

## FRUIT QUALITY IMPROVEMENT COMMITTEE

The Avocado Society has undertaken an industry wide program aimed at the goal of seeing that the avocado fruit is received by the ultimate consumer in as near to optimum condition as possible. The program is founded on the premise that in spite of the efforts now being made by all growers and handlers of avocados that there must be some phases of an avocado's trip from tree to table that could be improved upon. It is also recognized that a great deal of work toward this same end has already been done and is at this very moment being done by someone in one or all of the areas that might be suspect of affecting the final condition of an avocado fruit. The Society board feels that all of the work to this common end should be centrally collected and coordinated so that the industry can make the best use of the research past, present and future that pertains to any phase responsible for any condition of fruit quality.

As this project embraces the whole life of the avocado from blossom to the consumer's table it will quite naturally fall into various divisions of areas for local study. The first area will be the grove in which the fruit is grown. It would seem that the grower himself and the Extension Service would be two very important forces to work at this level. Theirs would be the task of all cultural practices right up to and including harvesting. Harvesting would have a certain overlap in that it is done in different ways throughout the avocado growing areas. At this level the handlers would come into the picture as they now assume certain responsibilities in taking the fruit off the tree and starting it on the way to the market. As we get into marketing and hauling from the grove or the different modes of transportation involved we will find that two more organizations will come into the program. These two would be CADO and the California Avocado Advisory Board. There will be certain phases in this program that each of these organizations will be better able to appraise the need of specific research.

It will be the Society's task to collect and relay all pertinent information to the proper segment of the industry. This should have the effect of getting the greatest use from any research.

—*William F. Catlin*, Chairman