South African Avocado Growers' Association Yearbook 1998. 21: FORWORD

Foreword

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If you are reading this foreword, you are one of a rare breed of people who probably read the Yearbook from cover to cover.

It has always been one of the concerns of researchers that growers do not want to make the effort to read the Yearbook. This is so much so, that people have said "If you want to keep research results secret, publish them in the Yearbook!"

However I urge growers and researchers alike, to read this Yearbook very diligently. What I mean by "diligently" is firstly, that you should try to extract the essence of each article and determine what it means to you in terms of your farming (and marketing) activities. Secondly, it should raise questions to your next study group meeting or to the next symposium and thus have some really good discussions! Discussions which will lead to long-term solutions to your problems.