

California Avocado Association 1924-25 Annual Report 10: 24

REMARKS BY DR. J. ELIOT COIT AT THE ANNUAL BANQUET OF THE CALIFORNIA AVOCADO ASSOCIATION,

FRIDAY, MAY 15, 1925

Ladies and gentlemen, friends of the Avocado, just ten years ago today a meeting was held in Los Angeles at which a new association was formed— The California Avocado Association; formed for the purpose of developing an industry based on a fruit new to commerce if not new to mankind.

Ten years have gone and we have made progress—some of us have made much progress, others have haltingly progressed. The history of those ten years is contained in annual reports of the Association.

During the past year the Association has been interested in organizing the California Avocado Growers Exchange, whose function is to market the fruit of this growing industry. We were particularly fortunate in being able to secure a man to take the responsibility of managing that organization—a graduate of the University of California, a man well trained in cooperative work with the California Fruit Growers Exchange and who was willing, on account of his interest in avocados, to undertake this work and give this industry his undivided and loyal attention in every possible way. I don't know of anyone who stands more solidly with the Association and its members than our Manager-Secretary Mr. Geo. B. Hodgkin.