples are consumed.

"PremP109 has excellent storage and ambient shelf-life. We are pleased with the very positive consumer feedback we’ve received to date," commented Mr Brandt. "AIGN is currently seeking a suitable trademark name for this selection."

John Morton, general manager of the New Zealand Fruit Tree Company, a member of AIGN, said pleased with the outcome of the variety’s 2010 harvest and the feedback received from both NZ and US markets.

"Consumers thought the apple pear was distinctive not only in appearance but in the mild sweet flavour and its texture; this will give confidence to current and prospective growers," he observed.

Prevar CEO Brett Ennis added that his company was “very pleased” with AIGN’s plan to put together a global brand management strategy for marketing the unique pear.

"PremP109 is an Asian interspecific pear derived from the innovative pear breeding programme established by Plant & Food Research over 20 years ago. The broad objective of the interspecific pear breeding programme is to bring the flavour and aroma of European pears together with the juicy texture and tree-ripe convenience of Asian pears to create innovative new pears."