



Welcome to our second Pears Industry newsletter for 2007.

Our Australian Pears promotional campaign started this year in mid-May with outdoor advertising (backlit panels) close to the entrance of major shopping centres in Sydney, Melbourne and Brisbane. Outdoor advertising features sustained energy and Low GI messages, concentrating on consumption occasions of pears such as breakfast, lunch and snacking. The outdoor advertising concludes in the first week of August.



2007	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Outdoor advertising									
POS									
Retail Sampling									
PR									
Trade communications									
Industry communications									

Results so far:



Our National sampling campaign started in the 2nd week of June and is being conducted across 250 stores. The sampling will continue to run until the



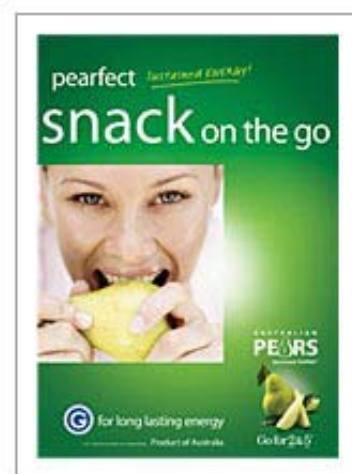
second week of August.

We've had some great results, selling 3,627kgs of Packham Pears so far. The average sales per assignment are as follows: NSW – 36kgs, VIC – 20kgs, QLD – 52kgs, SA – 34kgs, WA – 20kgs and TAS – 19kgs. All About Fruit in New Farm, QLD has been the most successful so far, selling over 140kgs in one assignment!

The branded Australian Pear slicer has been a huge success once again as a gift with purchase, proving to be a hot and in-demand item. Consumers love the functionality of the pear slicer. Other consumer feedback has included:

- "I forgot how good they taste"
- "The free slicer itself is worth the money for the pears"
- "I didn't realise they were low GI"

Independents, IGA and Foodworks stores received updated posters and wobblers featuring snacking occasion imagery, sustained energy, Low GI and *Go for 2&5@* messages and a larger country of origin message. These have been distributed through the wholesale markets and State Associations as well as through our Pears merchandising team who have been out since the week commencing 30th of April visiting 200 stores nationally.





This season's public relations

activities kicked off with the Pears 'Kissed by nature' activity. Media one-on-one briefings focused on the impact of the drought, hail and frost on this season's pears, giving Tony Russell and Darral Ashton the chance to meet with leading food and lifestyle journalists to discuss the issue. The spokespeople met with Today Tonight, The West Australian and Australian Gourmet Traveller.

Recent media coverage has included a spread in Notebook that focused on variety information and a look at healthy snack options in Fitness First Magazine.

A radio news release on the 'Mums Endurance Report' has also been run by the Nova radio network in Brisbane and regional radio stations such as Star FM in Bendigo. This release focused on the dietary habits of mothers and simple lifestyle changes that can boost daily energy levels.

A food media event was held on 16th May in Sydney to discuss the challenges facing Australian Apple and Pear growers, including the drought, giving attending media an insight into the difficulties faced by the industry. Phil Turnbull spoke about the many health benefits of eating pears as they are Low GI. A sampling team was on board for the evening, enabling the media to taste the different varieties of Australian pears. See Australian Fruit Grower for full details of the evening.

