

Information In The Information Age

The California Avocado Commission Production Research Committee (PRC) recently committed to using the World Wide Web as a vehicle to post important information for growers. While this will mirror most printed material available to growers, it will provide an easy "paperless" alternative to those who have access to the Internet. This will not only include the latest research results from the PRC research program and from around the globe, but also general cultural information, meeting notices and important issue pieces. Access will be through the California Avocado Commission's homepage at: <http://www.avocado.org>.

It has been estimated that less than 30% of growers use the Internet as a source of cultural information. However, the main reason for this low receptivity has likely been the lack of useful information available on-line. Using the Web as a clearinghouse for grower information has many

advantages. It provides growers with an easily accessible virtual filing cabinet full of organized information when it is needed. Also, instant updates can be posted as information changes and material can be printed out if needed.

At this point the California Avocado Commission Web site offers several really useful features for growers. For example: growers can access reports in the Greensheet, AvoResearch, the proceedings of the 2000 CAC Research Symposium, and the proceedings of the 1999 Avocado Brainstorming meeting. There is a wealth of other resources including an irrigation calculator for local avocado groves.

Below we list some useful links for avocado growers (and this is by no means complete):

To search for information on any topic try:

<http://dir.yahoo.com/Science/Agriculture/>

<http://www.google.com/>

<http://www.altavista.com/>

<http://www.metacrawler.com/>

For fruit growers' information try:

<http://fruitsandnuts.ucdavis.edu/>
UC Fruit and Nut Information Center

<http://www.ifas.ufl.edu/>
The University of Florida, Institute of Food and Agricultural Sciences


<http://www.hortresearch.co.nz/>
HortResearch, New Zealand

<http://www.tfrec.wsu.edu/links.html>
The Washington State University Tree Fruit Research and Extension Center

<http://www.crfg.org/>
California Rare Fruit Growers

<http://www.nass.usda.gov/>
USDA National Agricultural Statistics Service

<http://www.ucavo.ucr.edu/>
UC Riverside avocado information pages

<http://www.citrusresearch.com/>
CA Citrus Research Board and back issues of Subtropical Fruit News 

Subscription queries should be addressed to:

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