

## MEET YOUR DIRECTORS-AT-LARGE

### ZWI SHACHAR



Zwi Shachar, elected as a Director-At-Large at the Society's annual meeting in October, is the sparkplug behind the development and expansion of the avocado industry in Israel; and he knows agriculture literally from the ground up! Mr. Shachar is from Kibbutz Ga'ash, on the coast of Israel, about fifteen miles north of the city of Tel Aviv. He was a co-founder of that collective settlement in the Sharon Valley in 1951.

Having lived in Mexico City from 1946 to 1948, Mr. Shachar found himself very interested in avocado production, and when he emigrated to Israel in 1948 he studied Subtropical Fruit Culture with Professor Chanan Oppenheimer at Hebrew University. In 1957. Together with other members of Kibbutz Ga'ash, he established the first large commercial avocado orchard in Israel. This orchard was established according to a unique system of interplanting Cavendish Bananas, which has since become a common method in planting avocados in Israel.

Our new director is also an accomplished linguist, speaking<sup>1</sup> five languages, including English. He can discuss the avocado industry in those languages from all angles, too; he is well versed in the production, harvesting, packing, transportation and marketing of avocados. He has been a member of the Fruit Production and Marketing Board of Israel, working<sup>1</sup> with avocados and citrus for a number of years. At present Mr. Shachar is in charge of all avocado marketing. Prior to this assignment he was for two years the finance officer of his Kibbutz, an important responsibility involving the financing operation of the Kibbutz's dairy, poultry, orchards, and electrical manufacturing plant.

We of the California Avocado Society are delighted to welcome Zwi Shachar as a new Director-At-Large, and we are confident he will make an important contribution to the avocado industry, world-wide, in this new post.