



CALIFORNIA PEAR  
ADVISORY BOARD  
.....  
**IMPACT  
REPORT**  
.....  
*2012-2017*





*America's*  
**FIRST**  
**PEAR**





## Chairman

Matt Hemly, Courtland

## Board Members

John Callis, Courtland  
Richard Elliot, Courtland  
Mark Lubich, Courtland  
Tophar Chan, Courtland  
Patrick Archibeque, Lodi  
Eric Smtih (Alternate)  
Steve Johnson, Ukiah  
Dan Thornton, Potter Valley  
Pat Scully, Finley  
Chris Ruddick, Ukiah  
David Thiessen, Finley  
(Alternate)

## Members-at-Large

David Weiss, Kelseyville  
Wendy Buckley Stokes,  
Walnut Grove

## CPAB Mission

*To provide programs,  
services and  
representation that deliver  
value to the California Pear  
Industry.*

## CPAB Vision

*CPAB will be the leader  
of the industry, identifying  
and pursuing opportunities  
for growth, efficiency,  
increased value and  
long-term viability.*



CALIFORNIA  
PEAR  
Advisory Board

# LETTER FROM THE BOARD CHAIRMAN



Like many of you, I grew up hearing stories about my relatives who began growing pears years ago on the same land our family farms today. I hope to pass on these same stories, as well as a few new ones of my own, to my children. And, with any luck, my sister and I hope to pass on the family farm to our kids, too.

As you know, farming California pears isn't easy. We're not the biggest game in town any longer and it can be hard to keep retailers on board once the 'big guys' in the Northwest start harvesting. Add to that the challenges of finding the labor we need to harvest, adhering to the many regulations we're required to follow and complying with Good Agriculture Practices (GAP). Now we're even fighting to keep the water that all farmers desperately need close to home.

They say there's a consumer trend that favors sustainable, locally-grown food produced by small family farmers. Sacramento has launched its own local food movement and they've named the city "America's Farm-to-Fork Capital." Through the Farm-to-Fork program, people are hearing about the rich farmland that surrounds this increasingly urban area, and the public, including local businesses, are being encouraged to buy from local family farmers. In fact, the people running Sacramento's new Golden One Center have pledged that 90 percent of the food served in the stadium and adjacent hotels and restaurants will be sourced from a 150-mile radius.

This is all great news for us, since 100 percent of the pears grown in California fall within that boundary.

After 50 years of research, we've proven that pear farmers are leaders in the type of sustainable, environmentally-conscious farming the public is looking for. We hope these kinds of efforts to educate people about their food are successful, yet we know we still have a lot of work to do. The majority of consumers in Sacramento still have no idea that pears grow so close by (even though we've been growing pears here since 1849!).

We want people everywhere to know about California pears and the family farmers who grow them using sustainable practices. This is the kind of food people say they want, right? But without someone to tell them our story, how will consumers learn about us? Well, telling the story of California pears has always been the charge of the California Pear Advisory Board (CPAB). For many years they've been promoting California pears to our customers, consumers, exporters, regulators and the media and publicizing how we've successfully grown the best pears in the world while still protecting the environment and our communities. Today, CPAB's job is more important than ever.

Pear farmers are dealing with so many issues. We're fighting for our future, really. And we can't do it alone. In fact, the only way we can continue to exist is if we stay and fight it out together. The California Pear Advisory Board allows us to do that. Included in the following pages is a summary of all we've been able to accomplish through the California Pear Advisory Board in the past five years. It's a pretty impressive story when you put it all together, and it's one that needs to be told.

Sincerely,

Matt Hemly, Chairman  
California Pear Advisory Board

# ONCE UPON A TIME...

Like every good story, it's best to start from the beginning when it comes to pears. The rich history of what can be called 'California's real gold' goes back to the California's Gold Rush days. Some of the many 49ers who did not find their fortunes in the hills, found it when they began farming fruit and selling it to folks who were settling the state at a rapid pace. These people needed food and fruit was a luxury they were willing to pay dearly for.

The California Pear Advisory Board recently began using the tagline 'America's First Pear.' It's appropriate since California pears were some of the first to be grown commercially in the U.S. They are the first pears to harvest each year and we believe California Bartletts are the first choice of consumers—because they are!

Many pear farmers today are still growing pears on the very same land as their forefathers some five or six generations ago. Some pear orchards still in production today are over 100 years old. Each pear farming family has a different story to tell about how it all began. Chuck Baker tells us about relatives who each winter fled the flood waters of the pre-levee Delta to search for gold on higher ground and then returned home in the spring to farm what was left of their orchards. Pam Ivceovich began farming pears in Lake County when her father Nick—a first generation American-Croatian—passed away. And Topher Chan is carrying on a farming tradition begun by his great, great grandfather—a refugee from the great San Francisco earthquake of 1906. You can read more on the California Pear Advisory Board's website. These stories are meant to be shared and CPAB is making sure they are.



(our story)

# AROUND THE WORLD

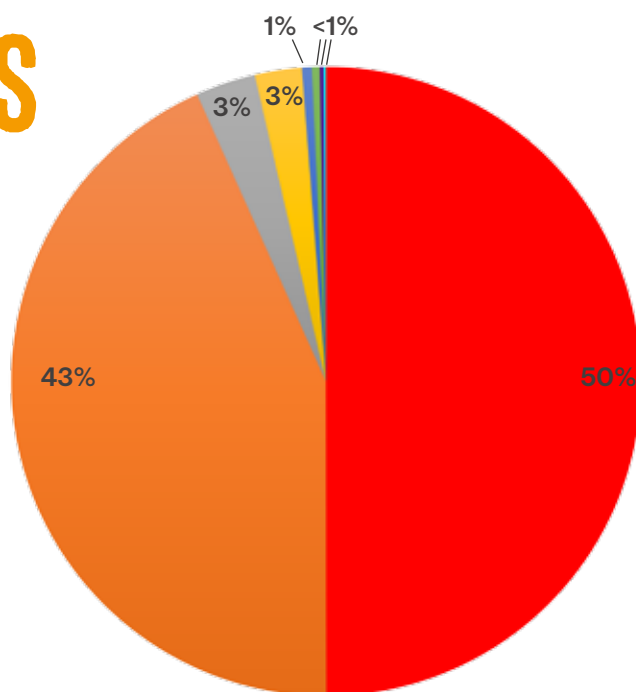
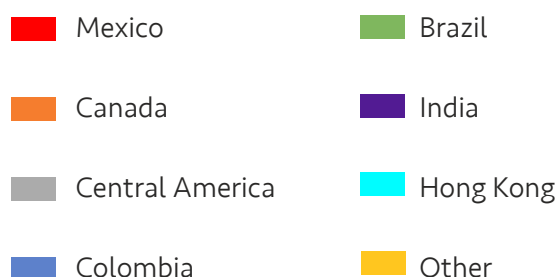
California fresh pears are exported to three different continents. Mexico (50%) and Canada (43%) are easily the largest export markets over the last five years, while on a yearly basis they can change places as the largest market based on crop conditions and exchange rates. Central America (3%) is the third largest market for California and is the only market where Bartlett is not the primary variety; 80 percent of Central American exports consist of Bosc, Golden Bosc, Starkrimson, and other Red Pears. Other markets include Colombia (1%) and Brazil, Hong Kong and India (less than 1%). In these export markets the California Pear Advisory Board focuses on educating importers, wholesalers, and retailers on the proper handling and ripening of California fresh pears. They place an emphasis on informing consumers about the juicy and sweet flavor of California fresh pears through in-store sampling and cooking demonstrations.

Bryant Christie Inc. (BCI) assists the CPAB in accessing foreign markets around the world. Over the last five years BCI has helped the CPAB secure over \$2 million in USDA Market Access Program funds. Beyond the MAP funds, Bryant Christie develops the CPAB export manual and communicates to the USDA Foreign Agriculture Service the international trade priorities of California pear growers.



## EXPORT SHARES BY COUNTRY

June 1, 2012 – May 31, 2017





(the story of)

# OUR FARMERS

What if every consumer could meet a California pear farmer? Beginning in 2014, the California Pear Advisory Board set out to make that happen through a new website and across social media—and it's working. Stories of California farmers are some of the most popular pages visited on our website, while Facebook and Twitter posts about farmers receive more "likes", "retweets" and engagement than any other topic discussed in our social media outreach.

## *Consumers want to know who is growing their food.*

By telling the personal stories of pear farming families, through our "Meet A Grower" website pages, CPAB can connect farmers with large numbers of consumers. This can make a big difference in how consumers feel about the pears they buy in their stores.

The fact is, California pear farmers perfectly fit the model of the "ideal" farmer today's consumers say they're looking for. But pear farmers need to tell people who you are. CPAB is helping to do just that.

Here is what we're telling them:



## Meet a California Pear Farmer

Today's California pear farmer is very likely to be part of a farming family who has been growing pears for generations. There are about 60 farmers who grow pears in California. Many are still farming on the same land their forefathers planted decades ago. Fortunately, pear trees have a long, productive life and the average age of a California pear orchard is between 30 and 100 years. The average size of a California pear farm is 130 acres. We encourage you to meet a California pear farmer by reading the stories of the family history and why they continue to grow pears today.



**30-100**

Average age of California pear orchards 30 to 100 years old



**60**

Number of pear farmers in the state



**130 ACRES**

Average size of California pear orchard



Family-owned, multigenerational businesses



Produces majority of fresh pears in the summer months of July and August



## WE'RE ALL WORKING TOGETHER, THAT'S THE SECRET. — SAM WALTON

Modern commercial pear farming is an extremely competitive business. Marginal prices, sometimes below the cost of production, have taken a toll on the number of pear farmers who remain in business. Where once the state had over 300 pear farmers, today there are just 60. Those who are left must use their resources wisely. One way to do that is to band together under a program like the CPAB.

Together, California pear farmers can fund marketing and social media programs; tackle important issues; resolve trade barriers; conduct important research and much more. Never before has it been more necessary for farmers to work

together. The issues are huge. Farm labor, pesticide use, water battles and food safety regulations are just a few of the things that pear farmers need help with. And, while CPAB won't be able to magically fix everything – they have been known to keep an important road open so you can truck pears out of a fire zone or secure registration of a much-needed pesticide.

Additionally, in just the past five years, CPAB has been able to access a significant amount of grants and government funding for a number of marketing and research needs. This can only happen when pear farmers work together.

## GRANT & OUTSIDE FUNDING 2012–2017

Market Access Program —————→ \$2,133,127

Global Broad-Based Initiative —————→ \$1,189,871

Pear Pest Management Research Fund —————→ \$457,966

**TOTAL —————→ \$3,780,964**

*In addition, as a member of the California Grown program, pears are one of the crops benefitting from over \$5 million in grant funds awarded to California Grown over the past five years.*



.....(how the board tells).....

# THE STORY OF CALIFORNIA

STORIES FROM TODAY'S PEAR FARMERS CAN NOW BE SHARED FASTER AND FARTHER THAN WE YEARS AGO. YEARS, CPAB HAS TAKEN STORY-TELLING TO A WHOLE NEW LEVEL WITH A NEW WEBSITE AND A CHANNELS LIKE FACEBOOK, TWITTER, INSTAGRAM AND PINTEREST. THIS, COUPLED WITH TRADE WORLD, ALLOWS PEAR FARMERS TO REACH MILLIONS OF CUSTOMERS EVERY DAY.

50

people visit the CPAB's website every day during California pear season.



226

stories about share

40,693

people can be reached by CPAB social media on any given day.



10,383

total on C



**3,206**

"Kootie Katchers" distributed in a back-to-school promotion to educate kids about pear varieties in Calgary Co-op Stores, August 12 & 13, 2016

# PEARS

EVER DREAMED POSSIBLE. IN THE PAST THREE  
ACTIVE ENGAGEMENT ON SOCIAL MEDIA  
TIONAL MEDIA ADVERTISING AROUND THE



at California pears were  
d by CPAB this season.

**50**

bloggers shared stories with thousands  
of consumers this summer.



l fans follow California pears  
CPAB social media channels.

**\$1M**

from CA GROWN and VISIT CALIFORNIA  
is promoting California pears.



# For consumers

(the story of)

# OUR

As wonderful and delicious as pears are, they can't speak for themselves. That's why CPAB helps you tell the story of your product.

Consumers want to know how to select, ripen and store pears. They want to know about the nutritional make-up and health benefits of pears. And they have an insatiable desire to know how to cook with pears!

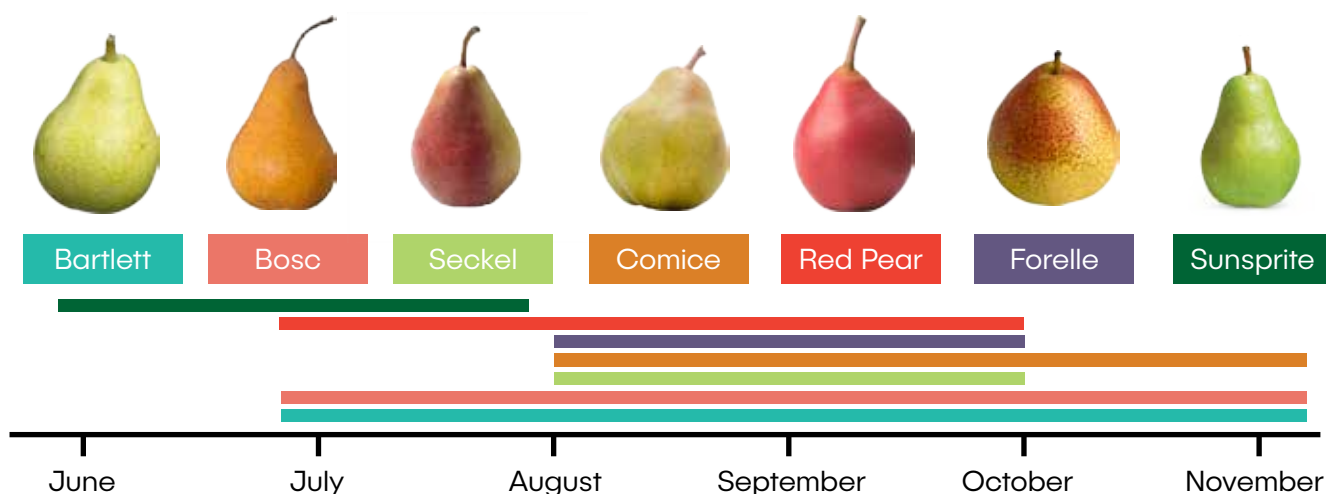
Retailers—both domestic and abroad—want to know about the differences in pear varieties, where they're grown, how they're harvested and packed and who is selling them. They need to know about pre-ripening and what that means and they want to know how many pears California growers will have this year and when they'll be available.

CPAB delivers all of this information and a host of other marketing resources for pear sales teams – all of it easily accessible through your website.



## • FRUIT FACTS FROM THE CPAB WEBSITE •

California Pears come in a wide range of varieties to satisfy a full spectrum of preferences, tastes and uses. Find your favorites here, and learn when you can expect to find them fresh in your produce aisle!





# FRUIT

## *For industry*



Pear farmers and marketers also need important information about California pears. One of the most important roles of CPAB is to arm you with the information you need to market your crop each year.

**Daily Packout.** CPAB issues a crop estimate before the season begins and then works with industry to track the volume of California pears packed in each district every day throughout the harvest season. This information is absolutely invaluable and is only available through the existence of CPAB.

**Year-End Reports.** Stories of past pear seasons can also be extremely helpful in understanding what the future holds for California pears. CPAB

posts annual reports for the past five years to track the volume of pears packed by variety, district and size; whether they were sold domestically or to another country; and how they were used — be it for canning, drying, fresh market or baby food.

Because CPAB has a good working relationship with producers in the Northwest, you also have access to market information from your competition. And detailed reports of imported pears are also maintained with information on the daily shipments received at U.S. ports.

All of this information is provided by CPAB and is easily accessible via the website for California pear farmers and industry members only.

## Five Year Pear Utilization Table (tons)

	2012	2013	2014	2015	2016
Cannery	96,052	106,948	90,244	112,699	92,000
Fresh Bartlett	49,597	53,734	44,255	36,562	34,451
Fresh Other	16,074	14,445	10,077	12,888	9,394
Processed Other	15,924	12,468	7,835	7,899	5,500
<b>Total Tons</b>	<b>177,647</b>	<b>187,595</b>	<b>152,411</b>	<b>170,048</b>	<b>141,345</b>
Bartlett Cartons	2,755,389	2,985,222	2,458,611	2,031,299	1,912,015
<b>Barlett Tons</b>	<b>161,573</b>	<b>161,573</b>	<b>142,334</b>	<b>157,160</b>	<b>131,951</b>

(the story of)

# OUR SUSTAINABILITY

What is sustainable farming? The question is still somewhat vague, but one thing we know for sure is that your customers want to know more – much more – about how you farm, how you protect the land, the air, the water, your workers and your community. To help pear farmers answer this question, CPAB secured grant funds to conduct a sustainability project which surveyed California pear farmers asking many questions about your farm and business practices.

We learned a lot and the information is summarized in a section of your website devoted to sustainability. This information is regularly shared with consumers through the social media program and is available for pear farmers

to use in answering questions from retailers and foodservice operations about your level of “sustainability.”

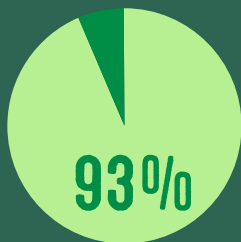
**|| CPAB TELLS PEOPLE  
HOW YOU PROTECT THE  
LAND, THE AIR, THE  
WATER, YOUR WORKERS  
AND YOUR COMMUNITY. ||**

This sustainability project has clearly established the very high level of adoption of sustainable practices by the California pear community, from the use of reduced-risk Integrated Pest Management activities, prudent

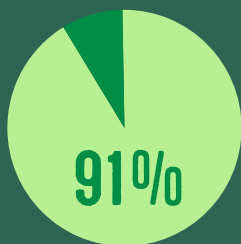
use of fertilizers; utilizing natural vegetation to enhance habitat for pests' natural enemies and to prevent soil erosion. Pear farmers also employ practices related to food safety planning and waste management.

Social responsibility is also included in this report and CPAB is devoted to many causes including support for breast cancer awareness through the Pears Care program and donations to relief for victims of Lake County fires.

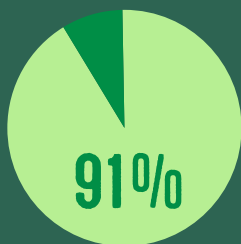
This is valuable information we want people to know about California pears and CPAB is working to make sure this story is told.



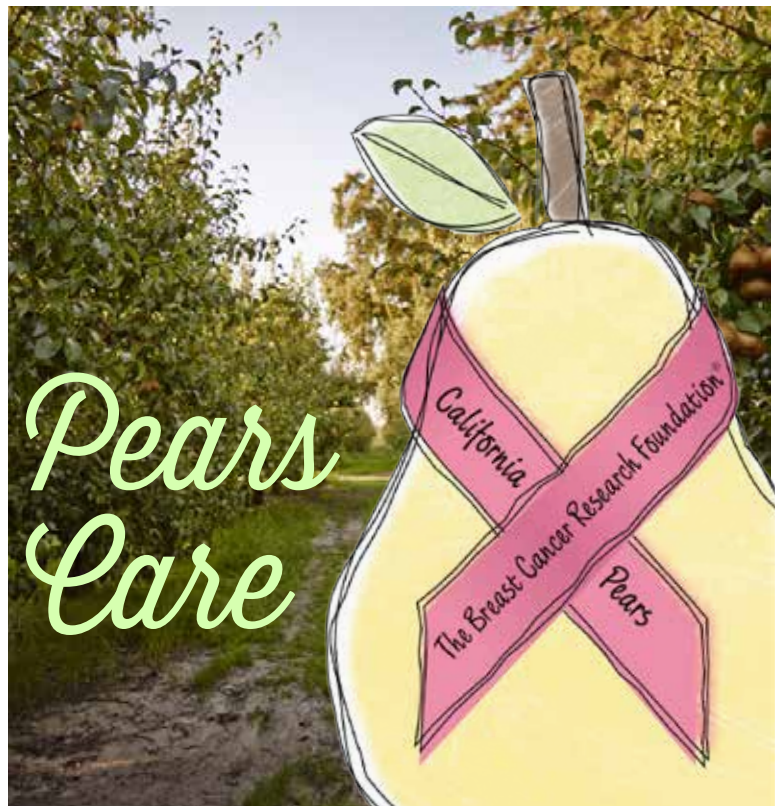
California pear farmers scout orchards before making pest management decisions.



California pear farmers use pheromones as a form of pest control.



Reduction in the use of Organophosphate and Carbamate pesticides in California pear orchards in the past 12 years.





# RESEARCH CREATES *Solutions*



The reason California pear farmers have an incredibly high level of adopting sustainable farming practices is because you have invested heavily in research. CPAB has a long history of funding research projects with tremendous benefit to farmers, the environment and the community.

In the past five years alone, the California pear industry has been able to dedicate over \$1.3 million to research. Some \$891,000 of this has come directly from CPAB assessment dollars. Another \$460,000 was raised through an alliance of pear growers and processors known as the Pear Pest Management Research Fund. Together these programs have allowed the industry to learn more about how to control pests like codling moth and brown marmorated stinkbug that threaten pear crops. Research has also led to improved control of fireblight, pear scab and gray mold. New ripening and storage life studies have also been conducted.

Jointly, the California pear industry has been able to generate the significant funds needed to study new technologies in orchard management, plant breeding and harvest optimization. This has allowed pear farmers to look at some cutting-edge techniques like marker-based breeding, genomics and kinetic modeling. Below is a listing of the research topics funded over the past five years. Reports on all research projects are posted on the CPAB website in a searchable database so that everyone in the industry can benefit from this work.

## TOTAL RESEARCH DOLLARS

»1,349,299«

Research Focus	CPAB Assessment Funds	Pest Management Research Funds	Total Pear Industry Funds
Sustainability	\$ 5,000	\$ 5,000	\$ 10,000
Codling Moth Control		\$ 71,000	\$ 71,000
Pear Scab Control	\$ 12,345	\$ 88,558	\$ 100,903
Fireblight Control		\$ 179,774	\$ 179,774
Brown Marmorated Stinkbug Control	\$ 16,023	\$ 34,793	\$ 50,816
Integrated Pest Management Guidance		\$ 7,991	\$ 7,991
Postharvest Mold Control	\$ 62,000		\$ 62,000
Orchard Floor Management		\$ 1,500	\$ 1,500
Soil Nutrient Management	\$ 9,129		\$ 9,129
Improved Rootstocks & Orchard Systems	\$ 184,193		\$ 184,193
Pear Variety Evaluation/Development/Breeding	\$ 213,271	\$ 55,600	\$ 268,871
Technologies for Optimizing Pear Harvest	\$ 106,148		\$ 106,148
Extending/Improving Pear Storage Life	\$ 265,585		\$ 265,585
Improved Ripening	\$ 3,889		\$ 3,889
Miscellaneous Travel/Communications	\$ 13,750	\$ 13,750	\$ 27,500
<b>TOTAL</b>	<b>\$ 891,333</b>	<b>\$ 457,966</b>	<b>\$ 1,349,299</b>

# CPAB Income Expense

June 1, 2012–May 31, 2017

	2012	2013	2014	2015	2016
<b>Income:</b>					
Assessments	\$ 1,323,357.00	\$ 1,151,021.00	\$ 1,191,451.00	\$ 1,160,051.00	\$ 1,130,446.00
MAP Grants	\$ 259,000.00	\$ 253,301.00	\$ 558,859.00	\$ 550,947.00	\$ 528,823.00
GBI Grants	\$ 200,000.00	\$ 200,000.00	\$ 4,871.00	\$ 374,000.00	\$ 411,000.00
Other	\$ 11,500.00	\$ 48,443.00	\$ 20,698.00	\$ 2,827.00	\$ 300.00
<b>Total Income</b>	<b>\$ 1,793,857.00</b>	<b>\$ 1,652,765.00</b>	<b>\$ 1,775,879.00</b>	<b>\$ 2,087,825.00</b>	<b>\$ 2,070,569.00</b>
<b>Expenses:</b>					
Research	\$ 228,710.00	\$ 269,140.00	\$ 281,912.00	\$ 346,306.00	\$ 270,000.00
Domestic Marketing/PR	\$ 279,000.00	\$ 122,038.00	\$ 176,614.00	\$ 215,275.00	\$ 260,000.00
Export Programs	\$ 446,500.00	\$ 451,560.00	\$ 801,669.00	\$ 644,568.00	\$ 676,623.00
GBI Programs	\$ 200,000.00	\$ 200,000.00	\$ 4,871.00	\$ 374,000.00	\$ 411,000.00
Issues Management	\$ 51,500.00	\$ 38,369.00	\$ 25,090.00	\$ 40,296.00	\$ 30,000.00
Other	\$ 360,623.00	\$ 298,875.00	\$ 321,004.00	\$ 292,825.00	\$ 297,000.00
<b>Total Expense:</b>	<b>\$ 1,566,333.00</b>	<b>\$ 1,379,982.00</b>	<b>\$ 1,611,160.00</b>	<b>\$ 1,913,270.00</b>	<b>\$ 1,944,623.00</b>

Other Includes: Administration, Marketing Branch, Equipment Purchases, Travel, Audits, Meetings, Insurance

## Industry Groups

The California Pear Advisory Board utilizes affiliations with a number of different industry groups who can help address issues of importance to California pear farmers. This kind of collaboration can be extremely valuable in helping the California pear industry to gather information and communicate with regulatory agencies, customers and consumers allowing CPAB to serve as a resource on just about any topic of importance to pears.

Below are some of the organizations CPAB collaborates with regularly.







*America's*  
**FIRST**  
**PEAR**





CALIFORNIA  

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P E A R  

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*Advisory Board*