

REPORT OF THE FRUIT QUALITY IMPROVEMENT COMMITTEE

Two years work has now gone into the work of this committee. The Avocado Picking Training Film has been completed and is being used in two forms. It is being used in both sound movie and narrated film strip slides. These films may be seen at the California State Labor Office in counties having avocados. These films will be used to recruit new labor and as a refresher for experienced pickers. One more training aid is now in preparation. This is a pamphlet showing avocado picking methods. This is illustrated and will be printed in Spanish and English. Safety for the picker is stressed throughout these training aids.

At this time it seems apparent that the avocado industry has the ability to greatly improve the handling of fruit from grove to consumer. This effort must be industry-wide as no one grower or group of growers can expect pickers, haulers and packers to take extra care in one area if they are allowed more latitude elsewhere. With today's picking methods greater care in handling will to some extent cause a slower rate of harvest. Should the rate be slowed the cost would rise. The only answer in this case is to make the improved handling cover the increased cost by making the fruit more valuable on the market as a result of its improved appearance and quality. This sounds quite simple, but in practice it will take a great deal of very determined and well coordinated effort in the industry. The end result should well be worth this effort.

—*William F. Catlin* Chairman