

California Avocado Society 1998 Yearbook 82: 27-28

Remarks made at the 1998 Annual Meeting by Len Francis

An Appreciation of Jack Shepherd



Jack it is a pleasure for me to have been asked to give an acknowledgment of what you mean to the California Avocado Society. I first met Jack in 1968 when I became a farm advisor in Orange county. I was very proud of my first newsletter -of about 90 that I eventually wrote. Shortly thereafter, Jack contacted me by phone. He was the secretary of Calavo at the time and he was already active with CAS. He said very diplomatically: "Len, although your spelling of avocados is

recognized as being grammatically correct in the English language with the "does" ending, the California avocado industry recognizes it as "dos." Well, that was my first contact with Jack. When you see all the communications he has had with us, he is a communicator. He is an editor. That began a long time ago in a relationship I've had with Jack of over 30 years. It is interesting to realize that that is my whole time in the avocado industry and its only half of Jack's time in the industry. His dates back to the 1930's.

I am not going to elaborate too much on all the other honors bestowed on Jack Shepherd. I would like to recognize the work he has done for our industry with the Avocado Society. He is a *Director Emeritus*, the only other is Hank Brokaw. He has also been President of the Avocado Society. He has been the editor of our yearbook, a responsibility he took on in 1948. It is not just the yearbooks that he has edited and published. How many of you have the CAS handbook? This binder has many areas of knowledge relating to the growing of avocados. This publication was his idea. It is the

most useful publication for a newcomer to our industry. He has edited all of the topical publications of CAS. These booklets cover a variety of avocado topics such as diseases, soils, mulches, et al. He has been after our researches to produce more of them. He has a topical publication in the works on entomology - a look at avocado pests.

One of the best things he came up with is the *CAS Quarterly*, a publication that began in 1988. When I was elected to the CAS board in the early 80's, we were already doing quite a bit. And Jack would come up with another idea that would serve the dues paying members better; to give them something worthwhile. Jack was our searchlight - always aware of the impediments and dangers to the avocado industry and how we should address those challenges.

When the University of California cut its budget for ag publications, Jack had the idea to form a partnership with CAC, CRB, and CAS to publish the *Subtropical Fruit News*. We all receive this three or four times a year. It is edited by the University of California - they are the writers - the citrus and avocado industries contribute the funds. This was one of Jack's great ideas.

Jack is our poet laureate. He is not just a great writer and editor, he is our most eloquent writer and speaker.

He has also been a spotlight as well as a searchlight. He has always used his light to enhance the value of the California avocado and the prosperity of the California avocado industry. Jack has been an active member of the CAC Nutrition Committee since its inception. This committee has done wonders to determine the nutritional value of our avocado, and then to educate the world about the healthy aspects of eating avocados.

Ladies and Gentlemen, he is our grand man.

Thank you Jack Shepherd. Would you please come forward

The plaque says:

To John S. (Jack) Shepherd In recognition and gratitude for the inspiration, faithfulness, keen insights, and tireless help you have given to the California Avocado Society.

Jack you have been our savior and soul through good times and bad. Jack this is for you.