



2003 Award of Honor

Reuben Hofshi

Fallbrook, CA

Award presented by Arthur Bliss.

In baseball, the Hall of Fame is for players who have had superb careers, who have been outstanding for a long period of time, not just an MVP for an outstanding season. Likewise the California Avocado Society's Award of Honor is for sustained, outstanding service to the avocado industry. In baseball's Hall of Fame, you have Babe Ruth, Hank Aaron, and Mickey Mantle. The avocado industry has people like Dr. George Zentmyer, Hank Brokaw, Dr. Art Schroeder, and Jack Shepherd. In baseball, Tommy Lasorda is the epitome of enthusiasm for his team and baseball in general. He would rather talk about baseball, coach baseball, or be around baseball more than anything else in the world. He bleeds Dodger-blue. Reuben Hofshi is this industry's Tommy Lasorda. He loves to talk avocados, teach avocados, investigate avocados, and be around avocados. He bleeds avocado-green.

For almost 30 years he has been involved in the avocado industry. Teaming up with Dr. Bill Arteberry at the ACW ranch in Fallbrook, he has been developing new approaches to avocado practices in every phase of their culture. Over the years, numerous experiments have proven themselves, and ACW Ranch is now one of the most progressive and forward thinking operations in the industry, and their production reflects that.

Reuben is a principal in Del Rey Avocado Company, which packs about 8% of this industry's fruit. For the past 10 years he has been on the Production Research Committee, beginning when it was under the umbrella of the California Avocado Society and then the California Avocado Commission. Since 1998 he has been the chairman of that committee.

If you look in the 2001 Avocado Society yearbook you will read of his involvement with

developing a new method for sampling and measuring the maturity of avocados. If you have a computer, you should spend time at his website, avocadosource.com. It has a wealth of information available to any person who has a computer. It includes ways to calculate water usage, fertilizer usage and the cost of various fertilizers, pollination, and on and on. If it isn't on his site, he has links to other sites that will help any grower. His goal is to become the pre-eminent virtual library in the world dealing with avocados.

Reuben's latest effort is upcoming here in Ventura on October 30 to November 1. After the World Avocado Congress concludes in Spain, Reuben and Dr. Mary Lu Arpaia have enticed most of the world's premier researchers to stop over here on the way home and share their knowledge on a variety of topics. Anyone can attend. If you have any interest in avocados, this is something you should attend.

Anyone can see that Reuben Hofshi has earned his spot among the pioneers and giants who have already received this Award of Honor. His energy, enthusiasm, knowledge and vitality are unparalleled. So, it is my privilege to present this year's Award of Honor to Reuben Hofshi.