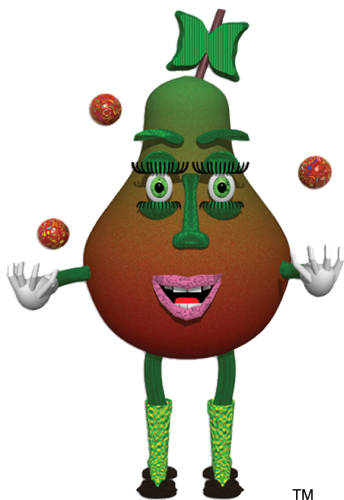




Penelope Pear™



HISTORY

A theory of the pears origin considers the discovery of the fruit by the people of the Stone Age, perhaps as early as the Neolithic period. Further theories place the fruit in what was known as the Old World, comprising Western Europe, North Africa and across to East Asia, more than three thousand years ago.

Homer, the Greek laureate, wrote in his epic poem, *The Odyssey*, that pears were the "gift of the gods," around 680 B.C.

During Roman times, Pomona, the goddess of the fruit was a celebrated member of the Roman deities. In her honor, Roman farmers developed pear grouping and grafting techniques.

Pears have been cultivated for thousands of years and like its cousin the apple, are no longer found in the wild. Pears were used as a trade commodity in the Old World and appeared, due to their shape and color, as a prominent still life subject in numerous Renaissance paintings.

The 17th century brought a widespread cultivation of the modern pear varieties throughout Europe.

In 17th century France, pears were one of the delights eaten in the French court of Louis XIV.

The early American settlers from France brought pears and in 1620, the first pear trees were planted.

Further cultivation on the east coast was destroyed by fire blight, a disease that dramatically reduced its production. Later, missionaries crossing America introduced this fruit into their gardens in California and Mexico.

The pear tree achieved enduring fame alongside the partridge in the 18th century Christmas carol, *The Twelve Days of Christmas*.

Finally, the growing of pears migrated to the Pacific Northwest, which today supplies the majority of pears produced in the United States. Those pears have changed little from the ones initially introduced from Europe.

The Anjou variety, originated in France or Belgium in the 19th century and regarded as the red delicious of pears. The Bosc pear was cultivated and developed in Belgium in 1807. The Seckel pear was discovered in the 18th century near Philadelphia, Pennsylvania. It is sometimes called the honey or sugar pear. The Bartlett pear is the juiciest of all pears. It is the most widely grown pear in the world. A red pear, named Starkrimson, has evolved through breeding.

Asian pears were domesticated in China. They migrated to Japan, Korea, and Taiwan. Japanese pears date back to the late 7th century, B.C. They were enjoyed by nobles and royalty.

In 5,000 B.C., Feng Li took part in a commercial venture to graft pears, apples, peaches, persimmons, and almonds.

During the California Gold Rush in the early 1850's, Asian pear seeds were brought by the massive Chinese immigration. Today, California and Oregon are the primary production states in America. The majority of the world's pear supply is grown in China, Italy, and the United States.

NUTRITION

Pears are one of the best fruit choices of fiber, which benefits your heart, digestive system, helps to sustain blood sugar levels while promoting normal bowel function, and potentially lower blood cholesterol values. Pectin, which is also found in apples, is the fiber type found in pears. Pears are free of cholesterol, saturated fats, and sodium, which may contribute to high blood pressure and water retention.

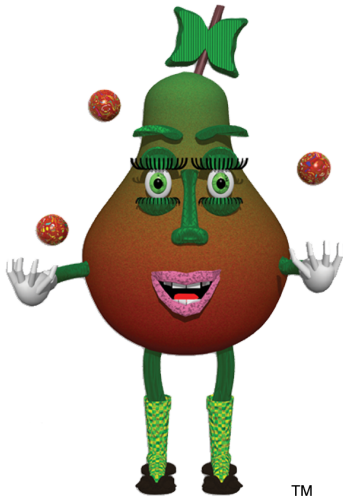
Pears contain vitamin C, potassium, and copper. Vitamin C, an essential antioxidant for normal metabolism and tissue repair, helps prevent free radical damage, healing of cuts, bruises, and potentially protects against infectious diseases affecting the immune system.

Potassium is an important electrolyte needed for proper heart, nerve, and muscle function. It helps regulate water and electrolyte levels, maintain carbohydrate and protein metabolism. Copper works against free radical damage.

Phytochemicals give pears their color. As a natural plant compound, it may provide a variety of health benefits and help fight diseases. The eating of three or more servings of fruit may lower the risk of macular



Penelope Pear™



NUTRITION (Continued...)

degeneration, a condition causing vision loss in the older population.

Pears are available in two types: European and Asian. Although having a somewhat similar taste, they are different. European pears will ripen off the tree. Asian pears are left on the tree to ripen. Asian pears have an apple like shape. European pears have an oval pear shape with a large rounded bottom half and a narrower top. The texture of European pears are soft and smooth when ripe. Asian pears are crisp.