

Variety Scores

MARKETABILITY

In order to compute the marketability averages, questionnaires are sent out to all members of the Calavo sales force, to Department Heads, to members of the packing house and laboratory staff, to field men, and to representative members of the trade. All the principal varieties are listed. Each man is asked to fill in his observations on eating quality, keeping quality, appearance, present salability, and future prospects.

The replies are given a numerical weight, and when tabulated, totaled and averaged, give a most valuable fund of information regarding the respective varieties. Trade reactions, representing all sections of the United States, are brought to light, peculiarities of marketing certain varieties are pointed out, and the merits and disadvantages are set forth.

A general meeting of the sales force is then held, at which the varieties are discussed individually and the marketability data is analyzed in detail. From this data and the discussion, grading for the ensuing season is arrived at, marketing programs are prepared, and the final ratings of the varieties are made known to the members.

The study of the marketability of varieties has been carried on for years by Calavo Growers alone. It becomes more valuable year by year because of the ever widening trade contacts and accumulated experience gained by the staff. Members can avoid loss of time and money on unsatisfactory varieties by concentrating their plantings on varieties that have PROVEN their marketability. In the final analysis, the only fruit worth planting is the fruit which the public will buy and pay for.

PRODUCTION

In 1932, score-cards were mailed to the membership of the Association with the urgent request that they fill them out to the best of their ability and return them to the Association office. A number of growers responded and many of the score-cards returned showed careful work. The returns, however, were not equally representative of all districts or varieties. For example, the number of scores of some well known varieties such as Sharpless, Topa Topa, and Lyon were too few to warrant inclusion.

The reader who notes some apparent inconsistencies in the production scores should remember that many growers are not yet fully accustomed to this method of evaluating varieties, and that as time goes on we may expect a greater degree of accuracy and dependability in the average scores.

Meanwhile, it is to be hoped that an increased number of members better distributed over the avocado producing area will respond next year and take part in this important work.

VARIETY SCORES—OCTOBER 22, 1932

Market Scores by Calavo Salesmen. Production Scores by Association Growers.

Variety	Grand Av'ge	Market Score 1932	Av'ge Prod. Score	Production Score by Districts			Calavo Stand. Min. Oil Content	Handled by Calavo Growers Season 1931-32	
				Coastal	Foothill	Interior		Field Boxes	Pct. of Total
Fuerte	88	99	78	76	88	72	14%	52689	57.67
Nabal	81	84	79	79	83	75	12%
Puebla	79	82	76	64	83	83	15%	8248	9.03
Queen	67	77	58	68	66	42	12%	964	1.06
Taft	70	77	64	73	80	40	15%	3897	4.26
Lyon	75	15%
Murrietta-Gr'n	75	75	75	75	12%
Sharpless	71	15%
Topa Topa	71	12%
Benik	74	70	78	81	76	15%
Colorado	67	13%
Verde	67	12%
Dickey A	66	12%
Linda	66	66	67	70	72	61	12%
Ishim	63	12%
Challenge	62	61	63	66	60	12%	5231	5.72
Mexicans*	61	12%	1450	1.59
Anaheim	66	60	73	68	79	2414	2.64
Dickinson	65	59	71	68	77	68	12%	2659	2.92
Prince	59
Blakeman	58
Murrietta 2 lb.	58
Worsham	56
Princess	54
Dickey	52
Itzamna	60	52	68	62	78	64
Rey	51
Panchoy	48	50	46	51	41
Solano	50
Ward	50
Miller	47
Thompson	47
Royal	46
Dutton	56	44	68	68	66	70	2077	2.27
Spinks	59	44	75	75	3863	4.23
Dorothea	43
Metcalf	43
Premier	42
Perfecto	40
Mayapan	57	37	77	73	77	81
Miscellaneous and Seedlings	7866	8.61

*Individual varieties not specifically rated.

Marketability of Varieties

Prepared from data by Calavo Growers of California.

The following list of avocado varieties is arranged in the order of their marketability ratings, based on our records as of December, 1932. As more information is made available, the list will be revised.

The marketability of the different varieties is different in practically every sales territory. Calavo Growers recognizes these market preferences, and sells certain varieties in the South, others in the East, and still others on the local markets.

This list should certainly not be used as an infallible planting guide, as it does not take into account the productivity, hardiness, frost-resistance, bearing qualities, or climatic adaptability of the varieties. Neither does it take into account the fact that some varieties produce good quality fruit in one district and poor quality fruit in another. This is simply an indication of the general marketability of the varieties listed, at the present time, based on the best information available —no more and no less. For further information on varieties, prospective planters are referred to the Reports of the California Avocado Association, and to their local County Farm Advisor.

Excellent Marketability	Good Marketability	Fair Marketability	Poor Marketability	Very Poor Marketability
Fuerte	Queen	Anaheim	Panchoy	Perfecto
Nabal	Taft	Dickinson	Solano	Mayapan
Fuebla	Lyon	Prince	Ward	
	Murrieta Green	Blakeman	Perfection	
	Sharpless	Murrieta 2 Lb.	Miller	
	Benik	Worsham	Thompson	
	Colorado	Princess	Royal	
	Verde	Dickey	Dutton	
	Dickey-A	Itzamna	Spinks	
	Linda	Rey	Dorothea	
	Ishim		Metcalf	
	Challenge		Premier	

Other varieties are not listed because of their limited planting and lack of interest shown by growers, or because there are insufficient data available regarding their marketability.

Report of Committee on Varieties

RECOMMENDED LISTS

List No. 1—Commercial Varieties: FUERTE.

List No. 2—Varieties of Proved Merit. Candidates for Commercial Rating:
NABAL, BENIK.

List No. 3—Varieties of Value Suggested for Amateur Collections and Experimental Plantings, Listed According to Apparent Climatic Adaptation:

Coast	Foothill	Interior
ANAHEIM	BENIK	BENEDICT
BENIK	CARLSBAD	BENIK
CARLSBAD	CHOICE (Stephens)	DUKE
DICKINSON	DUKE	FUERTE
FUERTE	FUERTE	MAYAPAN
ITZAMNA	ISHIM	NABAL
MARION	LINDA	
MAYAPAN	MARION	
NABAL	MAYAPAN	
TAFT	NABAL	
	PUEBLA	
	QUEEN	

List No. 4—Varieties Most Hardy to Cold Suggested for Amateur Growers:
BENEDICT, DUKE, FUERTE, PUEBLA.

List No. 5—Varieties of Interest and Apparent Value, Not Yet Fruiting in Sufficient Volume to Permit an Adequate Test as to Marketability:

BENEDICT	HELIX	MARY (Garden)
CARLSBAD	ITZAMNA	MILLIE C
CHOICE (Stephens)	KASHLAN	OSBORN
DUKE	LEONARD	PRINCE
GARCIA	MARION	PRINCESS
	MATNEY	THOMPSON
		WINSLOWSON

After another year of study and observation of the many varieties grown in California, we find the Fuerte still standing alone as the best commercial sort. Furthermore, there is no winter and spring contender for the throne within very close range. In the districts best suited to Fuerte, growers can hardly do better than to plant that variety almost exclusively. However, there are other seasons of the year to be supplied, and some districts are not particularly well adapted to Fuerte production.

List No. 2 has been changed from last year. NABAL remains because additional data secured during the year has been favorable. PUEBLA has been demoted on account of the sudden and unexpected development of dark areas in the flesh last year. This was not limited to any one district and was so general that PUEBLA suffered a serious setback in popularity, especially as to marketability. TAFT was demoted because no way has been found of overcoming its shy bearing, and even when a good crop is set the districts capable of producing the best quality TAFTS are quite limited. However good the TAFT fruit may be, the committee feels that it is too much of a gamble to recommend it for commercial planting. The BENIK has been promoted because of the high scores of last year and because additional data is largely favorable.

List No. 3 contains some changes and a re-arrangement by which an indication is given as to the districts most suitable for each variety.

In List No. 4, BENEDICT displaces TOPA TOPA which was found somewhat less hardy to frost during last winter. Also, there has been some complaint of a too spreading and not sufficiently upright growth of the TOPA TOPA. Chiefly on the testimony of growers in Butte county, the BENEDICT is added to this list as very hardy to cold, prolific, and a very satisfactory fruit for home use. Its marketability has not yet had a sufficient test.

The trouble with the PUEBLA, above referred to, consisted in its cutting dark while surface indications were normal. Last year the summer continued very warm right up to the sudden freeze of early November, after which the weather remained cold, though not freezing. The season changed abruptly from summer to winter. A large crop of PUEBLAS were being harvested in good condition. Soon after the cold began they cut dark, regardless of the district or relatively frostiness of the location. The difficulty in grading out affected fruit necessitated a lower grading for all PUEBLAS, and some of the fruit had such a large proportion of trouble that some lots went to by-products. While the trouble was most likely due to weather conditions and may never occur again, the variety is now under serious suspicion in the minds of growers generally. So far as observed, the PUEBLA is the only variety to develop this peculiar trouble.

In connection with weather conditions, it should be noted as a matter of record that last year on account of the early bloom and unusually warm summer, all varieties matured from three to five weeks earlier than usual and the harvest was finished earlier. Fuertes in quantity showed good maturity by Thanksgiving, while heavy dropping began in March and harvest was practically over by the middle of May instead of continuing on into July as usual. In the spring of 1932 the bloom was later and we may expect maturity to be later in proportion. There is likely to be a dearth of good Guatemalan fruit during the fall of the year.

KASHLAN, previously well considered, suffered in reputation this year on account of much cracking of the thick shells and considerable drop before maturity. PANCHOY is slipping down in our estimation. The fruit is too large, has too hard a shell, and in coast districts where it is chiefly grown there is too much premature dropping. Considerable grafting over of PANCHOY is now in progress. The LEONARD is now coming into fruit in several places. It is a very vigorous grower and early bearer. Fruit should be picked when half colored as the skin has a tendency to crack at full maturity, somewhat like WARD. The MARION has very small buds and sparse budwood, but grafts well. Many grafted trees at Vista show uniform very heavy crops this year. A very promising fruit. We hope for sufficient fruit to give a market test this year.

On account of high summer temperatures and autumn winds, the production of avocados in San Fernando Valley has proved to be somewhat discouraging. Where planted, they should have ample protection by adequate windbreaks. The Mexicans do the best, and pure Guatemalans the poorest. The FUERTE blooms too late to set well and pollination is often imperfect. Even when well set, the crop is often damaged by autumn winds before maturity. In our opinion, the DUKE, which is good, hardy Mexican, has shown itself most likely to succeed in this valley. It blooms in early spring and can be completely harvested by the middle of the following September, the trees being bare

of fruit during the period of the usual autumn land winds. Unprofitable varieties may be readily grafted over to DUKE, provided they are not affected with sunblotch.

In some localities from Santa Monica to San Diego, where FUERTE is grown very close to the sea, the fruit is more or less susceptible to Dothiorella spotting. This lowers its marketability. While this Association is active in encouraging in every possible way the development of methods of control or prevention of this fungous disease, there is some hesitation about further Fuerte plantings in these localities. Those who question the Fuerte under such circumstances may well consider varieties which take the Calavo grade and which, so far as known, are not so susceptible to the Dothiorella fungus. Such are NABAL and BENIK, both of which produce well and regularly near the sea. The MARION, one of the newer green summer varieties, has sufficient promise to warrant extended trial under these conditions. Two newly registered seedlings, Edranol and James, both green summer fruit, are sufficiently promising to warrant trial.

The new plan of registering meritorious seedlings, which was started during the year, has met with general approval, and many growers have availed themselves of it. Many new seedlings are thus brought to light and placed in a position to be adequately studied. In this way we have greatly increased our chances of finding varieties to meet the desired specifications for late summer and fall markets. Between December 1st and May 1st, registration of sixteen seedlings has been completed and applications for others are on file. Several of these have promise to a marked degree and are well worthy of an extensive propagation trial. It is hoped that local Farm Bureau variety committees will make frequent observations of the production habits of these seedlings and do everything possible in the way of stimulation and encouragement to bring about sufficient propagation by top-grafting and budding to permit of a thorough test.

It should be again emphasized that we desire to register as many good seedlings as possible. We recognize the necessity of handling a lot of sand in order to discover the nuggets of gold. However, registration of a seedling does not make it a variety and the name will not be included in the Variety Check-List until it acquires varietal standing through the process of propagation and distribution under the registered name.