



GEORGE BARCLAY HODGKIN

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In Appreciation

George Hodgkin was born in Santa Cruz, California in 1893. His father owned a large vineyard near Fresno where young George was early initiated into hard work. During his high school vacations he found employment in fresh and dried fruit packing houses, and has worked at every job in such houses from floor sweeper to manager.

Hodgkin graduated from the University of California at Berkeley in 1916, having specialized in economics and psychology. After graduation he was employed in the personnel department of the Goodyear Tire and Rubber Company at Akron, Ohio, until he entered the armed service in World War I where he was trained as an aviator. After

his discharge he sold produce in New York City for a time, and was later employed by the California Fruit Growers' Exchange at Los Angeles, where he was engaged in labor relations, standardization, and field membership work.

In 1923 Hodgkin was employed by the Directors of the California Avocado Society as sales manager. In this position, he quickly realized the necessity for cooperative marketing of avocados, and was aided and encouraged by the Board in organizing the California Avocado Growers' Exchange (later renamed Calavo Growers of California), of which he was appointed Secretary and General Manager in January 1924. At first this infant organization had only two or three employees to help Hodgkin do everything from receiving and packing fruit; to selling, bookkeeping, and collecting. During the following 25 years Hodgkin has personally worked at every job that has any bearing on the business. Practically all the methods and equipment used in the avocado industry today have been developed by him or under his personal direction. It may truthfully be said that Hodgkin is very largely responsible for building the business of packing and marketing avocados from nothing to an annual sales volume of over ten million dollars and a cooperative organization with over 3,600 members.

For eight years Hodgkin served as chairman of the Agricultural Committee of the Los Angeles Chamber of Commerce. He is a Director of the 11th District of the Farm Credit Administration, and Director of the National Council of Farmers' Cooperatives. He has served as General Manager of Calavo Growers for twenty-five years. He is owner of extensive avocado acreage at Bonsall, and citrus acreage in San Fernando Valley.

In December 1919 Hodgkin was married to Alice Elliot. There are two children; G. Barclay Hodgkin, Jr., and Adelina A. (Hodgkin) Davidson.

Agricultural cooperatives in general and the California avocado industry in particular owe George B. Hodgkin a very great debt. Through depression years and prosperous years the California avocado crop has been sold. No edible fruit has ever been dumped. For his genial personality, untiring energy, and efficient service we salute the World's No. 1 avocado salesman, George B. Hodgkin.

J.E.C.