

REPORT OF THE PRESIDENT

To the Members of the California Avocado Society
Annual Meeting at Marina Del Rey, California
October 23, 1971

Welcome, fellow avocado growers and guests, to the 57th annual meeting of the California Avocado Society. I believe we have chosen a fine facility in a most beautiful setting. We have tried to make this year's meeting place a half way point between our northern and southern members. Your comments on this location will be appreciated.

It has been an honor and a pleasure serving as your president this past year. It has been a rewarding experience working with a most dedicated board of directors. Many of these men have spent most of their life working with avocados and I assure you that they will continue to contribute leadership and guidance to our promising industry in the years ahead.

Our main efforts and concern this past year have been directed to industry fund raising for research. The chairman of this important committee has been past president Crawford Teague. All of you are familiar with the volunteer Avocado Research fund. This amount along with the \$3,000 contributed in a lump sum by your society approaches \$18,000.00. Those of you who contributed to this worthwhile cause have our undying gratitude. These funds have kept the university root rot program going and have enabled Dr. Zentmyer to retain vital skilled technical help. This industry help also influences the university regents to look favorably on an industry that is willing to help itself.

At the Avocado Research Advisory Committee meeting February 5th at the University of California Riverside, composed of your society's directors and representatives of the Country Farm Bureau Avocado departments, the consensus of opinion was that in order to ensure a continued flow of necessary research funds in the years ahead, a method of equal assessment of all growers was necessary. The outcome was a resolution to the California Avocado Advisory Board to implement a method around our marketing order to accomplish this.

All of us dislike regulations and assessments. Being cognizant of this, our two marketing co-ops posted sizable checks for this year and a promise of same in the future to ensure a yearly flow of funds if all avocado packers would participate. However, this did not come about as those in opposition felt the marketing order was the way to go. The society would like to thank these co-ops and their directors for their fine gesture.

The above is now history. Next week at the CAAB election in your area you will select for the CAAB committee, men who will be responsible for the accelerated program on avocado root rot. Your favorable vote will ensure the future of funding this program and other necessary research that might arise in the future.

Most of you are familiar with the Society's historical monument at the site of the original Fuerte tree in Atlixco, Mexico. At our last monthly meeting, your directors authorized funds for chairman Elwood Trask and his committee to come up with a plaque and monument at the site of the original Hass tree in La Habrá. The bronze plaque will read as follows:

THE ORIGINAL HASS AVOCADO TREE

Through its progeny this tree, planted in 1926 by Rudolph G. Hass has played an important role in the development of the California Avocado Industry.

IN APPRECIATION

This plaque is placed here by the CALIFORNIA AVOCADO SOCIETY

1972

During this past year Fred Guillemet of Dr. George Zentmeyer's staff has completed this year's delivery of 1,100 avocado trees to 20 San Diego County avocado growers. Approximately 400 additional trees went to growers in the Ventura and Santa Barbara counties. These trees were propagated by Ted Frolich on specially resistant rootstocks of Duke #1, Duke #7, Duke Parent, Scott and G.22. The cooperators also purchased check trees from commercial nurseries on Topa Topa root. This project we hope will be repeated with new resistant rootstocks in the years to come. We will be observing these plots closely for break throughs in resistance to root rot.

In order to keep members better informed we are planning to mail occasional papers during the year. Mailings are costly and much thought has gone into this worthwhile project.

We are holding our own on membership, but this is not enough. If your Society is to survive we need to bring more of our growers into the fold. Many segments of our industry are not behind us for reasons I do not understand. This is your society regardless of your market affiliation and we ask your help. Let us all sign up a neighbor grower.

It has been mentioned many times over the years that the yearbook alone is worth the years membership dues. This coming yearbook, under the chairmanship of Ken Smoyer, will be no exception. The book this year will be dedicated to research. Every avocado grower should have this on his library shelf.

Time does not permit me to recap the work of our other chairmen. Their work goes on year in and year out to better your society and is sincerely appreciated.

Our relations with the California Agricultural Extension service and the University of California have been most rewarding. I do not believe any other industry derives as much benefit from these fine people as does the avocado industry.

Let me close with some praise for our Executive Secretary Tim Todd and his wife Sibyl. Much of the day in and day out work of the Society goes on unnoticed by the average

member. However, it is most important. Most of you know him as the KFI Farm reporter. He is a champion of the farmer in this day and age that finds us a minority with a low public relation image. Jim makes the most of his position in agriculture to plug your society at every opportunity.

With your support I am sincerely optimistic on the future of our society and the avocado industry.

Respectfully,

Oliver H. Atkins