

**California Avocado Association 1933 Yearbook 18: 120**

**United Fruit Company - *Research Department***

Tela, Honduras, June 5, 1933.

Mr. George B. Hodgkin,  
Manager, Calavo Growers of California, Los Angeles, California.

Dear George:

At your very delightful dinner party last February I told Carl Newman that our present day horticultural classification of Avocados is not very original, it having been proposed in print as early as 1653. Mr. Newman seemed interested and I promised to send him a copy of the note in question. It is enclosed herewith in duplicate. It is a translation which I made at Mexico City in 1918.

I have been going over my notes and specimens from Oaxaca and I am still firm in my conviction that we should visit that region. Keep the matter on your agenda for attention just as soon as you can get to it.

When in Florida the latter part of February I talked to quite a number of the leading Avocado men, including Harold Dorn, regarding closer cooperation between California and Florida Avocado growers. You folks who are running the show naturally know a lot more about it than I know. It is my personal and private opinion that the Avocado growers of California, as well as those of Florida, are going to have hard sledding unless two things are accomplished in the near future. The first is consolidation of the two present exchanges to form a single American Avocado grower's exchange; and the second is the elimination of Cuban competition. I see no reason why Florida should not agree to limit itself to shipments during certain months of the year, thus leaving the market entirely to California during the remaining months; but to do this she would have to command the late summer market which means that Cuban fruit could not enter, at least on present terms.

I really do not see that anybody is making much money out of the Cuban Avocado business anyway. The grower probably gets no more for his fruit than he does for that part of his crop which is consumed in the Island. A few men make a little money out of packing and exporting, and the transportation companies get a little freight. The American consumer gets some avocados at a cheaper price than he would if they were grown in Florida, but the avocado is usually of inferior quality and the consumer could better afford to pay twice the price for a reliable product.

Some day when you have a spare moment give me your views on the above subject. Naturally, I am not prepared to see all angles of the problem.

Best regards to all of you.

Very sincerely yours,

(Signed) WILSON POPENOE.