

REPORT OF CALIFORNIA AVOCADO DEVELOPMENT ORGANIZATION

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Until the past year the avocado industry has not had what is known as "standardization in packing" in the Agricultural Code. This year standardization of avocados has been written into the Agricultural Code, and has become effective. No doubt, this has had a beneficial effect on the marketing of fruit this season.

Another administrative procedure which goes along with the State Department of Agriculture is the method of testing maturity. The new method was recommended by CADO and adopted by the State Department of Agriculture. Last November and December there was a large amount of Florida avocados shipped into California, some of which did not meet the 8% oil content requirement. CADO invited members of CAAB to a joint meeting and together hired an attorney who went to Sacramento and succeeded in getting the State Department of Agriculture to revise their law. This revision requires all avocados sold in California to test 8% oil or above. Also, the refractometer method was approved as the official and legal means of testing the maturity.

CADO believes some method should be devised to test avocados without destroying the fruit. CADO appropriated funds to help CAAB make further studies of this problem. Cal-Colonial Chemical Co. has been hired by CAAB to do this job.

In addition to the above, CADO has been continuing the following services:

1. Carried on crop estimation reporting, and studied the advisability of making it national.
2. Has continued to cooperate with CAAB, advising when special promotions were necessary.
3. Sponsored a Labor Committee of San Diego County, stabilizing labor, and cooperating with other agricultural organizations.
4. At the request of CAAB, wrote the Attorney General asking that he be more stringent in collecting past due accounts.
5. Also, at the request of CAAB, studies have been made on the feasibility of overprinting "Point of Purchase" material.
6. A recommendation was made to add McArthur and Bacon to the list of avocado varieties to be marked on packages.

All of the above listed accomplishments, the combined efforts of CADO and CAAB are constructive, and a benefit to the growers of California avocados.