

NECESSITY OF CO-OPERATION

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The avocado steps into its place among the industries of California at a time when the path it must follow to reach permanent success financially and otherwise is plainly marked out, by the history of the other fruits of importance in the state, to be through co-operation and to be possible by co-operation only. It is not to be had through the individual efforts alone of the isolated grower. Now, more than ever before, in all lines of production and manufacture, do we find co-operation in practice and its necessity and strength recognized.

The advantages in the united action of common interests are so great that our young industry is fortunate in having in its infancy, established a co-operative growers' organization, which is today demonstrating its value and will do so still more effectively in the future, according to the support it shall receive.

It is able to prevent unnecessary mistakes and failures by its recording, for general information and for preservation and use in the systematic study of the industry, the experiences of a number of growers, in problems solved, experiments made and successes or failures met. It gathers statistics in regard to trees, acreage-planting, production, orchard and nursery methods, varieties, fruit qualities, soils, diseases or anything else tending toward improvement and assistance in the culture and propagation of the avocado.

By its semi-annual meetings, its work and its literature, the attention of the public is attracted in an effective and dignified way to the great food value of the fruit and to methods for its preparation and use.

And, finally, when problems of crop distribution and marketing are to be met, and they may come sooner than we expect, we have in our organization a means whereby, when it is necessary we can put in operation a non-profit co-operative marketing system, such as the California Fruit Growers' Exchange which has preserved the citrus industry from destruction. Remember, that the Exchange started at a period of despair for the industry, when, under previous systems, a crop of 4,000 cars was more than could be sold at a profit and red-ink returns were the rule, whereas 44,000 cars were satisfactorily sold this season.

I want to call your attention to an action of the utmost importance taken by the California Fruit Growers' Exchange to illustrate what growers in co-operation can do, and what none but they would do and to meet a need that is plain when we consider, that in the next four years, the average number of acres of new citrus trees coming into bearing is 20,000 of lemons, 21,000 of Valencias and 43,500 of navels, a total of 84,500 acres. Resulting as to the first item that, in three years' time, the lemon production will be three

times as large as at present and, in one year's time, twice as large.

In the last six years, the increase in the production of citrus fruits has been 45 per cent, while the increase in the population of the United States has been 12 per cent.

The planting is a condition out of our control. It was and is evident that consumption must be greatly increased to avert disaster and that by advertising. Seven years ago, the Exchange began by experimenting with \$2,500 outlay in the state of Iowa, resulting in an increase that year of 50 per cent in sales in that state. The following year in more general advertising the amount expended was \$75,000, gradually advancing to \$375,000 last season, though at a nominal expense to the individual orange grower of only 2½ cents per box, and performing a service to the whole industry of so great value that it would be hard to measure.

Our avocado organization is of an importance that has not been questioned and, if it be so, why not join it? While our membership is increasing, it must do it faster and we want to see it do so today from those present who are not already members, and not alone those interested in avocado growing, but also everyone interested in fostering in the state so important and attractive an industry.