

California Avocado Association 1933 Yearbook 18: 22

Marketability of Varieties

Prepared from data by Calavo Growers of California.

The following list of avocado varieties is arranged in the order of their marketability ratings, based on our records as of October, 1933. As more information is made available, the list will be revised.

The marketability of the different varieties is different in practically every sales territory. Calavo Growers recognizes these market preferences, and sells certain varieties in the South, others in the East, and still others on the local markets.

This list should certainly not be used as an infallible planting guide, as it does not take into account the productivity, hardiness, frost-resistance, bearing qualities, or climatic adaptability of the varieties. Neither does it take into account the fact that some varieties produce good quality fruit in one district and poor quality fruit in another. This is an indication of the general marketability of the varieties listed, at the present time, based on the best information available—no more and no less. For further information on varieties, prospective planters are referred to the Reports of the California Avocado Association, and to their local County Farm Advisor.

Excellent Marketability	Good Marketability	Fair Marketability	Poor Marketability	Very Poor Marketability
Fuerte	Queen	Anaheim	Panchoy	Perfecto
Nabal	Taft	Dickinson	Solano	Mayapan
Puebla	Lyon	Prince	Ward	Dutton
	Murrieta Green	Blakeman	Perfection	
	Sharpless	Murrieta 2 Lb.	Miller	
	Benik	Worsham	Thompson	
	Colorado	Princess	Royal	
	Verde	Dickey	Spinks	
	Dickey-A	Itzamna	Dorothea	
	Linda	Rey	Premier	
	Challenge			

Other varieties are not listed because of their limited planting and lack of interest shown by growers, or because there are insufficient data available regarding their marketability.