

## **California Avocado Association. Annual Report. 1915. 1:7-9**

### **FIRST SEMI-ANNUAL MEETING OF THE CALIFORNIA AVOCADO ASSOCIATION HELD AT THE HOTEL ALEXANDRIA, LOS ANGELES, OCTOBER 23, 1915.**

At 10 a. m. Mr. Edwin G. Hart, President of the Association, called the meeting to order. He spoke of the disappointment felt at the absence, through illness, of Judge Charles Silent, who had intended to address the meeting on the very important subject of "Educating the Public."

While the time for discussion would be limited, he said an opportunity would be afforded for questions following the various addresses, and at the conclusion of the regular program there would be a general discussion. He suggested that notes be made during the addresses, of matters to be brought up in the general discussion.

### **THE ASSOCIATION AND ITS PURPOSES**

**Mr. Edwin G. Hart, San Marino,**  
President California Avocado Association

The chairman's address on "The Association and Its Purposes," while not delivered until the end of the program, is printed here in order that the objects of the organization be made clear in their relation to subjects discussed by other speakers. The purpose of this organization can hardly be more succinctly stated than by quoting the second by-law of the Association: "The purpose of the Association is the improvement of the culture, production and marketing of the Ahuacate."

The accomplishment of this purpose cannot be obtained by individual effort, however intelligent and persevering. Many here remember the first crude efforts at organization in the citrus industry of California. The perfecting of the present organization in that industry was long and painful. During this period there was tremendous waste of individual effort. Land not adapted to citrus culture was often planted to citrus fruit. Poor varieties were planted and unscientific methods were frequently used in the raising and handling of the fruit. Even after the crop was harvested the market facilities were poor, and for many years, therefore, an industry, sound in itself, had the appearance of being uncertain and speculative. You know how, by intelligent co-operative effort, most of those difficulties were finally overcome.

The purpose of this Association might be said to be to avoid the mistakes and profit by the experience of those engaged in similar kinds of fruit culture. To this end co-operation is absolutely necessary. The combining into association of the many nursery men, orchard growers, experimenters and scientists interested in this new industry makes it possible to accumulate, and hold accessible to members the result of work of the various individuals. This will prevent duplication of endeavor and serious failures.

**Publicity:**

The association once favorably recognized in the eyes of the public, will be able to secure the kind of publicity that cannot be purchased for money, which will enable it to greatly assist in educating the public as to the merits of the ahuacate, and the best method of selection and preparation for the table. Even as young as it is, the association has secured a great deal of favorable notice and distributed considerable educational literature.

**Frauds:**

One of the greatest benefits that the association confers upon its members and everyone interested in Southern California, is the protection it is giving the public against the class of boomers who made the raising of eucalyptus and spineless cactus a craze. The fabulous profits actually derived from certain trees of this section have opened a field to the unscrupulous promoter that he is sure to exploit, unless prevented by an organization that is able to distinguish between the legitimate and fraudulent, and the practical and impractical in our business.

**Work of Association:**

The association is gathering and compiling for the benefit of its members, statistics as to the nursery stock now on hand, acreage planted in orchard, fruit produced, and fruit expected between now and the end of next spring, with details as to varieties, methods of budding, qualities of fruit, etc. This work will be broadened as the industry develops. The University of California through Dr. Coit, and Professors Condit and Jaffa has co-operated with this association in every way possible and is now carrying on many investigations that will be of great benefit. The University of Southern California, of this city, through Prof. Stabler, head of their chemical department, a man who has had much practical experience in vegetable oils, is making a thorough test of the avocado oil and its best method of production.

We expect to distribute 10,000 of the folders giving recipes and directions for selecting fruit. A large number will be sent out by the fruit houses handling the avocado.

An exhibition of fruit which we hope will be more extensive than today's, and which will bring out the larger thick-skinned type of fruit, will be held under the direction of this association in the coming spring. We expect to make these meetings and exhibitions semi-annual affairs.

The association will have compiled a complete report on today's meeting, one copy of which will be mailed free of charge to each member of this association. Additional copies will be mailed to any one on application and payment of cost of printing and mailing, estimated at 35 cents.

We believe that all interested in the avocado should become members of our organization, first, because they will receive direct benefits in the way of information, access to statistics, assistance in either buying or selling fruit or nursery stock, and whatever other advice or assistance we can give. Second, because they are receiving

and will continue to receive, a great indirect benefit from the educational work we are doing, which is, in the eyes of the public, lifting our business from the position of a fad to the rank of a legitimate agricultural industry. We need the help of all of you, not only because we need the membership fees, but fully as much we want the strength of yourselves as individuals in our organization. We want to stand in reality and in the eyes of the public as a strong organization, a unit for the sane advancement of the most promising young agricultural industry started since the introduction of the walnut, orange, and lemon.