

## ADVERTISING AND PUBLICITY IN THEIR RELATION TO THE AVOCADO INDUSTRY

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Many members of the Avocado Association may feel that it is not yet time to give serious thought to publicity and advertising. I realized when my subject was assigned that I would have to give a sort of "futurist" talk. However, I feel that the necessity for publicity and advertising will be upon the avocado industry before we realize it.

It is not too early to give serious thought to these questions.

I will venture to say that not one of ten thousand persons east of the Rocky Mountains knows the taste of an avocado nor even knows the name, or what it stands for. We must realize what a prejudice, therefore, is to be overcome when production reaches the point where there are not enough consumers.

The public must be educated in advance. We should, figuratively speaking, have the consumer's mouth watering for the avocado before we are producing more than we can sell. And I am sure most of the members will agree that it is better to have greater production and lower prices with consequently increased consumption, than to continue under present conditions, with the fruit selling at a price which makes it almost prohibitive to the average consumer.

The spirit of the times in co-operative marketing is to increase consumption and demand rather than to decrease production. Consumption and demand are increased by publicity and advertising.

### 1. PUBLICITY

#### **(a) Possibilities for Individual Work**

What can the individual member of the Association do at once to place and keep the avocado in the "lime-light"? Such suggestions as I may make will seem unimportant perhaps when measured by individual effort. But when multiplied by three or four hundred, individual work assumes great importance. Therefore, let each of us resolve immediately to do something that will advertise and make better known the avocado.

First, let us THINK avocados; think of ways and means to tell the world about the wonderful qualities of this fruit. By thinking in terms of the avocado, we shall find new opportunities to advertise it.

Second, let us TALK avocados. Whenever we have an opportunity let us mention this delicious fruit to our friends; urge them to try it; tell them of our belief in its future. Every bit of avocado gossip that we start will spread and grow until it becomes a potent force.

Third, let us WRITE avocados. Write to the folks back home; write to the editors of the newspapers. Whenever we write to a friend or business associate let us devise ways and means to include a good word for the avocado.

Fourth, let us DREAM avocados. Many persons laugh at dreamers, but we must remember that it is the dreamer whose dreams have come true that has made history and brought about most of the world's progress. Therefore, let us dream of the time when the avocado will be planted upon thousands more of California's fertile acres; when the fruit will be shipped East by the train-load, and when untold wealth will jingle in the growers' pockets.

### **(b) Possibilities for Association Work**

What can the Association officially do NOW by way of giving publicity to the avocado?

Perhaps it is not too soon to establish a committee or fund for the purpose of getting the avocado into print. I believe it would pay the Association well to set aside a sum of money sufficient to employ a trained agricultural writer to prepare avocado articles, even though for the present, he gave only part of his time to this work.

Such a writer could secure a great deal of space for articles and photographs, not only in the local and eastern farm papers, but also in the National magazines, especially the women's magazines, such as the Woman's Home Companion, Ladies Home Journal, Pictorial Review and others. Perhaps no more effective means could be adopted of getting the avocado before the future consumer than by the effective use of illustrated articles in these women's magazines.

Such articles should emphasize the fact that the avocado is the principal article of diet in other countries. Also they should tell of the many delicious ways of serving the food. No doubt many other magazines would welcome also properly prepared articles, telling merely of the accomplishments of the Association and the prospects for future development of the industry.

Sent out upon official Association stationery, such authentic articles undoubtedly would be received eagerly by hundreds of editors.

Another opportunity for Association work lies in the preparation of leaflets and so-called "light literature" about the avocado. No doubt it would be worth while to print a large number of "stuffers" discussing briefly avocado facts in a popular vein, these to be furnished to all members for use in their correspondence. Thousands of letters which carry a 2-cent stamp do not reach the maximum weight and if each member would place one or two of these leaflets into selected letters among his daily correspondence, it would be possible to distribute a great deal of avocado literature with no expense for postage.

A further field for Association work would be in reporting promptly to the local agricultural press all developments of technical interest to fruit growers, including results of experiments by individual members or by the Association's committees.

## **2. ADVERTISING**

Advertising does not mean always simply the purchase of space in magazines and newspapers. We advertise the avocado when we do all the things suggested under publicity. Perhaps it is a little early to consider advertising in the usual sense of the word, but we can readily visualize the official announcements of the Association as they are to appear in years to come along side of those of "Sunkist" fruits, "Sun Maid Raisins," and "Sun Sweet Prunes."

The Avocado Association has an advantage over its predecessors in having the opportunity to learn by the experience of others. The great fruit growers' organizations have blazed the trail and undoubtedly the avocado growers will follow in their footsteps before very long, developing also new ideas of their own.

It is not difficult to visualize an attractive "ad," illustrating in beautiful colors, a perfect avocado served in a delicious manner—a tempting picture of deliciousness. There is no harm in thinking about these things. They are coming very soon.

Still looking ahead a bit we can anticipate the discovery of certain wonderful qualities in the avocado, making it perhaps a veritable "fountain of youth." The raisin growers have found that the raisin is full of iron, which the patent medicine manufacturers have advertised all over the world as the basis of human health and happiness.

It is an interesting coincidence that the raisin advertisers should have discovered in this common fruit an element already so thoroughly advertised. Perhaps we can find in the avocado a quality which will clear an aging face of wrinkles or restore hair to the bald spot of the middle-aged man.

Seriously, we know that the avocado possesses important medicinal properties. I have learned just recently of a local sanitorium in which patients have been treated successfully upon a strict avocado diet. Interesting possibilities may be developed along this line.

However, there are certain forms of advertising that we can undertake now, both individually and as an Association. One of these is in educating the school children. They are the future consumers. Every grower who gives the school child a taste of the good avocado, is laying the foundation for a future demand. Let us get avocado lecturers into the school and acquaint the youngsters with this wonderful fruit.

It should be possible to interest prominent educators in the subject, and the right sort of information combined with a sample of the fruit, should make an enthusiast out of the average child, for every youngster knows a good thing when he sees it or tastes it.

It would be well to commence now in the gathering together of all data, including testimonials, which would be of value later in advertising the avocado.

I have tried to give definite suggestions as to steps that should be taken immediately and I would suggest that each member present make a resolution tonight to think, talk, write and, last but not least, to dream avocados.