

## ECONOMIC TRENDS IN AVOCADOS

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Economic Trend Analyses: This area deals with developing and publishing economic trend studies of avocado production in the United States with particular emphasis on the California industry.

This past year, I revised the economic trend publication which still is in the draft stage. Development of this publication required investigation and analysis of data from several published materials from various agencies including the California Avocado Commission, the California Crop and Livestock Reporting Services of various states, and the Federal-State Market News Service of various states, as well as personal contacts.

The factors in analysis in these studies include historical acreage, production, utilization, prices, costs, and their impacts on returns of individual growers as well as the industry. These analyses provide a basis for developing future expectations upon which individual growers make sound investment decision and marketing policy makers Develop sound marketing projections and strategies.