



Celina cv. pear receives license to be grown in the United States

In association with Fruithandel Wouters and ABCz Group of Belgium, Proprietary Variety Management (PVM) is pleased to announce it has been granted the license to manage the Celina cv. pear in the United States.

A cross between the Broket Juli and Williams (also known as Bartlett) pears, Celina cv. is a medium-sized pear featuring a red blush over a light green background. Eaten out of hand or in a favorite recipe, the white-fleshed, juicy pear packs sweet flavor. Growers will find the trees adapt well to warm or cool climates and are highly productive and tolerant against fire blight.

In other growing regions of the world, Celina cv. is marketed under the brand name, QTee®. The first order of business for PVM will be to conduct consumer research surveys to select a new trademark for branding the pear in the United States. As a managed variety, growers, packers and marketers will be licensed by PVM to participate in the commercial program.



Celina cv. pear is a white-fleshed pear.

“We have received scion wood to build trees this fall and I anticipate having a limited amount of trial trees available for planting in spring 2025,” said Tyler Brandt, general manager of PVM’s sister company, Brandt’s Fruit Trees.

Fruithandel Wouters and ABCz Group introduced the QTee brand in Belgium in 2015 and have continued to expand into additional territories each season. “Currently, there are 800 hectares of Celina cv pears planted worldwide,” said Kris Wouters, owner of Fruithandel Wouters. “We are very proud to add the United States as our 15th country under exclusive license.”



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