

International collaboration results in Happi Pear launch

Bred over four decades ago by Agriculture and Agri-Food Canada (AAFC) in Harrow, Ontario and transferred to Vineland, the Happi Pear is about to enter the consumer pear market thanks to a global collaboration with Stemilt Growers LLC (Stemilt) and Associated International Group of Nurseries (AIGN®).

“The Happi Pear® is a product of AAFC’s breeding program and Vineland’s multi-disciplinary horticultural innovation and commercialization process. Beginning with the initial selection on our farms, to product branding and marketplace testing at the grocery store, finding the collaborators to position the pear for commercial success was the next step in this process,” says Dr. Ian Potter, president and CEO, Vineland. “Collaborating with Stemilt and AIGN will enable the licensing and distribution needed to allow for availability on a global scale. As a result, consumers all over the world will have access to a new Canadian pear variety.”

Stemilt will lead the branding, marketing and sub-licensing of the Happi Pear while AIGN will lead the propagation effort and plant sale to growers.



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“Happi Pear has a bright future,” says West Mathison, president, Stemilt. “The Vineland team successfully selected a pear with characteristics that make it grower and consumer friendly. We see that as an ideal combination for building a brand that will delight consumers across the globe and we are excited to be part of this collaboration.”

“AIGN is honored to work with Vineland and Stemilt on the international introduction of the Happi Pear HW624 cultivar. Through our 12 members around the world, we will work to provide management services and intellectual property protection using our one-of-a-kind database Hertha™ and produce high-quality trees for Stemilt’s commercialization licensees globally,” says Kevin Brandt, chief information officer, AIGN. “We are comprised of some of the most experienced nurseries in the industry who are focused on delivering new fruit varieties with an exciting eating experience. The HW624 pear cultivar, branded as Happi Pear, checks this box for the AIGN group and we are enthusiastic about the possibilities ahead.”

Representatives from Vineland, Stemilt and AIGN will attend Fruit Logistica in Berlin, Germany, February 7-9, 2024. If you would like to arrange a meeting at this event, please get in touch with one of the contacts below.

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