



# VISION UNITED STATES



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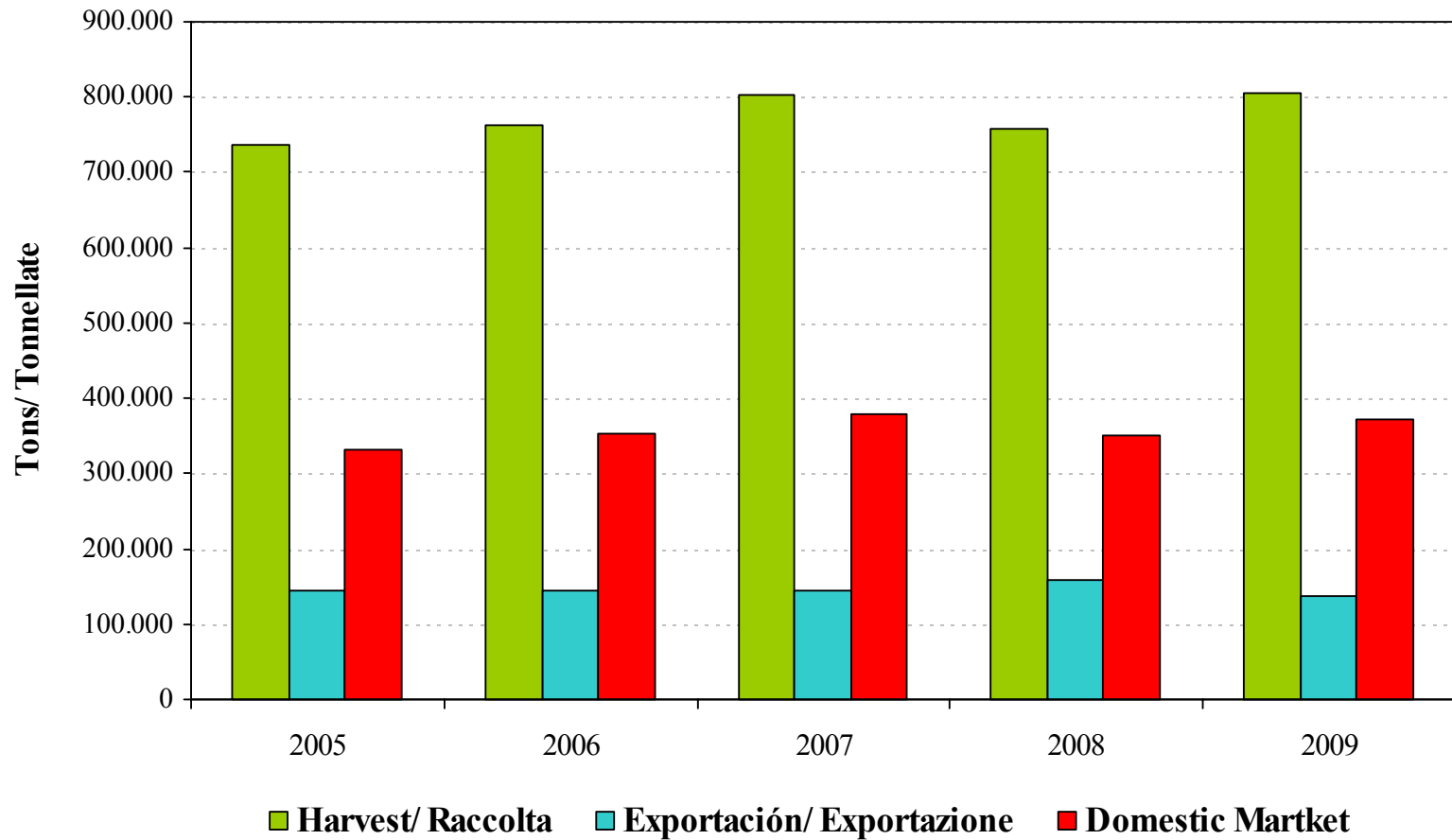
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## UNITED STATE: DEVELOPMENTS IN PEARS





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Table 5--Pears: Total production and season-average price received by growers, 2006-08 and indicated 2009 production

State	Production 1/				Price		
	2006	2007	2008	2009	2006	2007	2008
	--- Million pounds ---				--- Cents per pound ---		
Pacific Coast:							
California:							
Bartlett	398	402	390	390	11.9	14.5	18.7
Other	80	84	96	110	29.5	29.3	34.5
Total	478	486	486	500	14.9	17.0	21.8
Oregon:							
Bartlett	126	118	113	126	19.2	18.8	19.8
Other	304	294	350	350	21.6	22.9	24.9
Total	430	412	463	476	20.9	21.7	23.7
Washington:							
Bartlett	330	326	332	380	17.3	18.7	18.5
Other	392	478	424	480	26.1	24.6	25.9
Total	722	804	756	860	22.1	22.2	22.7
Three States:							
Bartlett	854	846	835	896	15.1	16.7	18.8
Other	776	856	870	940	24.7	24.5	26.5
Total	1,630	1,702	1,705	1,836			



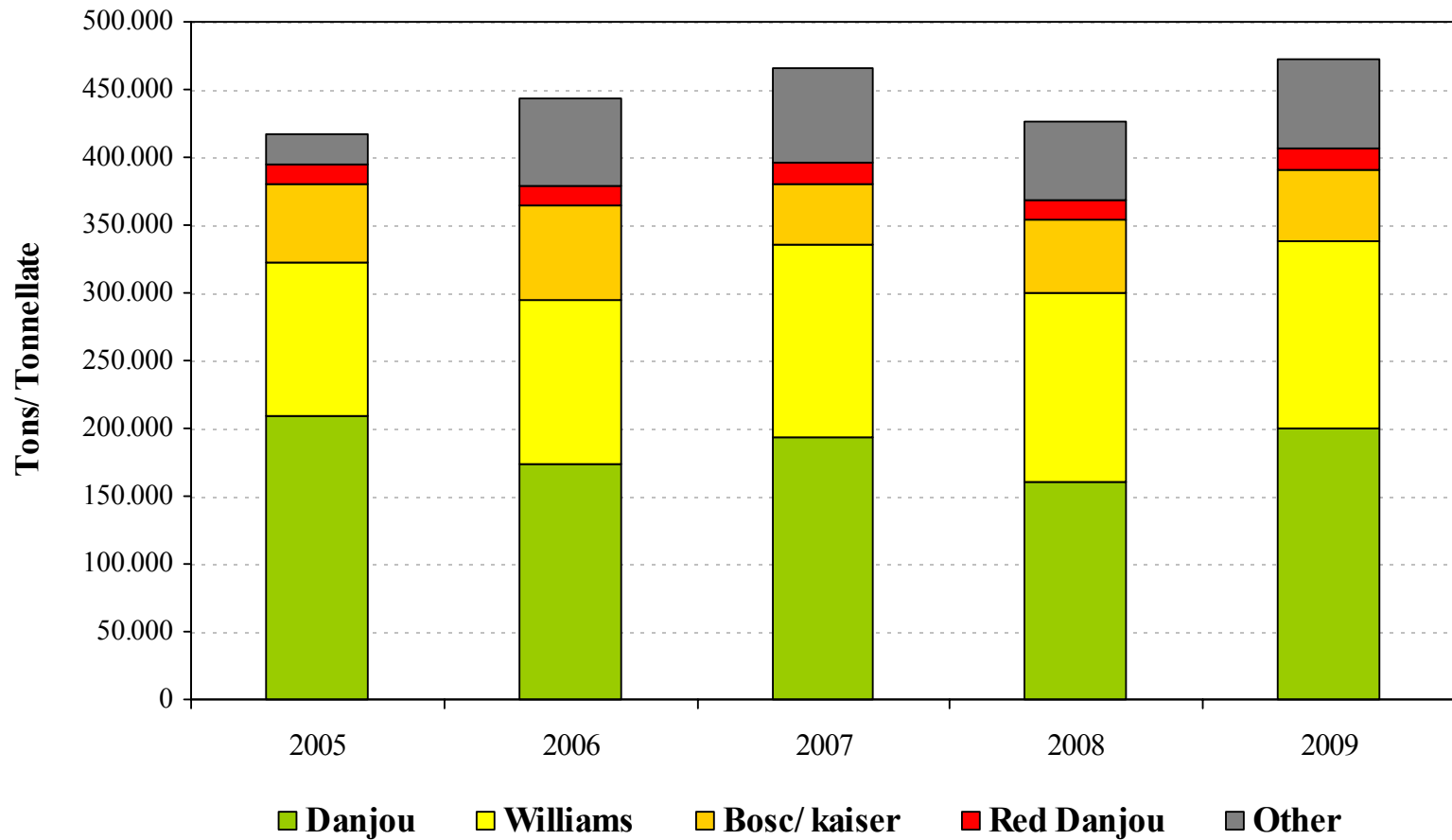
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## UNITED STATE: PACKAGING OF FRESH PEARS



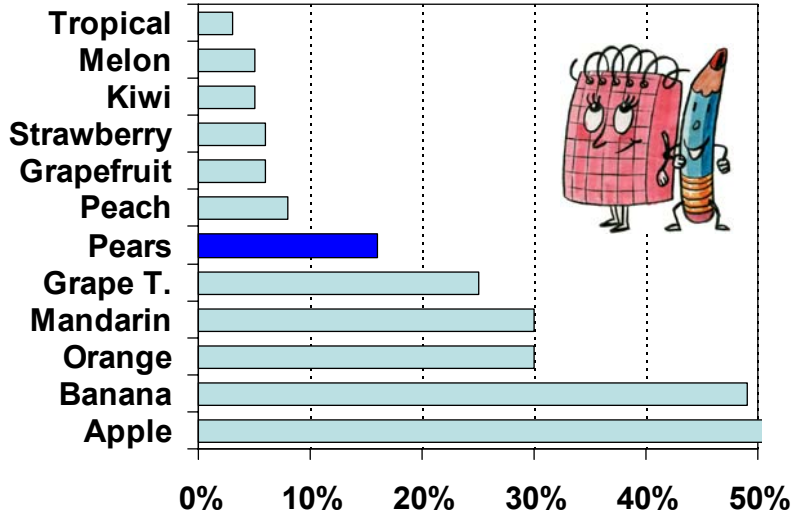


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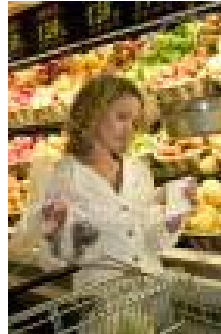
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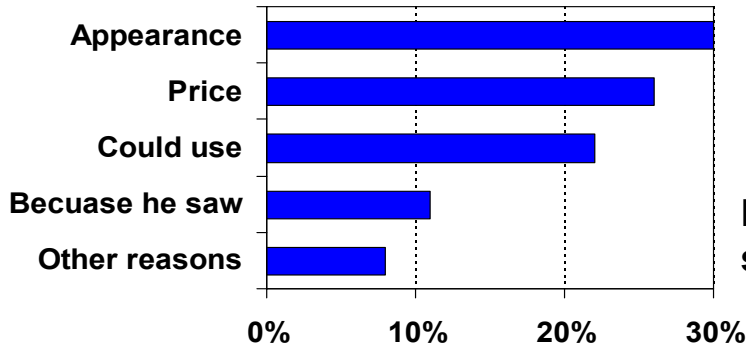
# UNITED STATE: CONSUMER PROFILE



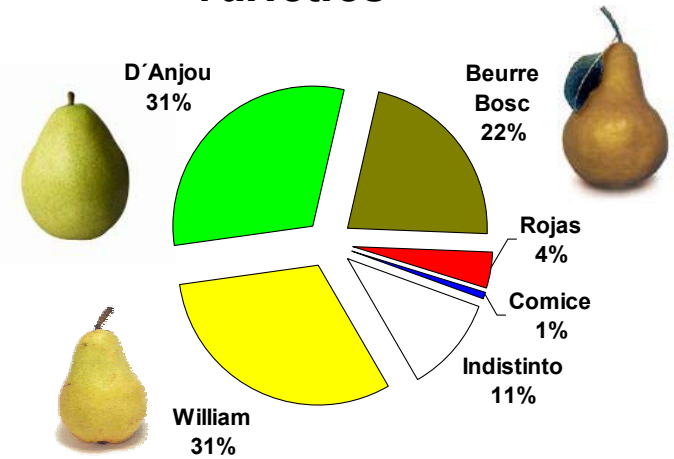
## Purchase plans



## Preference varieties



## Purchase spontaneous



### Typical Consumer

White women 35 to 44 years

Annual Revenue: 50 to \$ 75,000

Age (years)	<18	19 a 30	<b>31 a 50</b>	> 51
Consumption	4%	25%	<b>43%</b>	28%

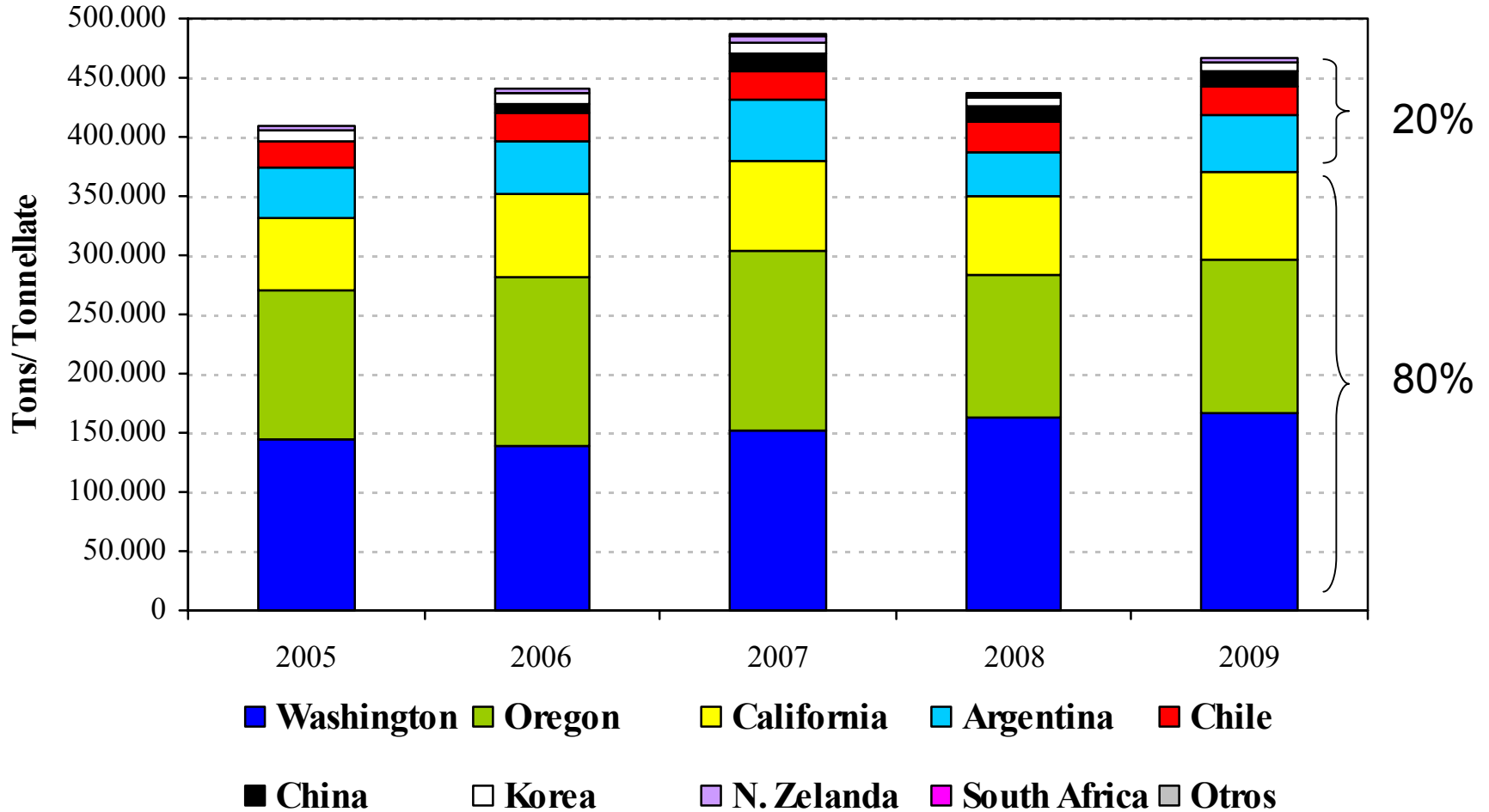


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## UNITED STATE: CONSUMPTION OF FRESH PEAR BY ORIGIN





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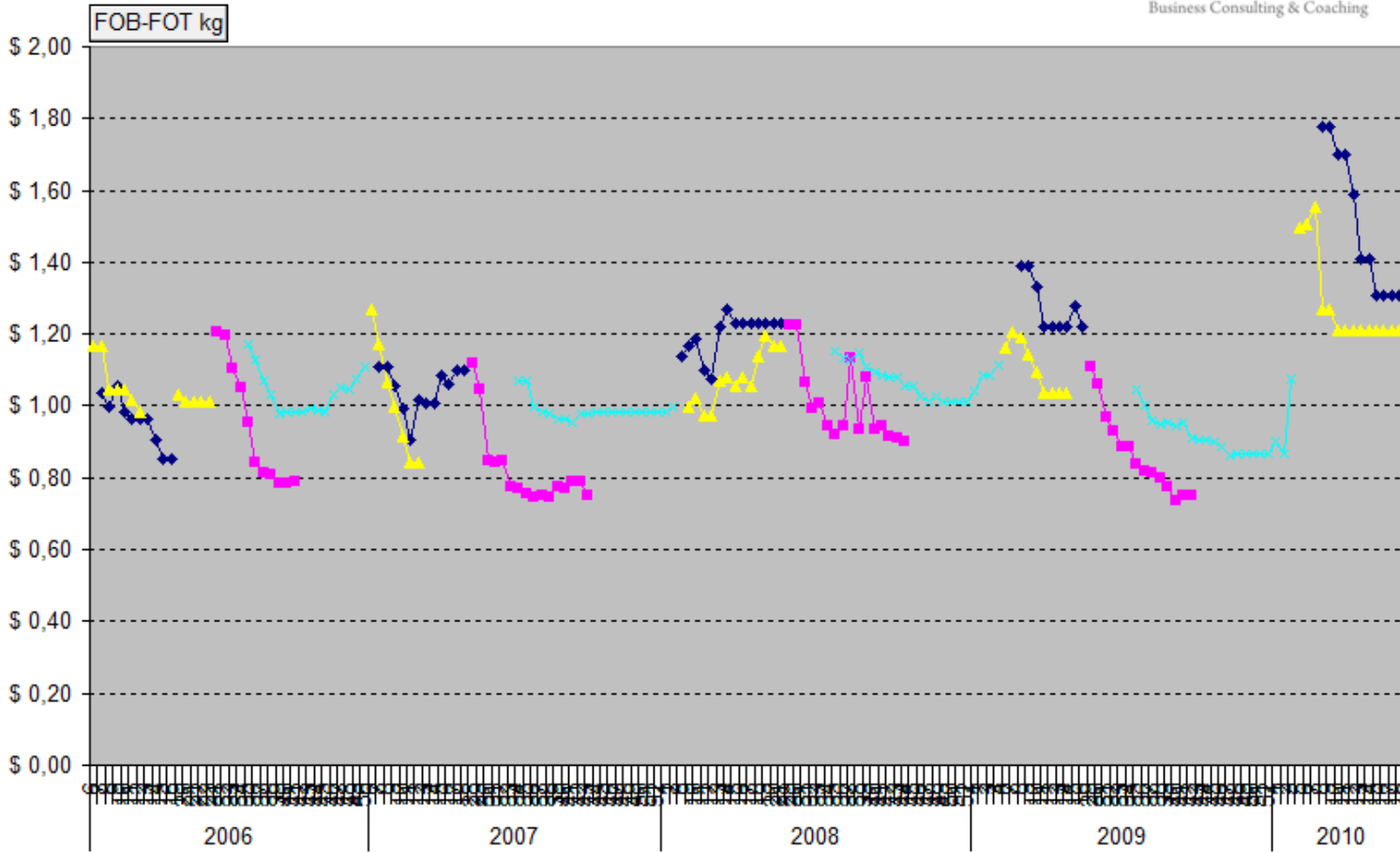
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# UNITED STATE: PRICE FOB DOMESTIC / FOT IMPORTED

Grade (Todas) Item Size (Todas) Variety WILLIAMS

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Origen

- ARGENTINA
- CALIFORNIA
- CHILE
- WASHINGTON



Año Semana



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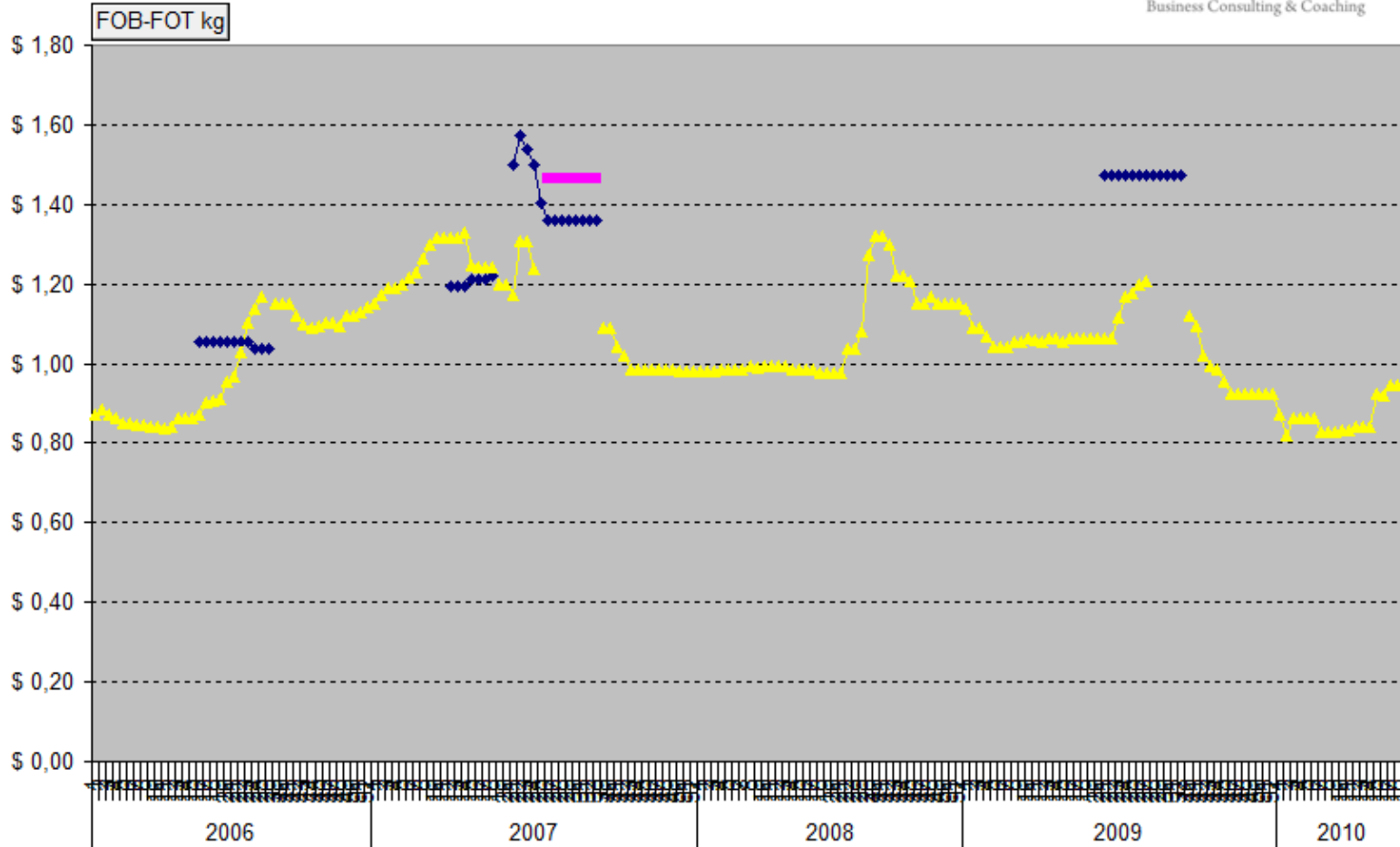
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# UNITED STATE: PRICE FOB DOMESTIC / FOT IMPORTED

Grade (Todas)  Item Size (Todas)  Variety D'ANJOU

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Origen

- ARGENTINA
- CHILE
- WASHINGTON



Año  Semana





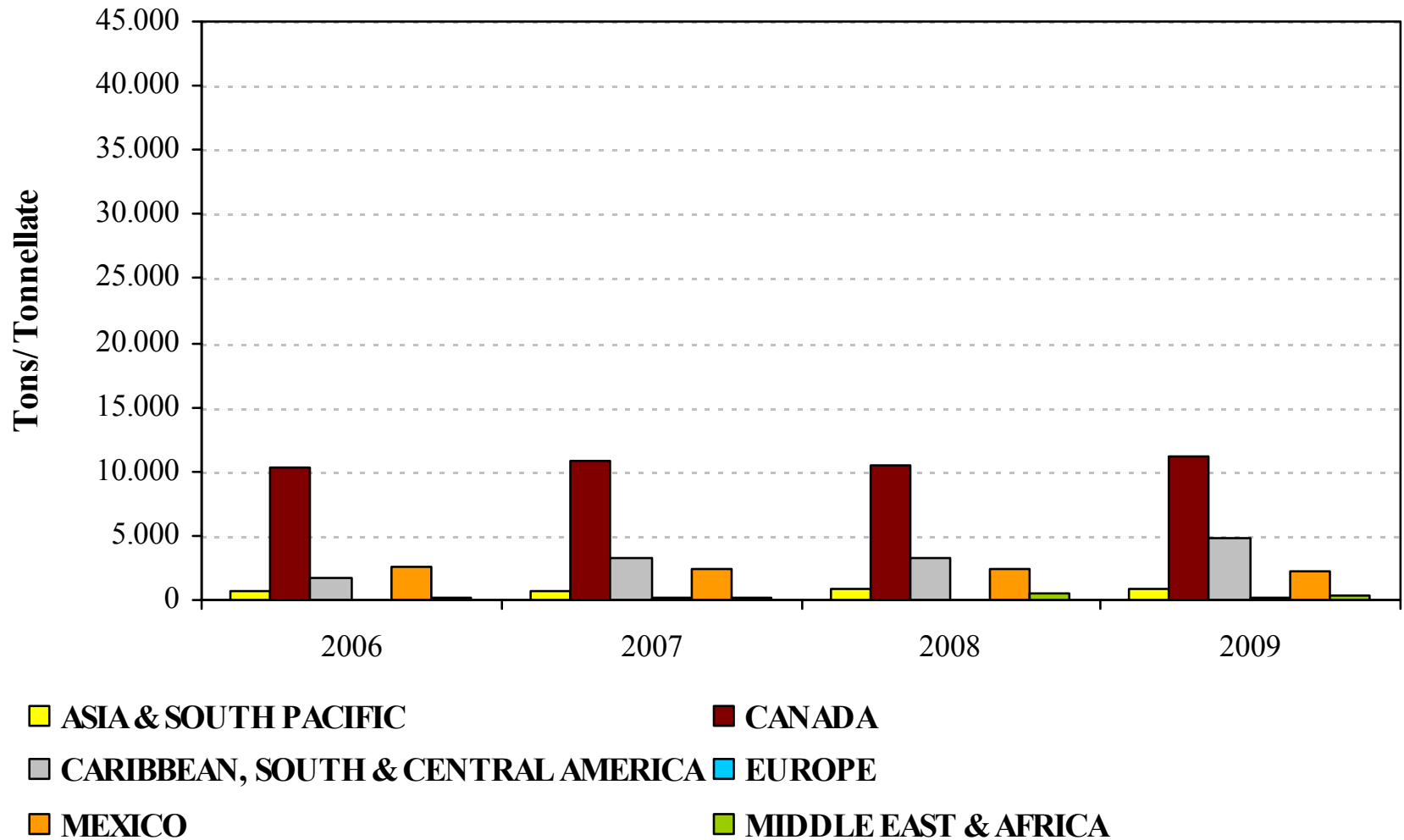
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## WASHINGTON: EXPORTS BY VARIETY (WA): WILLIAMS





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## UNITED STATE: EXPORT PROFILE (TO NOV 2009)

COUNTRY (TONS)	2005	2006	2007	2008	2009
MEXICO	64.471	55.354	55.354	73.592	54.443
CANADA	43.887	44.121	44.121	39.757	33.441
BRAZIL	4.220	9.120	9.120	7.466	10.605
RUSSIA	3.744	5.787	5.787	6.602	7.924
COLOMBIA	2.584	4.041	4.041	2.247	4.823
UNITED ARAB EMIRATES	1.449	3.348	3.348	2.707	4.310
INDIA	1.004	1.608	1.608	1.404	1.826
TAIWAN	1.804	1.327	1.327	1.523	1.824
HONG KONG	1.734	1.576	1.576	1.595	1.818
SAUDI ARABIA	2.118	1.951	1.951	951	1.448
NETHERLANDS	3.586	1.843	1.843	3.056	1.235
SWEDEN	2.827	1.676	1.676	1.806	1.189
VENEZUELA	2.108	1.054	1.054	3.775	1.168
PANAMA	880	1.159	1.159	1.175	1.085
NEW ZEALAND	1.311	1.306	1.306	1.376	975
OTHER	6.611	9.158	9.158	9.773	8.642
TOTAL EXPORT	144.336	144.426	144.426	158.802	136.755
- WASHINGTON (TO DIC 2009)		82.153	90.646	97.740	107.149



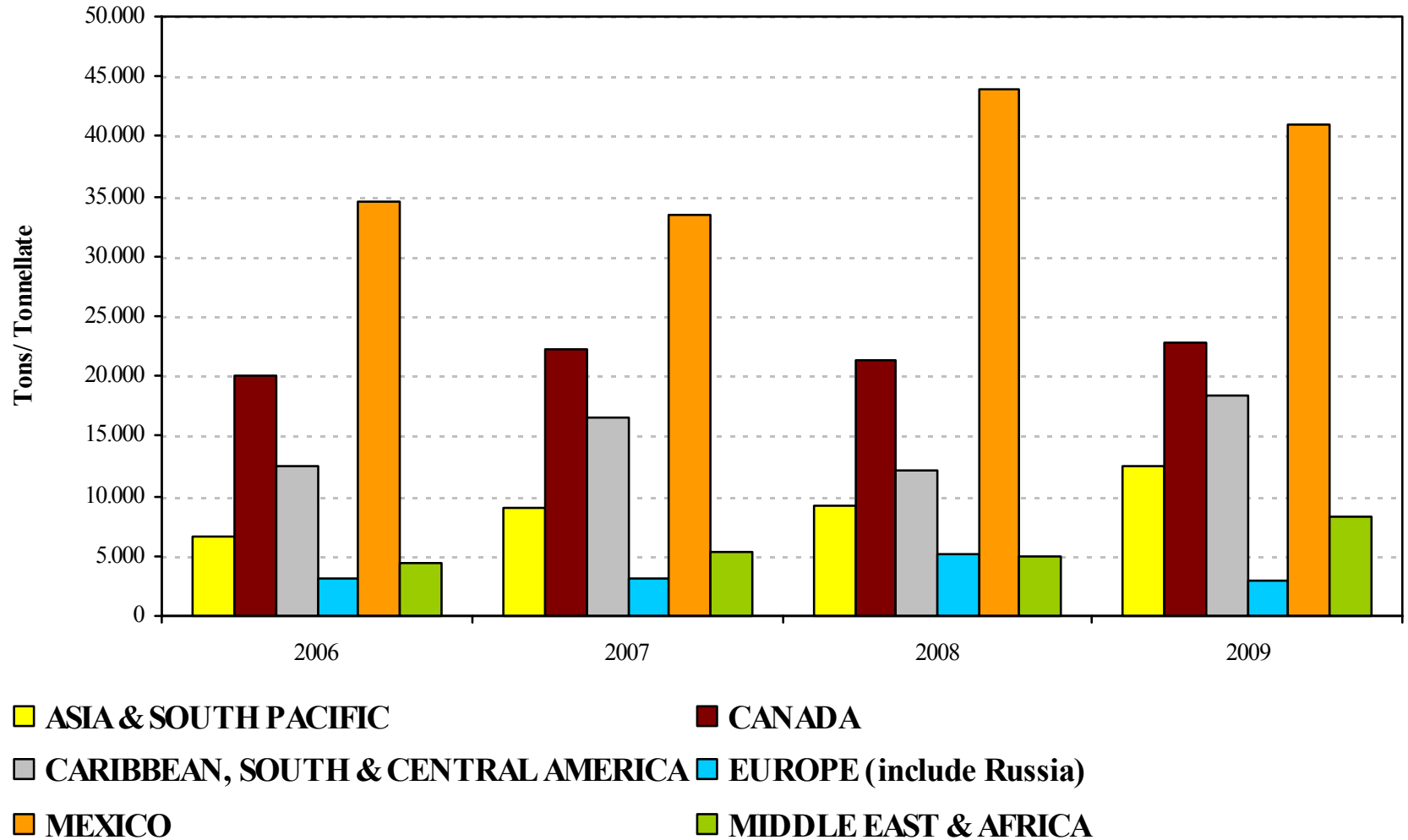
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## WASHINGTON: EXPORT MARKET (WA)





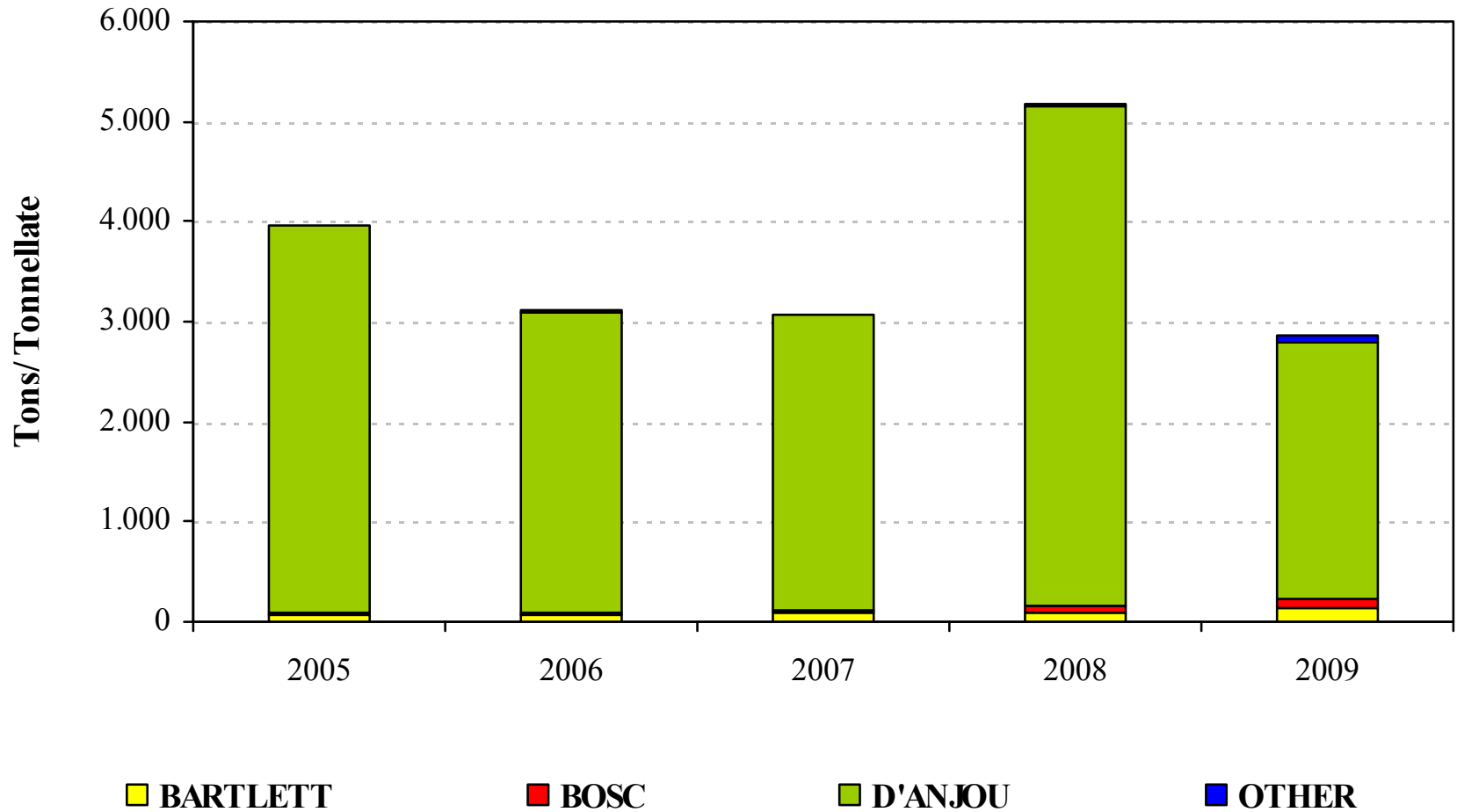
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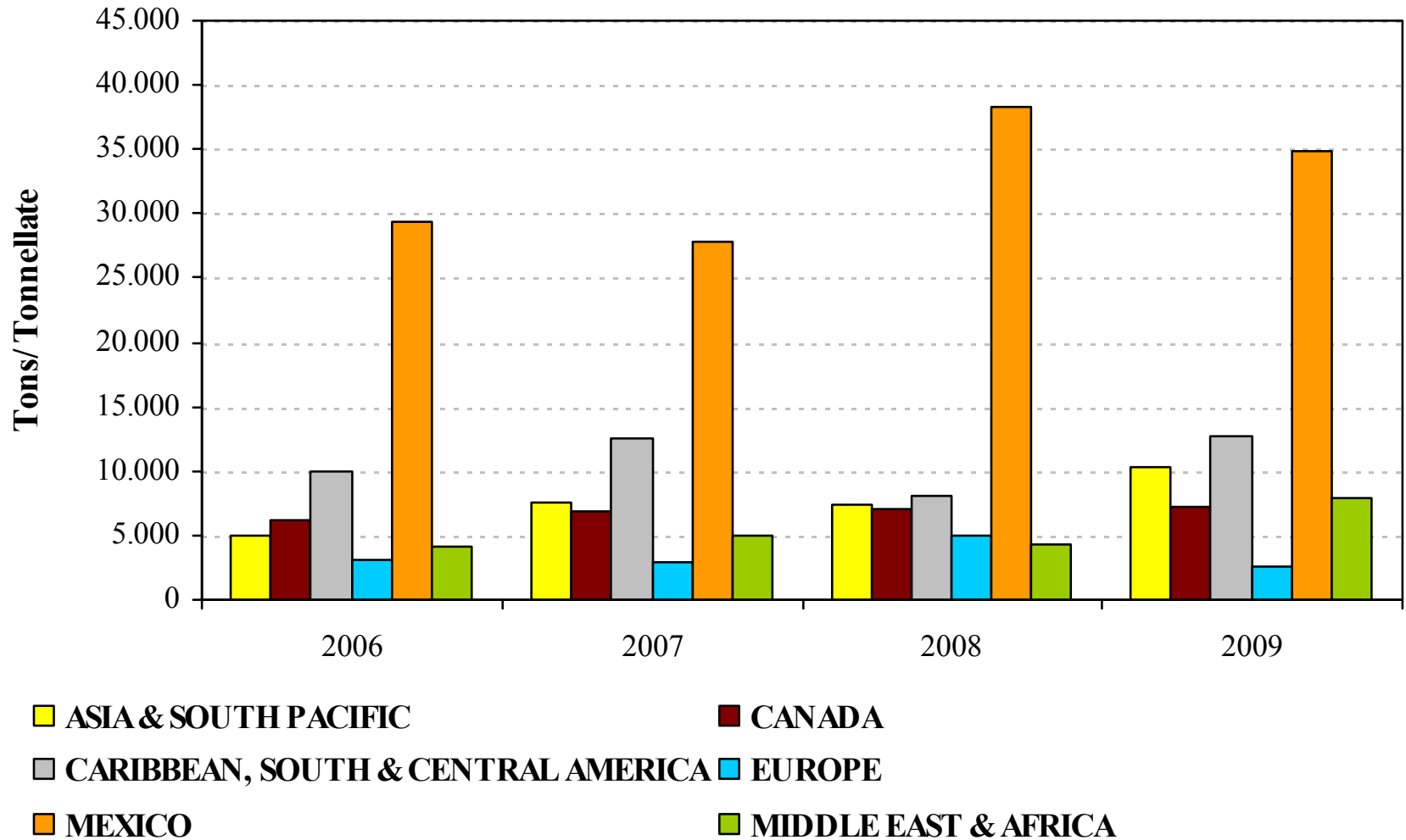
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## WASHINGTON: EXPORTS TO EUROPE BY VARIETY (WA)





## WASHINGTON: EXPORTS BY VARIETY (WA): DANJOU





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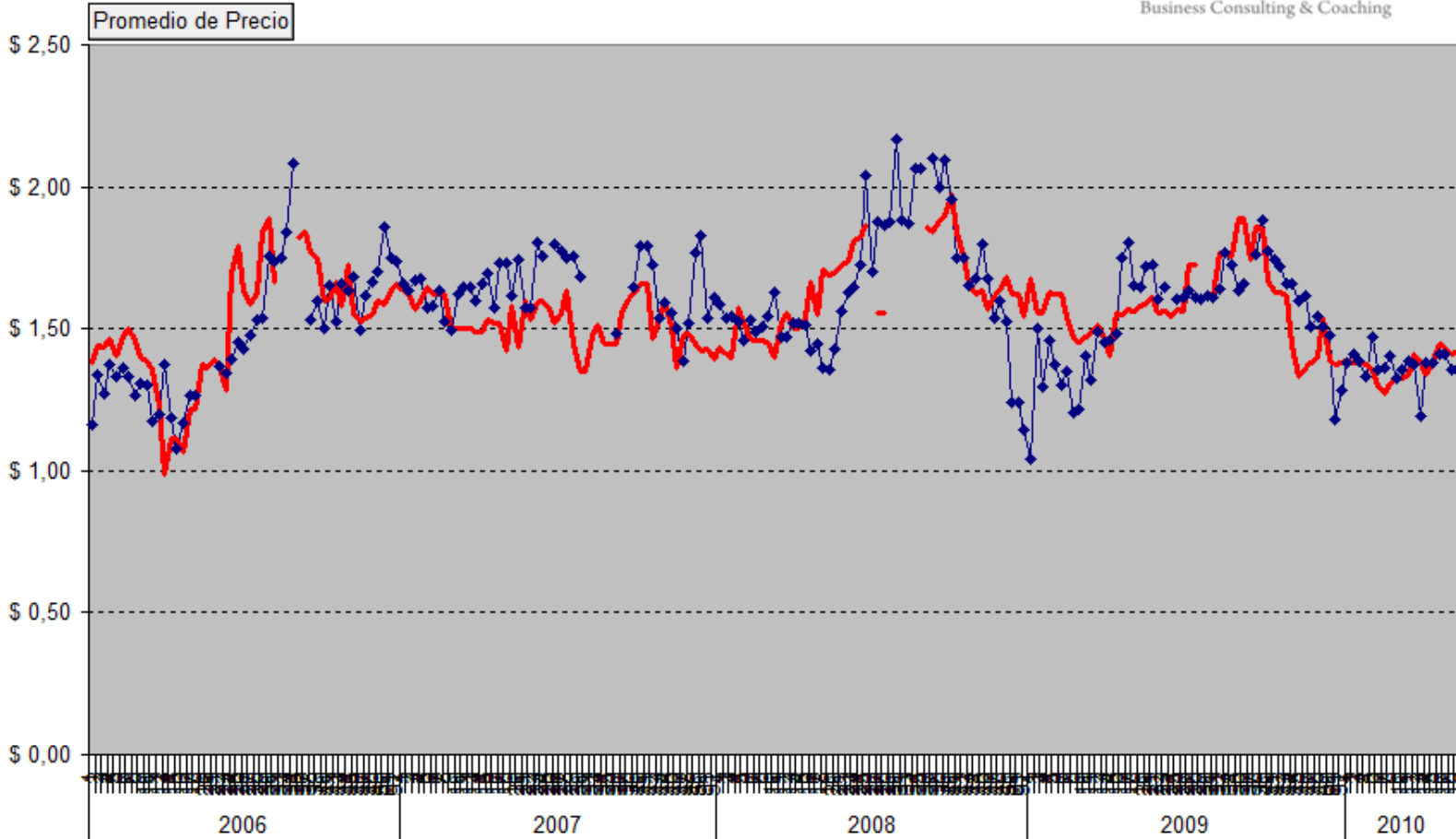
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# PRICE WHOLESALE: BENCHMARKING

Origen WASHINGTON Tamaño (Todas) Variedad D'ANJOU

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País  
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— U.S.A.



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**THANK YOU FOR YOUR ATTENTION**



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