

REPORT OF FRUIT QUALITY IMPROVEMENT COMMITTEE

The Fruit Quality Improvement Committee of the California Avocado Society is now entering the second year. This is the type of project that is not destined to yield the answers easily. The Committee has held long discussions as well as work with the full Society Board. The deeper the subject is probed the more complex the list of probable causes and effects becomes. The committee has been in agreement from the start, that the most obvious area to search initially for the fruit damage is in the harvesting and transporting of the fruit.

One of the aims of the committee was the possible making of a film to show better methods of harvesting. It was while looking into the possible ways that this could be done that it was brought to the committee's attention that the California State Labor Office was planning such a film to be used to train pickers. Jerry Swarner of the San Diego County Office was to be in charge of this work. When Mr. Swarner learned of the similar plans of the California Avocado Society he quickly invited the Society to participate in the planning of the film. It was felt that this would make a more valuable training aid for new as well as experienced workers and as an end result give a more damage free harvest of fruit.

The initial filming has been done. This includes stills as well as motion pictures. The committee has met with Mr. Swarner to view the first film. Some additional footage is needed and this is in preparation with the editing and narration to follow shortly. This will be but one of many efforts to help deliver the avocado to the consumer in the best possible condition.

—*William Catlin*, Chairman