

Award of Honor – 1990

President Victor S. Pankey: Since its inception, the Award of Honor by the California Avocado Society has been bestowed on individuals who contributed outstanding service to the avocado industry. There is no shortage of individuals deserving of the award, but for this Diamond Anniversary Year, we felt it appropriate to recognize a long-standing relationship that we all know has played a big part in the development of the avocado industry. It might be argued that, since the mission of the Land Grant University system was to assist in the development of agriculture, they were only doing their job. But what a job they did. The College of Agriculture of the University of California at Riverside provided the research and dissemination of knowledge that is the foundation of the world avocado industry.

Solutions to a wide range of production problems were the result of the synergism of interactions between the Society and the University, involving many people on both sides of the relationship who have in years past received this award for their individual contributions.

At this time, I would like Dr. Seymour Van Gundy, Dean of the College of Natural and Agricultural Sciences of the University of California at Riverside, to come forward.

From the dissemination of information to individual growers through the extension service to the management of large-scale, long-term research programs on questions of general benefit, the College has been attuned and responsive to the needs of the industry.

And it doesn't end there.

The theme of this meeting is "Commemoration and Commitment." Just as they have responded to challenges from the industry in the past, when most of our problems involved learning how best to produce, they are committed to providing answers to our new problems, which seem to be more and more in how to get along with our urban neighbors. While we dimly see these problems surfacing, the leadership of UCR's College of Natural and Agricultural Sciences is committing their resources to further the Land Grant University mission to assist the development of agriculture in its new challenges.

It is with a great deal of pleasure, therefore, that the California Avocado Society presents this Award of Honor on the occasion of our seventy-fifth anniversary, a time of Commemoration and Commitment, to the College of Natural and Agricultural Sciences of the University of California at Riverside.