

Evaluation of Potential Alternative Varieties for California

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Why alternative varieties?

- Less cannery demand = less Bartlett demand
- More specialized markets
- Consumer wants new and different selections
- Varietals offer added value
- PRODUCE INDUSTRY FUTURE = DIVERSITY

Varietals will help drive the fruit sector, including pears, world-wide

- Public/Private partnerships
- Nursery/breeding program alliances

Some notable breeding programs (alliances)

- Canada – Harrow series (fireblight), Nova Scotia
- Australia
- New Zealand
- Italy
- China?
- South Africa

PROPRIETARY/CONTROLLED RELEASES = TREND

For now, what is available with
potential?

Goal:

- Introduce growers to possibilities
- Gain production and post harvest information under local conditions
- What is consumer reaction?



Bartlett



Starkrimson

Group #1: Adobe Creek Orchards, Scotts Valley

- USDA, Kearneysville, WV A
- Dr. Richard Bell
- fireblight resistance
 - planted 1995



3-66170-47



Blakes Pride



3-66170-47



Blakes Pride



Blakes Pride



Potomac

Group #2: Yoxagoi Orchards, Kelseyville

- planted 1997
- Bet, 0HF97, BA29C, Pyrodwarf
- in consultation with
OSU, USDA, Nurseries
- organic



Abate Fetel



Abate Fetel



Atlas Red Sensation



Atlas Red Sensation



Bella De Giugno



Blanquilla



Blanquilla



Cascade



Cascade



Cascade



Cinnamon



Cinnamon



Cinnamon



Comice



Comice



Taylor's Gold Comice



Taylor's Gold Comice



Taylor's Gold Comice



Concorde



Concorde



Concorde



Conference



Conference



Conference



Coscia



Coscia



Dr. Jules Guyot



Dr. Jules Guyot



Dr. Jules Guyot



Louis Bonne D`Jersey



Louis Bonne D`Jersey



Louis Bonne D`Jersey



Louis Bonne D`Jersey



Rosemarie



Rosemarie



Z2



Z2



Z2

Consumer Sensory Evaluations, 2004 (n=200)

- Kelseyville Pear Festival
- Steele Winery Harvest Festival

in collaboration with

OSU Mid-Columbia Experiment Station

OSU Food and Innovation Center

THANK YOU!

