

## COMMENTS ON VARIETY REPORT

May 16, 1931

**Dr. Coit:** Number One contains only "Fuerte" and it doesn't yield any fruit in the late summertime. Number Two contains Nabal, Puebla, and Taft, Nabal (and Taft) being summer fruits. I am not quite sure that I am speaking for the whole committee but it is my own opinion at the present time that the Nabal as a summer fruit is the leading candidate. Its action this year is good; as far as we have information in regard to its marketability, it is good, and it ripens in certain districts earlier than we expected. I have already eaten splendid Nabals this year from along the South coast where the color, size and quality was excellent. It seems to be later in ripening as you go into the interior districts, where it also bears well. The only valid objection we have heard voiced to the Nabal as a running-mate to Fuerte is its size. I am informed by persons who are in close touch with the marketing situation that on account of the large volume of fruit, which we are now marketing, it has been necessary and advisable to handle a lot of fruit through chain stores. The chain store trade wants small fruit. Therefore, I asked Mr. Humason, sales-manager, the other day, directly, if he would tell me what his present ideal was for size in a commercial fruit. He rather surprised me by saying "eight ounces." That is a pretty small fruit but if chain store distribution and consumption is going to be a great factor, we must not get our fruit too big. Such fruits as Queen, Linda, and Panchoy, are going to be somewhat less in demand on account of the size factor. The Nabal runs from about ten ounces, where there is rather a heavily loaded crop on the tree, up to about eighteen to twenty ounces where there are only a few fruit on the tree. I should say it is a little large. However, on the other hand, Nabal comes in the season when the West Indian and Florida fruits are on the market. If we are ever going to compete with West Indian in our Eastern markets with high-quality fruit, the best fruit for that purpose would be big, green, round, and looking like their fruit. The Nabal would be better than anything else I know of and it is green, large, and round and when it is stamped "calavo," I really think the quality (I don't know whether Mr. Hodgekin will agree with me or not) will far surpass any West Indian variety we know.

One of the things that surprised me in the number of these score cards that came in, I was really surprised to see the remarkable popularity of Puebla and I have in mind revising my opinion of Puebla considerably based on the fact that perhaps I don't appreciate it quite as much as it should be. A lot of growers appear to be wild about Puebla, judging by some of these returns. Puebla is a small fruit which is A Number One in flavor. It is a black fruit which is not supposed to be altogether in its favor. We keep it largely on account of its season. We need a good commercial fruit in that season. However, apparently a great many people are fond, almost to distraction, of the flavor of Puebla; once they become inoculated with it, they prefer it to anything else. I certainly was surprised to see the favor in which it stood.

## LATE SUMMER VARIETIES

**Question:** Presuming that the study should develop that the Nabal or some other such fruit would attain that degree of marketability or desirability that would justify it to be classed as "A" for purposes of summer fruit, having in mind the competition, the price competition as affecting summer fruit, and having in mind so far as the Eastern market is concerned I understand the price of West Indian and summer fruit is very low in the Eastern market, what in your judgment would be the relative desirability for those planting at the present time to plant a considerable proportion of any summer fruit for commercial purposes? In other words, are we not destined so far as any large market is concerned to meet with low prices for summer fruit except as would be limited to the Pacific Coast market?

**Dr. Coit:** It is difficult to make a judgment as to just what extent we should plant summer fruit but I have a great deal of faith that as far as the Pacific Coast is concerned, it is going to use quite a lot of fruit because the consumption here is stepping up per capita considerably in advance of our expectations. I think it is going to be to an extent *our* field. I am reminded of our past experience where we have secured very high prices for summer fruit West of the Rocky Mountains in years when West Indian and Florida fruit were selling on the Atlantic Seaboard for very low prices. That has been done and I have faith that we will be able with our advertising of calavos and our standardization and marketing plans to even improve that situation.

And I think, not from the standpoint of any particular man whether he can make more dollars here or more dollars there but looking at the industry as a whole from a broad standpoint, I have a feeling and I think I am joined (if I am not right, I want Mr. Hodgkin to correct me), that from the standpoint of the industry as a whole, it would be a good thing, if we should grow Fuertes to perhaps sixty to seventy per cent and the summer fruit from twenty to thirty or even thirty-five per cent, varying more or less according to the amount we could sell on the Pacific Coast. Then again I am wondering if perhaps by some of the work that is now being done on the Atlantic Coast, if we may not convert a certain number of people who are devoted to good avocados<sup>4</sup> and do not care particularly what they pay for them, so that we can ship them » fruit in the summer time even if they can get cheaper West Indian fruits. I rather think we should be able to sell some. I certainly hope so.

## TAFT

November 22, 1930

**Question:** What variety is best for the late summer markets?

**Dr. Coit:** From the standpoint of marketability, the best variety for late Summer and Fall markets at the present time is the Taft. It has the best reaction from the market. It is too bad that we have had to stop growing the Taft because it came into bearing so late. It is a wonderful fruit. The Nabal has not been tested to the extent the Taft has. Present indications are that it is going to be an excellent late Summer fruit coming in from different districts from June to October. It is a better bearer than the Taft and if thinned in the years it over-bears, will probably be more regular than if not thinned.

**Mr. Garcia:** The Taft is very susceptible to wind. Some of my trees were badly

damaged by the wind-storm last night.

## **NORTHROP**

November 22, 1930

**Question:** Will a Northrop bear fruit out of season?

**Dr. Coit:** Yes, the Northrop has that habit in some localities, particularly close to the Coast. I know a tree in Fullerton that has mature fruit almost the year around. As a home tree along the Coast, it is desirable for that reason.

## **PREMIER**

November 22, 1930

**Question:** What do you think of future of the Premier variety?''

**Dr. Coit:** I am not here to judge the future. If anybody is here who wants to talk in favor of the Premier variety, do so. (Silence) I think it is not very popular because of an excessively large seed and the tendency to give poor results on the market. The fruit darkens around the seed. Personally I have not had much experience with it.

## **LYON**

November 22, 1930

**Question:** What variety bears at the earliest age?

**Dr. Coit:** I rather think the Lyon has all the rest beaten. It frequently bears in the nursery row before it is two feet high. They often stunt and kill themselves by bearing at too early an age.

February 16, 1931

**Curtis:** Might I say a word? With all due respect, I tried to raise *Lyons*—I didn't know the history of Lyons. I had to suffer through it and found out to my sorrow that Lyons could not be raised or if you tried to bud over your trees, out of possibly sixty trees, I only got one. I think the report should be given out with the remark at the end, "Try and raise one."

**Comment:** I understand Rideout is discontinuing raising the Lyon variety and is concentrating on Anaheim or some other variety.

**Hamburg:** Milo Hunt planted a few Lyon trees, dug a ditch alongside of them, nearly killed them, and now the trees are doing fine. Every year he walks off with a prize on the Lyon. That is an exception—he only has twelve trees but they are all doing well.

**Barrett:** I am a pretty close friend of Mr. Hunt's. The other day he asked me what in the world he could do with those trees—so much fruit went bad on the trees.

**Hamburg:** I wouldn't advise people to plant *Lyons*,

May 16, 1931

**Question:** Which variety, having a tall, slender habit of tree-growth, has the best commercial rating for marketability?

**Dr. Coit:** The answer is the Lyon. It has a tall slender habit of tree-growth and has an excellent commercial rating for marketability.

### **VARIETY FOR EL CAJON**

May 16, 1931

**Question:** In a large commercial planting to be located in the El Cajon frostless district of San Diego County, what two varieties would you plant, and what ratio as between the two?

**Dr. Coit:** In a frostless district near El Cajon, I would be of the opinion the Fuerte would be so excellent that probably the person would be warranted in planting the Fuerte almost alone. If he did want to combine it with another variety, either Nabal or Puebla would be quite satisfactory.

\*See T. U. Barber's "Some Ideas of Avocado Culture," page 123. "Marketing the 1931-32 Crop," page 196. "Avocado Pests," page 69.