



By Carl Collen

Friday 1st May 2020, 12:05 GMT

## Pear tips offered to consumers

Pear Bureau Northwest responds to shifting retail environment with pear storage and ripening advice



**I**n the US, Pear Bureau Northwest (PBNW) has been working to stay innovative in response to the shifting retail landscape as it looks to emphasise the fact that northwest pears are still in season and available.

These innovations have included directing consumers to its 400-plus shoppable recipes through organic and paid social media, focusing content on recipes that are easy to make at home, promoting pears for online shoppers, and

helping consumers who are looking for longer lasting produce items.

PBNW [has shared a video outlining how to maximise the shelf life of fresh pears](#). The video is meant to be an educational tool for shoppers, reinforcing the fact that pears are a long-lasting fruit and, when ripe, can be stored in the fridge to slow ripening, increase shelf life and eliminate waste.

The Pear Bureau is also promoting the message that having too much ripe fruit is an opportunity to make smoothies and other items.

"Pears are a tasty, healthy and versatile fruit and we want to remind people how to enjoy them now or extend their shelf life," said PBNW president and CEO Kevin Moffitt. "Ripen fruit on the counter and store ripe fruit in the fridge to extend their shelf life. Simple and delicious."