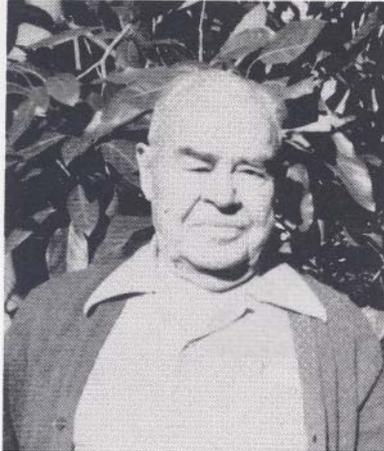


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CALIFORNIA AVOCADO SOCIETY

1973 AWARD OF HONOR

HAROLD HAZZARD BROKAW



One of this year's Awards of Honor is for Harold Hazzard Brokaw, selected because he was, for fifteen years, the exclusive propagator and principal promoter of the now popular Hass variety. While he was, at no time, the owner of the famous patent, did not apply for it and, in fact, had no legal connection with it in any way, he exercised all propagation and promotional functions.

Brokaw was active in avocados from the early twenties, having learned the trade from industry pioneer, A. R. Rideout, a brother-in-law. Rideout had experimented with all sorts of tropical and sub-tropical fruits from the first decade of the century and was the introducer of the avocado to Whittier, California, which was destined to be an important source of avocado knowledge for the other avocado producing areas of the state.

In 1925 Brokaw started his own nursery, the only one in California dedicated exclusively to the growing of avocado trees. He grew mostly Lyons and a few Fuertes.

In 1935 R. G. Hass took a patent on a new variety, the Hass, which was destined to become the most widely planted variety in the world. He asked Brokaw if he would be interested to grow, distribute, and promote the new fruit. Recognizing several of its unique features, Brokaw decided to do it. It was an uphill battle in the early years because many of the established growers and packers in California were thinking green, while the Hass was black. Brokaw promoted the new fruit because, first, it was a superior producer to Fuerte; and, second, it came in at a different season than the Fuerte. He maintained, against industry clamor, that the public would eventually fully accept a black fruit. In the Thirties, he got the cooperation of the United Avocado Growers in selling the fruit; and it grew steadily in popularity until the Fifties when it

became fully accepted.

We are proud to bestow the prestigious Society Award of Honor upon Mr. Brokaw for his diligence and progressive influence in the industry and for his key participation in one of the most dramatic developments of the period.