



## COUNTY OF LAKE

### MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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#### FOR IMMEDIATE RELEASE

The three local pear labels in Lake County are Adobe Packing Company,  
Family Farming

Lake County's unique

Lake County, along with Mendocino County, is part of the Mountain District of California

Lake County Bartletts have an elongated classic pear shape, clear fruit finish, light green background color, and the occasional presence of red blush. This — plus its prolonged breaking of color from green into yellow, affording it a long shelf life — makes the Bartlett a best seller.

#### **Eating Quality Promotes Repeat Sales**

Lake County's unique mountain climate combines a hot, dry month preceding harvest with cool nights. These conditions produce a pear with superior texture, higher sugars, and uniform ripening characteristics, which all make Lake County Bartletts a joy to eat. Superior eating qualities will increase repeat sales.

#### **Shelf Life Allows Breaking Displays**

Lake County Bartletts have historically been recognized for having a good shelf life. Their color breaks from green to yellow at higher pressures than pears from other Bartlett regions. Displays stay breaking to yellow for an extended period of time, allowing retailers to successfully market breaking pears without experiencing unnecessary shrink. Breaking Bartlett displays far outsell green displays.

#### **Other Varieties and Pack Styles**

Lake County offers the full spectrum of pear varieties to satisfy your entire pear category needs. Most shippers offer a wide selection of pack styles. Lake County Shippers offer retailers the ease of one-stop shopping.

#### **Service Driven Suppliers**

Most Lake County Shippers offer consolidation in the San Joaquin Valley for ease of trucking on small orders.

In addition to Lake County, Scully Packing offers pears from the Sacramento Delta as well as the mountain district of Mendocino County

# Founded On Quality.

## *Built On Long-Term Relationships.*

SCULLY PACKING COMPANY LLC was formed in 1984 to handle the pear production of a select group of growers from the major pear producing districts of Northern California. Beginning with less than 200,000 packages its first year, the company has had steady growth to its current annual production of about one million packages.

The business plan at Scully Packing is very simple: provide quality product coupled with service and you will build long-term relationships with both growers and customers alike.

## *We've Got California Covered.*

Scully Packing is one of the few shippers to offer pears from all three major production areas in the state: the Sacramento Delta, and the mountain districts of Mendocino and Lake Counties. Our policy of using separate labels to identify the district origin of our Bartlett pear pack enables customers to avoid any confusion regarding origin of the fruit.

## *A Higher Standard of Quality.*

Scully Packing Company utilizes the most comprehensive quality assurance program in the industry. In addition to the standard USDA "end of line inspection", our trained company inspectors continually monitor every critical point in the packing process. Continuous inspections throughout the packing and shipping process allow us to detect problems before they occur. Our internal grade tolerances are much tighter than those allowed under traditional USDA inspections. Holding ourselves to a higher standard results in a more consistent, higher quality product.

## **Superior Service**

Scully Packing is committed to providing excellent service by offering a wide assortment of pack styles. In addition to packing traditional 44# wrap and 36# volume fill cartons, Scully can also provide 40# wrap cartons, tray packs, RPC's, Euro cartons, bags, and several styles of consumer packages. Shipping points include Lake County as well as Exeter in the central San Joaquin Valley. Our 93,000 sq ft. cold storage facility in Exeter is an ideal location for consolidating mixer loads and rail shipments. Scully Packing prides itself on being a well run shipping operation where loading is expedited and unnecessary delays are avoided.

"The quality looks good; volume looks good. Production could be up as much as 50 percent from last year," says David Thiessen of Adobe Creek Packing Company.

DAVID THIESSEN

Harvesting by the week of the 14<sup>th</sup> of August

Quality looks good, volume looks good, particularly compared to last year

Production could be up as much as 50 percent from last year

- mostly climate, a better bloom this year, last year, we had a short crop

"When a tree takes a break like that, they come back the following year with a much better yield," David Thiessen

MYRON HOLDENRIED

Wet spring that helped things off

279-4456

2000 decline in production, the whole pear industry

fresh fruit production but pears go to a lot of different places,

juices, dried and canned

canning industry declined

tri-valley growers went into bankruptcy in the year 2000, had a huge effect on pear production

canned a whole spectrum of products, tomatoes peaches, fruit cocktail and olives

so today, they were taken over by a brand that's called Signature

Tri-Valley was taken over a brand called signature

Up through the 20 century,

Pear Capital of the World – 1999 – 85,000 tons of pears processed in Lake County—most in Kelseyville

Known as the Pear Capital of the World through the 20th century, 85,000 tons of pears were processed in Lake County — most in Kelseyville — in 1999 alone.

Two large co-ops, mt. konocti growers and Kelseyville Packing Company

Maryka Orchards, Scully Packing Shed

All in Kelseyville area

“The growers up here have are using their pear association to promote the Lake County pear on its own, and the county has helped us with part of the funding for this project, and we feel it's something that's really going to work for us. And Phil Scully is the president of the organization, but we are making big efforts to directly work with chain stores in California and the east coast to promote Lake County pears — we have our own logo and we're using ad incentives and it's creating a lot of interest in the market place

-Myron Holdenreid.

and this is something that has not been done for our own district

“We do have a statewide promotion program, but we kind of get lost in the mix. We thought we need to individualize your promotion and promote our local district, and we feel we have a superior product and the chain store should use it. We've had good success with the program so far — this will be the third year. We send out a gift pack box with about eight pears in it to the individual buyers as well as making direct phone contact to feature the pears.”

selling them nationally, because they promote themselves vs. having California promote you

Lake County Pear Association – board of directors, treasurer

The Lake County Pear Association was developed in 2003 to promote the local district nationally

First pears were planted here in the 1880s

Some of the orchards, great-grandfather planted pears in 1890 and the orchards are still in production—Louis Henderson

Cousin farms them now, Diane Henderson

Holdenreid

Orchard's still in production

Holdenried

Early fruit was dried until after World War I, primarily dried and shipped to Europe, no food right after the war, as they recovered from ravages of war, they needed food, in the middle 20s, they, Europe put a tariff on, but at the same time they developed ways to ship boxed fruit here and ship it to the east coast by rail car and to southern California

Lake county didn't not have a railroad

They had to haul it to hopland grade or Ukiah, hauled on trucks

They pack during the day, haul at night

Pears were the primary crop in Kelseyville until 2000.

Primary crop until 2000

Wine industry started in the 70s

It's become expensive to grow, cost of labor has gone way up

Ken Bar

Shirley Campbell – Adobe Creek Packing – 279-4204

Phil Scully

263-8500

[www.adobecreekpacking.com](http://www.adobecreekpacking.com)

story – the circle of life, pictures, etc.

history of lake county, history of adobe creek packing

## **LAKE COUNTY PEAR HISTORY**

Thomas Porteus is credited for planting the first commercial orchard in Lake County, four acres in Big Valley. Followed by L.P. Clendenin in Scotts Valley, J.B. Laughlin and George Akers both of Kelseyville and J.W. Annette of Finley. The plantings began in the late 1800's and by 1919, according to the agricultural commissioner's records; there were 700 acres of pears in the county. Those acres have grown and diminished over the years, with a high of 8000 acres to a low of 2000.

In the late 1800's and early 1900's Lake County consisted of many small land owners who grew mostly grain crops. When they saw how much more dollars per acre the few pear growers were making more and more of them began to plant their own orchards. According to agricultural records most of the plantings took place between 1910 and 1920.

Until the mid 1920's the pear crop was dried here in Lake County and then hauled out to packing sheds outside of the county. But in the early 1920's the California Packing Company was established and operated the largest dry yard in the world in Kelseyville. The Adobe Creek Packing Company now stands at that location.

The pears were brought from the orchards in boxes loaded on horse drawn wagons. The pears were placed in large bins at the dry yards, and covered with straw and allowed to ripen. Women would cut and core the ripe pears and lay them on large wooden trays. The trays were stacked up to 18 high and covered with a large metal hood, which was placed on the top by four men. A pot of burning sulfur was placed under the hood and the pears were left to sulfur for two or three days. After the sulfuring process was complete the pears were laid in the sun for a couple of days and then the trays were stacked again with space for air circulation and left for three to four weeks. At the end of that time they were ready for shipment to the packaging plants. Harvest would last about three months in the days of the dry fruit market. People worked from August to November picking and processing the fruit.

According the "Legends and Stories of Lake County" Bartlett pears have been raised in Lake County commercially since

1885. That was the year of the New Orleans World Fair when some Lake County pears and apples were exhibited and aroused much praise. Some other varieties had been produced but the Bartlett stood out. The dried pears became known as "slabs of gold" and were highly praised as the finest in the world.

In the early 1900's most of the dried pears went to the European market. Records show that growers made \$86.80 per ton in 1919 and produced 800 tons of pears. For a while after World War 1 the European market was good because the people needed all the food the United States could ship. However, this market collapsed in 1922 when the European countries were caught in a depression and as a result they declared dried pears a semi-luxury and banned the importation of pears.

After the European market collapsed the growers had to develop alternative markets for their pears. Over night everyone's barn became a packing shed and the growers began packing pears for the fresh market and sending them to the canneries. The independent packing houses didn't last long and by 1935 the large co-op packing plants, had replaced them.

By the last 1920's the market had picked up and the pear industry was booming. Records show that the total value of the pear crop topped \$1 million for the first time in 1927. Three years later the market began to slide, and by 1932 the price per ton was a mere \$14.70 and the total value of the crop had dropped to \$59,241.

Statistics show that many growers tore out their orchards during the depression years when the price for pears was very low. In 1932 a high point had been reached with 6500 acres of pears planted but by 1940 around half of the orchards were taken out leaving only 3700 acres.

It wasn't until 1957 that the pear acreage began to increase again. From that year forward it grew steadily. Although it took until 1970 for the pear acreage to pass the previous high of 6500 acres. By 1976 the level of pear acres in Lake County had reached 7824.

But as history repeats itself the pear acreage in Lake County is on the decrease again. With farmers unable to make a profit and the increase of imported fruit the industry is in a decline. Lake County has lost fifty percent of its pear acreage in the last 10 years. There are only three packing facilities left when there were eight just a few years ago. But the industry will survive and maybe in time come back to the height of its glory days.

## Pearfection

Bartletts are usually picked green and are typically eaten when they ripen to a soft yellow color. The best way to ripen them, according to Adobe Creek Packing Company, is to put them on the kitchen counter for a few days until the desired color appears; if the top of the pear around the stem gives to pressure, it's ready to eat and can be stored in the refrigerator for about one week — storing it earlier makes for a crispier pear.

## Types

### Starkrimson – Super Red – Red Clapp

This variety has a solid, deep crimson red skin with white flesh. It is an early variety which harvests 5 – 10 days before green Bartletts. It ripens without cold storage and may be air stored for a maximum of - 6 weeks. Eating quality decreases after one month in cold storage, so it is best to eat them soon after picking.

### Green Bartlett

This bell-shaped variety turns green to yellow as it ripens. It is harvested during August and is the major variety that is canned. Green Bartlett has white, smooth, juicy flesh and is an excellent eating pear. Lake county is the number 1 fresh-market green Bartlett county in California.

### Rosired Red

This Bartlett has a solid wine colored skin with russeting at the flower end that turns yellow-gold when ripe. It is harvested 1 – 2 weeks after green Bartlett and one week after red Sensation.

#### Max Red Bartlett

This red with green stripe variety is usually harvested one week later than green Bartletts. It maintains good quality even after 2 – 3 months in cold storage. When ripe, the background color is a golden with crimson stripes and has fine texture or “melting” flesh.

#### Red sensation

This variety has more overall red blush and the same storage life as Max Red. It matures 1 – 2 weeks after Bartlett and is golden yellow with a crimson blush when ripe. It is a fine texture, excellent eating pear; flavor is similar to green Bartlett.

#### Bosc (ex. Golden Russet Bosc)

This variety has natural russeting on golden yellow ground with dense, yellowish-white flesh. It is harvested in early to mid September. The highly aromatic fruit is best eaten after 2 – 4 weeks of chilling. It has a sweet, nutty spicy flavor and is an excellent cooking pear. The hot lake county summers produce the best quality fruit.

#### Comice

This variety is large and attractive. It is harvested in mid to late September and must be held in cold storage for several weeks for proper ripening. Like green comice, it is very juicy when ripe. Called the “queen” of pears.