

**California Avocado Society 1972 Yearbook 56: 13**

***California Avocado Society AWARD of HONOR 1972***

**GEORGE E. GOODALL**



George E. Goodall, recipient of the 1972 Award of Honor of the California Avocado Society is a native of Southern California. He grew up on a diversified farm in Canoga Park, graduated from Canoga Park High School, and from U.C.L.A. in 1947, with a degree in Subtropical Horticulture.

He served four years in the U.S. Army, with overseas duty in the Philippines and Japan, in the Corps of Engineers.

He represents a second generation of distinguished service to California Agriculture. His father, before him, was an agricultural leader, through his service to Farm Bureau at both County and State levels.

He is a member of the American Society for Horticulture Science, the American Agricultural Economics Association, the Soil Conservation Society of America, and is Past President of the California Chapter of that Society.

He has been a member of the California Avocado Society since 1949, belongs to the Lemon Men's Club, The California Citrus Nurserymen's Society, and the Santa Barbara County Farm Bureau.

He is on the Board of Directors of the Santa Barbara Rotary Club, an Elder in the First Presbyterian Church of Santa Barbara, a member of the Channel City Club and has contributed his expertise to many Land Use Committees.

He has served as a consultant to the Governments of Cyprus, Greece, and Cameroon, as well as agricultural interests in other States of the United States. He has authored nearly thirty papers on Avocado production, as well as many other papers on Subtropical fruits.

He has received the Distinguished Service Award from the California Chapter of the Soil Conservation Society of America, the Commendation Award from the Soil Conservation Society of America, and an appreciation Gold Watch from Calavo Growers of California,

He has served the Avocado Industry in Ventura and Santa Barbara Counties for many years as Subtropical Fruit Farm Advisor.