

2011 Award of Honor

Donella Boreham
Escondido, CA

Award presented
by Chris Ambuul

Donella Boreham has served the California avocado industry as a representative of the California Department of Food and Agriculture (CDFA) for close to three decades, most recently as the Program Supervisor of the Avocado Inspection Program, and as the state's representative to the Avocado Inspection Committee. The program is responsible for inspecting avocados at the point of packing, insuring their maturity, quality, size/counts, weights, and marking requirements. The program also performs spot maturity tests of imported fruit at terminal markets, packing houses and cold storage facilities.

After her nomination for the award, it was clear that the support of Donella ran across the industry. I'd like to piece together some of the comments for you to hear, that came from those letters, and resulted in her selection as the Award of Honor recipient for 2011.

She was always willing to try to expedite items of utmost importance for our industry, making maturity assessment easier, and was always open-minded in doing so. She helped launch the first program to protect avocado growers from the mounting crisis of theft. Through Donella's leadership, the industry and the CDFA worked together to produce what we all enjoy today. It is rare that two potential adversarial

parties can work together so closely that they seem as one. This did not happen by accident. It was Donella's understanding of our industry and working with all parties in a very professional manner that made these programs a success.

Donella exhibited in her work the divine attributes bestowed upon humanity by our Creator. This quality is so rare to find in our culture today. In the face of numerous challenges, Donella showed sole dedication in her role of enforcing the standards set by the CDFA. She did this while always striving to protect confidentially between competitors, showing understanding between the need for regulation and the requirements of commerce, and standing firm in face of attack and ridicule.

It will be very difficult to replace Donella and we should all be thankful for the many years she contributed to the California avocado industry.