

Variety Improvement

REPORT OF THE AVOCADO VARIETY COMMITTEE-1960

During the past many years a permanent Avocado Variety Committee has functioned and given much time to the study of all new varieties. The present list of members of this committee is as follows:

Marvin B. Rounds, Chairman	Loren J. Mead
Carter Barrett	H. W. Montgomery
Walter R. Beck	Col. Wells W. Miller
George B. Bowker	P. W. Newman
Albert E. Canham	Dean F. Palmer
William F. Catlin	Wesley Pinkerton
L. M. Cavaletto	Dr. Horace Pierce
Dr. J. Eliot Coit	R. E. Russell
William Cowan	Dr. C. E. Schroeder
Carl S. Crawford	Stanley L. Shepard
E. R. Eggers	J. S. Shepherd
Harland B. Griswold	Arthur Svenson
Allen Hardison	Theo J. Todd
E. Domingo Hardison	Elwood E. Trask
A. G. Hazzard	Dallis I. Walker
George Kellogg	Hugh T. Walker
William Leech	Edward H. Willetts
Jack F. Maechtlen	Chaffee C. Young

THE GROWING AND SHIPPING OF RECOMMENDED VARIETIES IS A COOPERATIVE PROJECT

The fruits being recommended for experimentation by the California Avocado Society are on a list which has been selected as promising in the location where the experimental orchard is located, and where observation and experience have indicated that the particular fruit is adapted to that area. Reports on these experimental plots are being kept in the records on these plots in the office of the Avocado Society in Los Angeles.

The name of the committee which is in charge and represents the California Avocado Society Improvement Committee. The names of the individuals and the areas which each member covers, follows:

Marvin B. Rounds, Chairman, Glendora, California

Areas for Which Responsible:

George Bowker Rte. 2, Box 228-D Santa Paula, California	Ventura County
William Catlin R. R. 1, Box 45 Carpinteria, California	Santa Barbara County
Dave Freistadt (Calavo representative) c/o Calavo Growers of California 4833 Everett Avenue Los Angeles 58, California	At large
Loren Mead 2334 Valle Drive La Habra, California	Los Angeles and Orange Counties
H. W. Montgomery 343 Foothill San Dimas, California	Los Angeles County
Stanley Shepard Carpinteria, California	Santa Barbara County
Ted Todd 1039 East Grand Blvd. Corona, California	Riverside County
Elwood E. Trask Box 574 Carlsbad, California	San Diego County
Hugh T. Walker Rte. 2, 4232 S. E. Highway 101 Santa Ana, California	Orange County

COMMERCIAL VARIETIES OF AVOCADOS

Two varieties are still recognized as the main commercial varieties. Fuertes can readily be grown in San Diego County, and in comparatively small areas where climatic factors will permit, the Hass variety can satisfactorily be produced in many areas of nearly all the counties in Southern California, and especially where temperatures remain warm and where wind is not too severe.

Rincon is a third variety which is grown successfully in certain areas where the climate is satisfactory. The Rincon variety is grown profitably in Santa Barbara and also in Ventura County. Rincons have been grown in certain areas of north Orange County.

TABLE OF INFORMATION ON EXPERIMENTAL VARIETIES
FOR COLD AREAS

Varieties	Market	Season	Color	Weight	Shape	Skin
Bacon	good	Dec.-Jan.	green	7-12 oz.	ovoid	thin
Zutano	fair	Oct.-Nov.	green	6-10 oz.	Pyr	thin

RECOMMENDED EXPERIMENTAL VARIETIES

For Area

Corona	Santa Barbara and Ventura Counties, and the San Diego Coastal area.
Harms	San Diego Coastal area and Santa Barbara County.
Mesa	Santa Barbara and Ventura Counties.
Nowels	Corona area.
Ryan	Corona area.
Regina	Santa Barbara and Ventura Counties.
Shepard	Santa Barbara County.
Thille	Ventura County.

CLIMATIC INFLUENCE ON COMMERCIAL AVOCADO PRODUCTION

The success of the avocado industry in California will be governed largely by the climatic influences effecting the production of the most profitable varieties. A knowledge of climatic factors gives one definite information as to what some of the limiting factors are.

Lima beans do exceedingly well when grown in the south near the coast where the temperature is cool. They do not do well where it is hot and dry. Lemons are much more successful under coastal influences. English walnuts do much better and are more successful near coastal areas with the exception of certain heat resistant varieties.

It was discovered during the earlier years in the experiences in planting the many varieties of avocados that great differences of growth led to many disappointments. In many parts of Southern California, a few varieties gave good results, especially in a satisfactory distance from coastal influence, and also not too close to inland areas where temperatures were too high. As a matter of fact after trying the Fuerte variety a considerable area appeared to be adapted to that variety. However, the spread in planting the Fuerte has given evidence that it was being planted in certain areas where the quality of the fruit produced was not as satisfactory as it should be in order to maintain a quality of fruit that could compete with that from areas where climatic factors are more ideal.

During the last many years certain varieties have been studied but their relationship to being grown in an ideal climate has not been given the proper attention.

The Extension Subtropical Horticulturist representing the Agricultural Extension Service, and the Farm Advisors working on avocado projects are appointed to act as members of the Advisory Committee.

ADVISORY COMMITTEEMEN

James Beutel	Farm Advisor, Los Angeles County
Calvin Delphey	Director of Extension, Ventura County
George Goodall	Farm Advisor, Santa Barbara County
C. D. Gustafson	Farm Advisor, San Diego County
Hunter Johnson	Farm Advisor, Los Angeles County
James LaRue	Farm Advisor, Tulare County
Marvin Miller	Farm Advisor, Riverside County
John Pehrson	Farm Advisor, Orange County
Robert O. Platt	Extension Subtropical Horticulturist, Citrus Experiment Station, Riverside
Richard Puffer	Farm Advisor, San Bernardino County

AVOCADO VARIETY IMPROVEMENT STUDY

The fixed change in the introduction during 1958 of attempting to give special study to certain avocado varieties which in the main consisted of increasing the volume of the experiments and having an agreement between the California Avocado Society and the Marketing Agency representing the growers, which brought to the attention of the industry certain varieties which were already recognized to a certain extent, which of the varieties might be expected to approach sooner than others to a status wherein a given area would be recognized as commercial. In the selection of men who had had much experience through the years in Southern California the thought was that factors could be determined which would be used in the selections made, in that commercial quality fruit could be determined.

In making the selection for the Avocado Variety Improvement Committee (A.V.I.C.), men chosen were among those who were well acquainted with the relationship of growth of specific varieties to climate, volume of production, quality and marketability.

In making a selection of helpers in the program, the University of California was called upon. Farm advisors and specialists were called upon and have helped very materially during the period.

Up to the present there has been very little trouble developed in so far as reports of fruit which have gone to market from experimental areas is concerned.

The farm advisors are concerned in results in so far as the educational field, especially in the attempt in getting growers to eliminate the continued growing of worthless varieties and to top work that type of tree to one that is recognized in the area where the change is being made.

However, during the last three or four years the attention to relationship of climatic factors has been given more specific attention. Therefore, a number of varieties are being assigned to certain areas for careful study under the direction of the California Avocado Variety Improvement Committee which is working cooperatively with the Growers Marketing Agency and with the Agricultural Extension Service.

It is hoped that several varieties will prove satisfactory in addition to some which are giving some hope already.

R. G. Platt has written an article which gives us information on the value of the work having been done by farm advisors in Southern California during the last three or four years.