

## GEORGE BARCLAY HODGKIN

### IN MEMORIAM



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A chapter in the history of the commercial avocado industry closed June 22, 1969, with the death of George Barclay Hodgkin, born in Santa Cruz, California, in 1893.

Nationally recognized as an authority on cooperative enterprise and as an innovative leader in the field of marketing, George Hodgkin, more than any other individual, was responsible for the concept, organization, and development of Calavo Growers of California from its beginnings in 1923 to his retirement in 1956.

His "love affair" with the avocado industry began early in 1923, when the directors of this Society (then the California Avocado Association) employed Mr. Hodgkin, on a half-time basis, to be the executive head of the organization. His solution to the problems of marketing ever-increasing production of avocados was to organize the cooperative of producers that became Calavo Growers of California. He introduced concepts that were new — at least to avocado growers — and he led the industry into merchandising techniques that significantly advanced the embryonic industry.

George Hodgkin was a controversial man. He had ardent protagonists and equally ardent antagonists. An avowed conservative, he was actually a revolutionary or an evolutionary, perhaps — who could not be satisfied with the status quo while there was a challenge to be met. To the student of the history of the avocado industry, the contributions of George B. Hodgkin, by their very nature and their production of results, must measure large. Their importance was recognized in 1944, when Mr. Hodgkin was named to receive the industry's highest award, the California Avocado Society's medal of honor for outstanding meritorious service.

Time has taken from our industry a man of great stature and remarkable quality. He was unique in this industry. Inevitably, others have taken his place in the scheme of things, just as their places will inevitably be taken by still others. None, however, is likely to exceed his contribution; because all must build upon it. George Hodgkin was in the vanguard of this industry's great men. His passing is a loss beyond calculation.