

Farm Fresh Pear Marketing Facts

About Pears

- Several varieties are naturally brown or have spots called *russeting*. It is normal and naturally occurring. It doesn't mean the pear is bruised or rotten.
- Pears are a good source of fiber and Vitamin C.
- Kids and teens should try to eat 2 cups of fruit a day – one pear gets you halfway to that goal.
- There are over 3,000 varieties of pear grown around the world.
- Most pears eaten in the U.S. are grown in Washington and Oregon.

About Pears in Medford Schools this October

- Local pears from Lanni Orchards will be featured on the school menu in October.
- Whole farm fresh pears will be served on October 10th and 24th.
- Apple n' Pear Crisp will be served on October 17th.

About Massachusetts Farm to School Project

- A different "Harvest of the Month" food is featured each month. The harvest of the month for October is: Pears.
- Massachusetts Farm to School was started in 2004.
- The Massachusetts Farm to School Project seeks to increase access to healthy, locally grown food in schools.

About Lanni Orchards

- Lanni Orchards is in Lunenburg, MA (about an hour away).
- You can pick-your-own pears, pumpkins, apples, and berries at Lanni Orchards.
- It was started 50 years ago and is owned and operated by the Lanni family.