

Report from the Programs Committee

Larry Rose, Chairman-

The California Avocado Society, in concert with University of California Cooperative Extension, embarked on a continuing education series for avocado growers. Seminars, held both in Ventura and Escondido, have been designed to bring to growers innovations in cultural practices, important marketing considerations, and emerging regulatory and political issues that affect growers today. The ongoing Grower Seminars are evidently a great success. In the first year, over 1,000 attendees took in the five programs north and south.

The team from the avocado industry and U.C. Cooperative Extension that coordinates and plans the series includes Larry Rose, C. A.S. Programs Committee chairman; Dr. Mary Lu Arpaia, U.C. Extension subtropical horticulture specialist; Dr. Gary Bender, San Diego County farm advisor, Dr. Ben Faber, Ventura/Santa Barbara Counties farm advisor; Dr. Guy Witney, Riverside County farm advisor; Warren Currier, C. A.S. executive secretary; Len Francis, C.A.S. production research coordinator; Steve Peirce, Calavo Growers of California; and Mary Matava, Agri Science. This multi-talented group has brainstormed the annual series in the fall of the last two years, bringing together compelling topics and speakers from both industry and academia that expose growers to information that keeps them on a competitive cutting edge.

Prior to 1992, the California Avocado Society produced occasional seminars and field tours of interest to growers. Most notable were the "mini-seminars" held in recent years in conjunction with the California Avocado Society's annual meetings. The half day "mini-seminars" became the model for the continuing Grower Seminars. There has never been a lack of industry meetings one might attend, so it has been imperative to the Programs Committee that the seminars be cogent and seasonally timely to maximize the value for California growers' limited time.

With the maturation of the California avocado industry, there has been an impression that many growers already know what one needed to know to grow avocados successfully. Now, it is evident that growers are hungry not only for late breaking research that may be applied to their farming practices, but are anxious to revisit and challenge the customary practices they have utilized—always looking for that edge.

The 1992 series included the following programs:

Bee Management and Pollination (February 1992)

- *To Bee or Not to Bee*
- *Bee Management & Attractants*

- *Hive Management*
- *Analysis for Cross-pollination*
- *Pollinators & Yield*
- *Israeli Practices*
- *Africanized Honeybee*

Fertilization of Avocado (March 1992)

- *History of Nutrition Research*
- *Soil & Leaf Analysis*
- *Minor Elements*
- *Nitrogen Timing*

Irrigating to Maximize Profits (May 1992)

- *Instrumentation and CIMIS*
- *Soil Considerations*
- *Mulching and Floor Management*
- *Root Distribution and Flushes*
- *Sprinkler Efficiency and Spacing*

Working the Soil (July 1992)

- *Soil Biology, Manures and Mulches*
- *Introducing Bio Agents and Mycorrhiza*
- *Salinity Considerations*

Tree Management (September 1992)

- *Tree Spacing & Thinning*
- *Rejuvenation Training*
- *Post Frost Pruning*
- *Carbohydrate Partitioning*

The 1993 season will continue with the following programs:

Avocado Marketing (November 3, Ventura; November 5, Escondido)

- *Crop Estimating & Inventory Effects on Returns*
- *NAFTA*

- *Harvesting & Marketing Strategies*
- *Ripe Program*

Avocado Fertilization and Irrigation (January 12, Ventura; January 14, Escondido)

- *Nitrate Ground-water Contamination*
- *Reclaimed Water Projects*
- *Maintenance and Care of Irrigation Systems*
- *Non-Point Source Pollution*

Living with Agricultural Regulations (March 9, Ventura; March 11, Escondido)

- *Pesticide Use Permits*
- *Workmen's Compensation*
- *Working with your Pest Control Advisor*
- *Continuing Loss of Materials*
- *Safety Plans*

Pests of the Avocado and Their Control (May 11, Ventura; May 13, Escondido)

- *Perseae Mite, Brown Mite & Thrips*
- *IR4*
- *Looper Pests*

Diseases of the Avocado and Their Control (July 13, Ventura; July 15, Escondido)

- *Phytophthora Cinnamomi Root Rot.*
- *Phytophthora Citricola Crown Canker*
- *Bacterial Canker*
- *Sun Blotch Viroid*
- *Tree recovery, Trunk Injection Implications & Aliette Update*
- *Blackstreak*
- *Dothiorella Canker*

Profiting with Avocado Varieties

(September 14, Ventura; September 16, Escondido)

- *Genetic Diversity and Mono-Culture Implications*

- *New Fruiting Varieties*
- *Market Introduction of New Fruit Varieties*
- *Rootstock Varieties*