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Scully Packing Co. continues successful ways in pear industry

By

Keith Loria

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The [Scully Packing Co.](#) offers pears from all California growing regions.

“We handle fruit from approximately 25 of the finest pear growers in California,” said Scott Fraser, sales manager for the Finley, CA-based company. “Our Sacramento Delta orchards provide customers with quality fresh pears at the beginning of the season. Our Mountain Pear districts of Mendocino and Lake counties produce pears with exceptional quality and flavor.”

The season runs mid-July through the end of October, and everyone is gearing up for what it expects to be a fruitful season.

“Last year, we saw smaller pears due to extreme heat late in the growing season,” Fraser said. “This year, we expect good quality with a normal distribution of sizing. Retailers using California Mountain fruit through October have continued to see increases in sales.”

Scully Packing Co. expects a start date for River Bartlett the week of July 11, followed by Mountain Bartletts the week of August 1.

“The fruit looks to be excellent quality and supply similar pack on large sizes as last year,” Fraser said. “Supply of the smaller sizes will be reduced because a high percentage of fruit will be directed to processors to fill cannery demand.”

The company has long been a big player in the pear industry, and it understands what it takes to be a success.

“Consistent quality and proper handling and cooling are the key ingredients to a successful pear program,” Fraser said.

For retailers, he recommends strong placement of pears and offering a consistent quality when on the shelves.

“It’s very important to educate consumers on ripening,” he said. “Displaying yellow Bartlett pears at retail will outsell green Bartletts three to one.”

In addition to some of the same cost and labor challenges felt by most in the produce industry, the pear segment has another challenge impacting things.

“A major impact we see in past years is the use of 1-MCP which impedes the proper ripening of pears,” Fraser said. “The use of 1-MCP has been detrimental to the overall pear category. The California Pear industry has pledged to not use 1-MCP.”

Scully Packing Co. is also pleased to have welcomed Erin Johnson to its sales staff recently.

“Erin comes to us following experience with a prominent tree fruit grower/shipper in the Central Valley of California,” Fraser said. “She will be servicing many of our accounts that take advantage of our consolidation facility in Exeter.”

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About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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