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Pear Bureau Northwest ready for World Pear Day

The 2023 celebration of [Pear Bureau Northwest's](#) annual World Pear Day is on Dec. 2. Kicking off the 19th annual National Pear Month, this year's World Pear Day offers consumers around the world the opportunity to celebrate with pears through live chef demos of new pear recipes.

“For the eighth annual World Pear Day celebration, USA Pears will once again be partnering with the online platform, Kittch, to showcase six popular chefs preparing a variety of global dishes,” said Jeff Correa, international marketing director of PBNW. The six hour long live demo pear-a-thon will feature recipes from Mexico, Canada, India, southeast Asia and the U.S. Headlining the event will be a demo by Chef Mariano Sandoval from Mexico.

Kittch will live stream six hours of interactive demonstrations beginning at noon Pacific to 6 p.m. PBNW has also invited industry members and influencers to participate during the virtual chef's table during the event. Following the event, a downloadable cookbook featuring the new recipes will be available at usapears.org.

Pear lovers around the world will also be able to celebrate by posting their own love of pears using [#worldpearday](#) and [#nationalpearmonth](#).

“Our vision for World Pear Day since its inception has been to launch national pear month and to get people thinking about and eating tasty, healthy pears all around the world,” said Kevin Moffitt, president and CEO of Pear Bureau Northwest. “It is very gratifying to see how the interactions have grown with many organizations worldwide, enhancing pear's image as the affable and approachable celebrities of the fruit world that they are.”

December is an optimal time to celebrate National Pear Month due to the abundance and variety of USA Pears, which are at their peak and available worldwide. The more than 10 varieties of pears grown in Washington and Oregon include Bosc, Green Anjou, Red Anjou, Bartlett, Starkrimson, Comice, Concorde, Forelle, Seckel and Red Bartlett.

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