

PRESIDENT'S REPORT FOR 1961

William F. Catlin

For anyone looking for dramatic new discoveries on the avocado industry, the past year might at first glance appear to have been a rather slow one. On a closer look, though, with the actions of the California Avocado Society taken in order, the year shapes up as one of orderly and continued work on the projects necessary to a healthy and growing industry.

In September, 1960 a grant of \$1500 was made to the Citrus Experiment Station of the University of California at Riverside. This was from the Nick Thille Memorial Fund for Biological Control of Insects. The Society has felt that this is one of the research projects that will take constant work to meet the ever changing pest control problem in avocados.

The work of the Avocado Variety Improvement Committee is progressing on schedule, in the sense that reports on the experimental varieties from their respective areas are being processed. This year, a great deal of emphasis has been put on studying the performance of the fruit from tree to market as well as in the field.

The Society joined with others in the California avocado industry in financial support of a legal defense of the California avocado maturity standard. This action was considered vital to the welfare of the avocado and other agricultural industries in view of the principles involved.

The second yearly grant of \$650 was made to the Citrus Experiment Station for the root rot plot being leased in Fallbrook. This is part of a five year plan.

Following a Research Committee meeting at the Riverside Campus in January, a grant of \$1000 was made for sand culture tests being conducted by F. T. Bingham.

As there has been much interest in agricultural mechanization, the Society Directors asked Dr. Roy Smith and Dr. Walter Ruether to meet with them last March to discuss the possibilities for avocados in this field. While complete mechanization would seem a rather remote possibility at present, there were nevertheless several applications of existing machines that could well be of value to the avocado industry.

In May, the Board held its monthly business meeting in Santa Ana. During this meeting, a new fruit evaluation project was authorized. This will be in the nature of studies of fruit from packing to market level. It is hoped that new techniques may be discovered to further safeguard fruit quality to the consumer. Following this meeting, the Board visited the South Coast Field Station and reviewed all avocado projects there,

I feel that the California Avocado Society is a very valuable aid to the industry in that it is continually collecting information as well as sponsoring new research. The Yearbook

reports will keep a grower up to date on new work as well as give him continuous reports on older and necessarily slower moving projects. For these reasons, and for the fact that the Society can only be as effective as its research funds will allow, it stands to reason that we need as large a membership as possible. It is here that the individual grower can become a vital part of research. His membership, and most importantly any new ones he can send in, are the life blood of the Society. Please sign up a neighbor.

At this point, I wish to thank the individual Board members for the unselfish giving of their time and efforts on the year's work. It is a great pleasure to be associated with them all. I also want to thank for myself and all the Board, the excellent and vital work of our secretary, Mrs. Mercedes Rogers.