

California Avocado Association 1925-6 Annual Report 11: 42-44

"CALAVO"

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On January 11th, 1924, the California Avocado Association sent out a call to the world for suggestions for a trade name to be used in connection with advertising California avocados. Prizes were offered for the best names suggested. Some 3,277 replies were received, suggesting almost every conceivable name.

For two years the directors of the California Avocado Association and the directors of the California Avocado Growers Exchange tried to decide on one of the names suggested. Several names were adopted from time to time, only to be discarded at a later date because the majority of the members disapproved of them or because they were found to be already appropriated by some other industry.

Finally on January 8th, 1926, the name "Calavo" and the slogan, "The Famous Butterfruit of California," were adopted. "Calavo" is now the brand name for all first grade avocados of approved varieties handled by the California Avocado Growers Exchange. Both "Calavo" and "Butterfruit" have been copyrighted and are now the property of the Exchange growers.

After considerable experimentation with inks, stamps, stickers and other methods of marking fruit, the Exchange finally worked out a specially made rubber stamp with which the trade mark is stamped by hand on each individual fruit in yellow letters.

Three years' experience with the shipping quality of the various varieties, demonstrated that many of the well known and widely planted varieties could not be shipped under present shipping conditions and give satisfaction to the receivers. Some of these varieties are not giving satisfaction on the local markets.

Regardless of how well a variety may produce, such as the Walker, or Spinks or what we may think of it from the point of view of eating quality, we must remember that we are offering this fruit for sale and that the bulk of it must be shipped East before it can be sold. The first requirement therefore, for a commercial variety is its keeping and shipping quality under all kinds of conditions. A variety that softens too quickly or that turns dark around the seed or that bruises too easily and develops black spots will not give satisfaction. The first thing to be considered, therefore, is the keeping quality, the second the eating quality. A fruit that arrives in the market in poor condition or that cuts black around the seed is condemned immediately regardless of how good it might taste if *carefully* handled.

It is to be hoped, however, that the consuming public will eventually recognise the difference between what we consider to be especially good and ordinary eating quality and will eventually show a preference for the former. When that time comes, it is to be expected that eating quality will be a factor to be reckoned with, but at the present time,

shipping quality is by all odds the most important qualification.

It is unfortunate that so many trees of such varieties as the Spinks have been planted. It may be that as we become more expert in the shipping of avocados, that some of the disadvantages of this and other varieties may be overcome, but judging by the experiences of a few of our local dealers who handle avocados conscientiously, the outlook for some of these varieties is very dark, indeed.

The Exchange will, of course, continue to sell all kinds of avocados that pass the legal requirements, but only the approved varieties will be sold under the "Calavo" trade mark. Others will have to be sold unstamped and many will have to be sold on the local market only, unless a method can be developed whereby they can be shipped safely.

At the annual meeting of the California Avocado Growers Exchange, held Friday, May 21st, 1926, it was decided to stamp "Calavo" on only first grade fruits of those varieties that were known to give satisfaction to the consumer. One list was adopted for shipment and another for local sales. They are as follows:

<i>For Shipment and Local Sales</i>	<i>Local Sales Only</i>
Challenge	Benik
Colorado	Dickey
Dickinson	Dickey A
Fuerte	Ishim
Linda	Monroe
Lyon	Mayapan
Queen	Puebla
Taft	Sharpless
Verde	Dutton
	Royal
	Blakeman

If other varieties develop that will ship and give satisfaction, they will be added to the list. If, however, any of the varieties now on either of the lists, develop poor shipping qualities or otherwise develop qualities that are undesirable from a marketing point of view, they will be dropped from the lists.

In addition to the word "Calavo" the name of the variety is also stamped on the fruit, so that the consuming public will have an opportunity to distinguish one variety from another and thereby express a preference.

CALAVO AVOCADO GROWERS LOOK FOR TREMENDOUS INCREASE IN PRODUCTION

Thousands of acres of young trees that have never borne before and older trees that have heretofore borne but a few fruits, have now set fruit as thick as huckleberries. Unless some unforeseen calamity befalls the avocado industry, the crop for 1927 will be five to ten times as large as the 1926 crop. In round figures, the Calavo growers predict a crop of from two to four million pounds of avocados.

In the past most of the production has been consumed on the Pacific Coast with

occasional shipments East by the California Avocado Growers Exchange whenever the local demand was insufficient to take care of production during the peak seasons. It is a foregone conclusion, however, that the Pacific Coast markets will be unable to consume the 1927 crop.

Growers who have been in the habit of peddling their season's crop in a market basket at fabulous prices are certain to find their favorite customers overstocked.

The young industry has had little time to prepare for so sudden an increase in production but the Growers have done what they could in a small way to acquaint the Eastern consumers with the high food value of Calavo avocados.

In order to measure the task intelligently and prepare for it adequately, the Exchange growers have decided to receive new members until January 1st, 1927. After this date new members will be admitted only from August 1st to November 1st of each year. Growers who wish to avoid the slump and avail themselves of the Exchange facilities for disposing of their fruit will have to do so before January 1st, 1927.

Exchange membership is open to any bona fide avocado grower within the territory designated from time to time by the Board of Directors.