

## Adventures in Testing New Products. Are they Worthwhile?

(Thoughts from a suspicious farm advisor)

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In my career as a farm advisor it seems like I was presented with a new product, almost on a weekly basis, and all were supposed to solve all problems for growers. The problem, of course, is that avocados are famous for not setting abundant fruit. And the water in San Diego is expensive. This created an ideal situation for companies to come up with what we call Snake Oil products. Many companies make claims that are not supported by good research and many claim to “double the yield while using half the water”.

In this talk I will show growers how to deal with such claims, what they can do to conduct some of their own research and, above all, why you should be cautious about new products. I will also give a light-hearted discussion of some products I have encountered during my career.