

The Importance of the California Avocado Society — An Appraisal from Mexico

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President Francis, Directors of the California Avocado Society, Members of the Society here assembled, Ladies and Gentlemen: The members of the Mexican delegation attending the seventy-second meeting of our Society are very happy to be here, where important matters will be discussed on all the aspects of production and research on avocado in the past year. We greet with affection our friends and old acquaintances.

To be present in this meeting means to be interested in what is happening within and outside the organization. It also means not being indifferent to the yearly meetings of the dean avocado organization devoted to the study and solution of problems of the avocado growers who make a living with this fruit.

An Australian, an Israeli, a Dominican, or a Mexican—all of us are pieces of the world's avocado agroindustry developed in those places in behalf of our own countries. Somehow we all contribute to the world welfare through the California Avocado Society.

To be here in this meeting that reflects global interests confirms the prestige of the California Avocado Society, as well as the unbiased conduct of its researchers. It also means that we are aware that in this life, so full of greediness, nobody can attain big achievements in a lifetime if he does not rely on others. Thus are organized and live together the family, the society, the state, and the whole world. Through evolution of this principle, we have come to modern society, where all of us have to take part if we want to facilitate solutions to our problems.

Also, we are in San Diego to show respect to the 42 presidents who have served the Society from its beginning. For them, I ask your applause of acknowledgement. For those who have already left on the Trip of No Return, I ask you for a moment of silence in their memory.

Not long ago, looking at the Yearbooks of the California Avocado Society arranged in my study at Rancho Zamarrero, I mused on the question, "What are the purposes of the California Avocado Society?" So many ideas rushed to my mind that the answer overflowed. You only have to imagine what 11,725 pages can hold, amassed during 72 years of continuous work from 570 researchers, with 1,975 articles of different themes, styles, and subject matter.

I decided then to simplify the answer, and asked Eulogio de la Cruz to arrange them by date, subject, and author in such a way that we could classify most of the contents of the Yearbooks in such a way that we would be able to quantify the organizational activities of the California Avocado Society as well as the technical and scientific

contributions of its researchers. Thus, Ladies and Gentlemen, we came to a conclusion that emphasizes the importance of the California Avocado Society, not only for what the Society is by itself, but also for the prestige of its researchers.

We have to remember that men of good will established the Society in 1915; and that if now it has enormous prestige, it is due to the first rate personnel who have worked to place the Society in the outstanding place it now has.

It would seem that they were the same thing; but it is not so, because since late last century, there were avocado growers who went exploring all over the world to gather information on avocado and vegetative and genetic material. At the beginning of the twentieth century, the growers worked on more intensively and productively: they organized themselves, exchanging their personal interests for the common interest to allow them to institutionalize. It was then that men had the maturity to change their social environment and to give legal form and organization permanence to what was first called the "California Avocado Association."

We must remember the pioneers of one of the most outstanding subtropical agroindustries. It is true that recently this industry has evolved and noticeably improved in technology. As a result, its production has increased and improved. It is also true that at the beginning of this century the avocado growers did not have the means that we now have; but we have to acknowledge that those men struggled and worked to leave us the fundamental knowledge that was essential for later generations. We now practice modern research.

When we recall past facts, we live the present and prepare ourselves for the future. That is why today we remember with respect and admiration our predecessors who contributed to the building of this important industry and business. Among them, we can mention such renowned men as Wilson Popenoe, Charles Silent, Charles D. Adams, T. U. Barber, Z. B. Scott, L. Keller, H. J. Webber, A. D. Shamel, L. B. Scott, J. E. Coit, H. Fawcett, Boyce, Leed, Batchelor, M. B. Rounds, and so on.

In 1939 and 1940, I lived in Tijuana, where for two years I visited lemon orchards from San Ysidro to Los Angeles. At that time, I had the pleasure of meeting outstanding tree nurserymen and citrus growers, such as Oliver Atkins, who always was so kind to me. In 1943-44, the Institute of Inter-American Affairs granted me a scholarship to go through the citrus areas of California, Arizona, Texas, and Florida. During those trips, I visited research institutions, such as those at Gainesville, Beltsville, and Riverside, where I met remarkable personalities who were always willing to teach me what I needed to learn.

When I was General Director of Agriculture of the Mexican government from 1946 to 1950, and later when I organized the Comision Nacional de Fruticultura in 1970-76, I also met several officials of the United States who were devoted to the study of fruits from many countries. Some of them are here, and I greet them in sincere friendship. Others have already left on the long Trip of No Return. I will always remember them.

Each of the teachers, researchers, explorers, and other persons who enthusiastically serve the California Avocado Society is here to show respect to its 50 directors who skillfully and successfully led over time the working teams that devoted their best hours

to the cause of the "World of Avocados" since the establishment of the California Avocado Association in 1915. It was in that year when the avocado growers organized themselves and published the first Yearbook; but we must recognize that in the period 1900-1914, there was limited work without commercial projections until this fruit was introduced into the North American people's diet. This was rather difficult. The first avocados produced in California were consumed by people of Latin origin; that is why the researches were limited, and there were few achievements during the earliest fourteen years of this century. However, avocado growers at that time were checking historical documents, exploring some countries, putting ideas in order, and writing articles telling of the qualities of this fruit to those persons interested in it. Then, just a few knew it as a "King's dish." Now, it is the source of widespread activity, with thousands of persons making a living from it, working within and outside the orchards, in order that those countries with the natural resources to produce avocado can serve other human beings who must nourish themselves with proteins and vegetable fats.

Who will be happier in the world of avocados? We, all who are engrossed in this big world are very happy: some, financing its industry; some, planting the trees; some others, studying its problems and investigating to solve them; others, traveling to learn more about avocados; others, processing the fruit that cannot go to market; others, teaching what the avocado is, and how important it is in its nourishing richness; others, increasing its production and taking care of its commercial balance.

Avocado is a great resource for feeding a large number of human beings. Undeveloped and developing countries should consume large amounts of avocado. The main limitation is its price. The governments of those countries should make an economic effort to feed their population with avocado; it can be less expensive for them than to drag large undernourished and weakly populations who are unproductive and cause big social problems. It seems as it were a Utopia, but maybe there will come a time when this will become a reality, at the dawn of the 21st Century.

If we wonder, "What is the California Avocado Society?," we could answer that it is a helping organization that associates members from all over the world who want to learn about avocados. Sometimes members participate by sending studies and research projects to the Society, or they just feel proud of belonging to the Society because of its prestige.

Nowadays, the Society has 1,271 heterogeneous members: 36 honorary members, 71 life members, 4 annual patron members, 18 members who provide yearly supporting resources, 889 members who live in the United States of America, 205 international annual members, and 21 regular, 5 associate, and 22 honorary members of the Nurserymen's Section.

The inner government of this Society is ruled by the general assembly, presided over by 16 directors.

Policies and functions are controlled by the board of directors, headed by the current president, through sixteen specific committees for study and action.

The administrative structure of the organization consists of the president, a vice president, a secretary-treasurer, and an administrative secretary.

Through 1986, the California Avocado Society has had 42 presidents.

Current committees for the fulfillment of the Society's purposes are [author's classification and nomenclature]:

- A) Meetings
- B) Budget
- C) Historical Affairs
- D) Membership
- E) Tree Nurseries
- F) Rootstock
- G) Actions Policy
- H) Counselorship for Production and Research
- I) Publications
- J) Research
- K) Scholarships for Students
- L) South Coast Field Station
- M) Varieties
- N) Central Committee
- O) General Committee

Of course, all who are now present know the above-mentioned structure; but it is also true that there are non-members. We mention it on their behalf.

Perhaps the last part of this message (Table 13) is the most important one, because the point is to have the elements for judgment in order to do justice to those who have worked harder in their areas. It is the researchers themselves who, with their published articles, have reached the final result: what we have done in CICTAMEX in fact is to reach conclusions that can serve as a basis to reward those who deserve it. It will be the privilege of the leaders of the California Avocado Society to determine whatever shall be done.

Following are some data that illustrate the fundamental aspects to which research resources have been devoted, and who the researchers are who have devotedly made efforts that have contributed to building this vigorous and dynamic branch of agriculture.

Table 1

(Due to the vast diversity of fields covered by the California Avocado Society, we have grouped all articles into 12 categories.)

Subject	Themes	Number of Researches
I	Selection and improvement of varieties and rootstocks	335
II	Explorations and foreign reports	241
III	Tree nurseries and propagation	92
IV	Irrigation, soils, and fertilization	138
V	Aspects of culture (pruning, weeds, freezing, etc.)	212
VI	Plagues [pests]	62
VII	Diseases	156
VIII	Physiology, maturation, and postharvest	169
IX	Commercialization and economic aspects	229
X	Other tree fruit species	76
XI	Field stations, historical aspects	239
XII	Indexing of authors and works	

Table 2

Selection and Improvement of Varieties

(Researchers on the subject of selection and improvement of varieties who have made the greatest contribution with their work for the improvement of avocado.)

Author	Researches
1. B. O. Bergh	19
2. G. A. Zentmyer	10
3. C. Barrett	8
4. J. E. Coit	7
5. C. A. Schroeder	7
6. W. B. Storey	6
7. F. F. Halma	6
8. R. M. Whitsell	6
9. W. Popenoe	5
10. M. B. Rounds	5
11. H. J. Webber	3
12. I. J. Condit	3
13. J. M. Elliott	3
14. T. H. Sheddon	3
15. R. G. Platt	3
16. E. Schieber	3
17. M. C. Ellstrand	3
18. A. R. C. Haas	3
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	103

Table 3

Explorations and Foreign Reports

(Undoubtedly, the explorations and foreign reports have contributed greatly to the improvement of the culture of avocado in the United States of America.)

Author	Researches
1. G. A. Zentmyer	19
2. E. Schieber	17
3. W. Popenoe	14
4. C. A. Schroeder	10
5. R. W. Hodgson	4
6. C. D. Gustafson	4
7. C. Barrett	3
8. J. E. Coit	3
9. J. S. Shepherd	3
10. L. O. Williams	3
11. M. Miller	3
12. W. B. Storey	3
13. W. T. Horne	3
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	89

Table 4

Tree Nurseries and Propagation

Author	Researches
1. C. A. Schroeder	7
2. A. Ben Ya'acov	5
3. G. A. Zentmyer	4
4. A. Kadman	4
5. E. F. Frolich	4
6. S. Salazar Garcia	3
7. E. R. Eggers	3
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Table 5

Irrigation, Soils, and Fertilization

Author	Researches
1. C. D. Gustafson	17
2. A. R. C. Haas	16
3. T. W. Embleton	10
4. W. W. Jones	7
5. A. W. Marsh	7
6. S. J. Richards	6
7. A. Kadman	5
8. F. T. Bingham	4
9. W. R. Schoonover	3
10. C. K. Labanauskas	3
11. B. W. Lee	3
12. J. N. Brusca	3
13. J. E. Warena	3
14. P. W. Moore	3
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	90

Table 6

The Aspects of Culture

Author	Researches
1. M. B. Rounds	9
2. C. D. Gustafson	7
3. G. E. Goodall	6
4. M. Miller	6
5. J. H. LaRue	6
6. C. D. McCarty	6
7. R. W. Hodgson	5
8. B. W. Lee	5
9. V. Blanchard	4
10. F. F. Halma	4
11. C. Barrett	4
12. J. G. France	4
13. R. G. Platt	4
14. McCarty	3
15. C. V. Newman	3
16. C. C. Delphay	3
17. R. H. Marsh	3
18. J. E. Coit	3
19. J. C. Miller	3
20. B. E. Day	3
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	91

Table 7

Plagues (Pests)

Author	Researches
1. J. A. McMurtry	8
2. W. Ebeling	6
3. C. A. Fieschner	6
4. H. G. Johnson	5
5. J. E. Coit	3
6. H. J. Quayle	3
7. M. P. Hofman	3
8. R. J. Pence	3
9. D. W. Ricker	3
10. J. B. Bailey	3
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	43

Table 8

Diseases

(Research and control of diseases in subtropical fruit trees have received great care and time from researchers, especially concerning root rot in avocado.)

Author	Researches
1. G. A. Zentmyer	64
2. W. T. Horne	7
3. R. M. Burns	7
4. G. E. Goodall	6
5. F. B. Guillemet	5
6. S. M. Mircetich	4
7. L. N. Lewis	4
8. E. Johnson	4
9. G. Borst	4
10. W. Popenoe	3
11. F. F. Halma	3
12. D. F. Palmer	3
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	114

Table 10

Commercialization and Economic Aspects

Author	Researches
1. C. D. Gustafson	20
2. G. B. Hodgkin	18
3. R. C. Rock	17
4. H. E. Wahlberg	11
5. M. B. Rounds	5
6. R. M. Pinkerton	5
7. J. G. France	4
8. L. Weatherby	4
9. E. H. Humason	4
10. M. E. Jaffa	4
11. B. W. Lee	3
12. F. R. Wilcox	3
13. R. G. Platt	3
14. A. R. C. Haas	3
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	104

Table 11

Other Fruit Species

Author	Researches
1. C. A. Schroeder	11
2. W. B. Storey	5
3. J. E. Coit	5
4. D. F. Palmer	5
5. H. J. Webber	3
6. M. Miller	3
7. R. A. Hamilton	3
8. W. Beck	3
9. R. W. Hodgson	3
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	41

Table 12

Field Stations, Historical Aspects

Author	Researches
1. C. A. Schroeder	10
2. R. W. Hodgson	7
3. W. Popenoe	4
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	21

Table 9

Physiology, Maturation, and Postharvest

Author	Researches
1. C. A. Schroeder	24
2. L. C. Erickson	5
3. C. D. Gustafson	5
4. M. L. Papademetriou	4
5. R. W. Hodgson	4
6. R. E. Young	4
7. J. E. Coit	4
8. B. O. Bergh	4
9. R. C. Bean	3
10. E. R. Eggers	3
11. A. R. C. Haas	3
12. S. K. Lee	3
13. C. W. Coggins	3
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	69

I consider that the best use of this glossary of the contents of 72 volumes of the Yearbook of the California Society that makes known to us who is who among those men who have devoted themselves to an activity that contributes so largely to the feeding of human beings, will be to encourage those researchers who have worked so hard, setting them as an example for the new generations of investigators. Therefore, there follows a list of the researchers who have each published three or more papers in the Yearbooks from 1915 to 1986, among the total of 1,975 articles published during that period.

Table 13

Authors and Published Papers

Author	Papers	Author	Papers
1. G. A. Zentmyer	102	63. L. N. Lewis	
2. C. A. Schroeder	73	64. F. T. Bingham	
3. C. D. Gustafson	59	65. F. Lahav	
4. J. E. Coit	38	66. W. R. Schoonover	
5. R. W. Hodgson	31	67. C. F. Adams	4
6. B. O. Bergh		68. H. L. Gillespie	
7. A. R. C. Haas	30	69. L. Weatherby	
8. W. Popenoe	29	70. R. E. Young	
9. M. P. Miller		71. C. W. Coggins	
10. M. B. Rounds	25	72. S. M. Mircetich	
11. G. B. Hodgkin	22	73. E. Johnson	
12. C. Barrett	21	74. G. Borst	
13. E. Schieber		75. A. Peterson	
14. R. C. Rock	18	76. B. E. Day	
15. R. G. Platt	17	77. L. Francis	
16. W. B. Storey	16	78. C. K. Labanauskas	
17. R. M. Burns		79. R. H. Marsh	
18. G. E. Goodall		80. P. W. Moore	
19. F. F. Halma	15	81. A. White	
20. T. W. Embleton	14	82. O. H. Atkins	
21. A. Kadman		83. E. H. Humason	
22. H. E. Wahlberg		84. T. H. Shedden	
23. J. G. France	13	85. F. O. Popenoe	3
24. W. T. Horne		86. T. U. Barber	
25. H. J. Webber	11	87. C. G. Church	
26. I. J. Condit		88. J. Brodkey	
27. D. F. Palmer		89. J. E. Pehrson	
28. E. E. Trask	10	90. P. Sale	
29. J. H. LaRue		91. M. D. Coffey	
30. R. H. Whitsett		92. C. Gregoriou	
31. C. V. Newman	9	93. J. C. Miller	
32. S. J. Richards		94. W. R. Beck	
33. A. Ben-Yaacov		95. A. W. Christie	
34. B. W. Lee		96. R. C. Bean	
35. E. R. Eggers		97. S. Salazar Garcia	
36. A. D. Shamel	8	98. R. J. Pence	
37. V. F. Blanchard		99. C. P. North	
38. J. S. Shepherd		100. D. W. Ricker	
39. A. Wallace		101. S. B. Bosguell	
40. W. W. Jones		102. R. A. Hamilton	
41. F. B. Guillemet	7	103. H. J. Quayle	
42. J. Beutel		104. M. P. Hofman	
43. R. M. Pinkerton		105. A. R. Marshburn	
44. C. D. McCarty		106. J. E. Warena	
45. H. Johnson		107. M. M. Winslow	
46. C. Fleischer		108. R. R. McLean	
47. W. Ebeling		109. H. L. McKenzie	
48. W. A. Thorn		110. A. M. Boyce	
49. J. A. McMurtry		111. J. B. Bailey	
50. M. K. Papametriou	6	112. L. J. Kotz	
51. C. C. Deiphey		113. B. Borth	
52. F. H. Frolich		114. R. J. Smith	
53. H. B. Griswold		115. L. O. Williams	
54. L. Erickson		116. F. R. Wilcox	
55. K. M. Smoyer		117. R. M. Kepner	
56. E. R. Parker		118. W. H. Brokaw	
57. A. W. Marsh		119. S. Z. Romero	
58. L. B. Scoth	5	120. G. Martin	
59. M. E. Jaffa		121. M. C. Ellstrand	
60. J. M. Elliott		122. E. M. Chace	
61. S. H. Cameron		123. J. N. Brusca	
62. S. K. Lee			

I deliver to the authorities of the California Avocado Society, this work, hoping that it will be as useful as we have foreseen.