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Monday 29th April 2019, 5:34 GMT

Australian pears land in Indonesia

New season shipment of Australian pears complemented by promotional 'Love Australian Pears' campaign



During April, a range of Australian pears arrived in Indonesia which have been promoted through selected retailers as part of a new campaign theme 'Pick me! Bite me! Love me!'.

European-style pear varieties grown in Australia, including Packham's Triumph, Beurre Bosc, Red Sensation and Josephine are being stocked by Hypermart and Foodmart stores across Indonesia.

Indonesia is an important market to Australia's pear industry and in 2018 Australia supplied almost 2,000 tonnes of pears to the Asian nation.

The promotional campaign

is part of the Australian Pear export marketing programme, funded by the Australian Pear Marketing Levy and managed by Hort Innovation.

"Australia has an excellent reputation as a supplier of clean, safe, nutritious and high-quality fresh fruit," said William Jonathan, import manager at fruit importer Mulia Raya.

"We have imported a range of premium quality fresh Australian pears which will be available during April and May at all Hypermart and Foodmart retail stores across Indonesia. We think that the different taste profiles of the various varieties will appeal to a broad range of consumers," said Jonathan.

About 90 per cent of Australia's pears are grown in the Goulburn Valley region in the Australian state of Victoria. This region has an ideal climatic condition for producing sweet, firm fruit.

Owen Carter, manager at Fruition Marketing, which exports Plunkett pears to Indonesia said the company is delighted to be able to provide fresh pears direct to customers in Jakarta.

"The short shipping times from Australia to Indonesia means our pears get to market quickly and in top condition, ensuring consumers can enjoy them at their best," he said.