

California Avocado Association. Annual Report. 1915. 1: 5-6

PREFACE

The California Avocado Association was organized at an advertised meeting held May 15, 1915, at the Alexandria Hotel in Los Angeles. At that meeting directors were elected and tentative bylaws formulated. At a subsequent meeting of the directors, the present officers were elected and committees appointed, and definite steps were taken to place the Association on a sound basis.

This meeting held October 23, 1915, is one of the first results of the perfected organization. Semi-annual exhibition meetings will be held hereafter at times that will give the best opportunity to acquaint the public with the different varieties of avocados and their value. These meetings will also afford opportunities to the growers to exchange information gained by experiments, and to hear papers prepared by experts who are making a deep study of the industry.

Exhibits

A great variety of thin skinned avocados were displayed, .of which at least two were small, seedless types. A large portion were promising seedlings, some of which may have a bright future in a commercial way. Other varieties that have been the staple thin skins for some time, were shown in abundance.

Several budded nursery trees of different varieties were exhibited. They were dormant buds of late fall of 1914, beginning to grow in the spring of 1915. With seven months' growth these buds had made beautiful, well formed, strong stocked trees of an exceptionally vigorous growth, averaging about five feet in height. A box of thin skinned fruit, containing several varieties, was placed on display after having been shipped to Chicago and return. Different methods of packing were used in this shipment, some of them with poor results, still it demonstrated that some of the thin skinned type, properly packed, would stand such a shipment without injury.

The mid-day display of prepared avocado dishes was worthy the fruit it introduced. Sliced avocados, dainty avocado sandwiches, avocado cocktails and mixed avocado salads, with beautiful decorations, and in quantities sufficient to give everybody a generous sample, held the attention of even the initiated.

Little folders, with recipes for the preparation of a large number of avocado dishes, were distributed, and these may be had free at any time by applying to the offices of the Association.

The exhibit of fruit did not include any of the larger, hard shelled, or thick skinned type, as fruits of these varieties are not available from local trees after the first of October. An exception to this rule was one large thick skinned fruit—a Sharpless—held over especially for this meeting.

The larger heavy skinned types will be in evidence at the spring exhibition to be held about May 1st, 1916.

Systematic study of the avocado industry is new in the United States, but has been taken up on a broad scale and given extended thought in Southern California. Experienced horticulturists have planted seed and budded the best varieties obtainable. Some of these varieties have originated from seedlings in this state, others have been brought from Florida, and many different foreign countries, especially Mexico.

The great value as a food product and the commercial possibilities of the avocado have been recognized by both the United States Department of Agriculture and the State University. These institutions are broadly extending their work of introduction of foreign varieties and general experimentation.

Every endeavor will be made by the Avocado Association, assisted by these government agencies, to hold in check any undue "booming" of the infant industry, or misrepresentation as to its general possibilities. This may be necessary because of the extraordinary individual tree records attained in the past.

The proceedings of this meeting are published on account of the valuable information contained therein. Copies will be mailed upon application and the payment of -35 cents each, which is the approximate cost of publication and mailing.

Address all communications to

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