

**CALIFORNIA AVOCADO COMMISSION  
PRODUCTION RESEARCH COMMITTEE  
MEETING MINUTES**

**April 18, 2011**

A meeting of the Production Research Committee (PRC) of the California Avocado Commission (CAC) was held on Monday, April 18, 2011 in the CAC board room in Irvine, California, with the following people present:

**MEMBERS PRESENT:**

Shane Tucker, Chair  
John Burr  
Reuben Hofshi  
Tom Royden  
Louis Santiago

**GUESTS PRESENT:**

Charley Wolk  
Bob Schaar

**CAC STAFF PRESENT:**

Jonathan Dixon

**MEMBERS ABSENT:**

John Lamb

**ITEM #1 CALL TO ORDER**

**Roll Call/Establish Quorum- Item 1.A.**

Shane Tucker, PRC Chairman, called the meeting to order at 11:35 a.m. with a quorum present.

**ITEM#2 APPROVAL OF MINUTES**

Production Research Committee Meeting Minutes were tabled for the March 2, 2011 and March 16, 2011 meetings.

**ITEM #3 REVIEW AND PRIORITIZE AVOCADO INDUSTRY IMPEDIMENTS AND IMPERATIVES AS SET BY THE CAC BOARD**

Chairman Tucker began the meeting by reporting on the CAC Board meeting of March 17, 2011 approving the process described in the process map revised during the March 16, 2011 PRC meeting.

The meeting then proceeded to a detailed discussion of the Imperatives and Impediments identified at the January 18 Strategy meeting. The discussion was wide ranging and covered a number of topics and ideas. An overarching theme that emerged from the discussion was the need to have effective grower communication of all technical initiatives.

The group discussion of the Imperatives and Impediments included the following ideas and comments:

- The California Avocado Industry lacks good information systems
- There is a lack of knowledge of tree physiology
- A lack of skilled agronomists
- Who are the main targets of outreach?
- There is a need for good industry statistics to give growers good information for investment decisions - perhaps through the USDA economic research service
- Use information for harvest strategy
- Information systems that growers can use for decision making
- Process for getting and evaluating germplasm, especially rootstocks with desirable characteristics like tolerance to salinity
- Methods for tolerance to water quality issues
- Optimize communication with the grower community
- Creating and evaluating effective horticultural practices
- Information for investment decisions
- How to develop avocado cultivars for more marginal growing areas to increase the growing regions available in California
- Create a positive image for the industry
- Cost of trees is affecting replant decisions, there is a need to lower the cost of high quality trees
- Have industry standards for harvesting
- Educate growers to understand tree physiology and consequences of harvesting at different times
- Risk management through a harvest strategy system
- Stop and start requirements for harvesting
- What is the cost in production holding fruit in the following year
- Can the customer always use the avocado?

Chairman Tucker ended the meeting after describing how the PRC could move the process forward by summarizing the ideas from the meeting and how they may be presented as the next step in the process. The Chairman would put together some proposed meeting dates for a meeting schedule.

### **PUBLIC COMMENT**

There was no public comment as comments had been made by the guests present during the discussion of **ITEM#3 REVIEW AND PRIORITIZE AVOCADO INDUSTRY IMPEDIMENTS AND IMPERATIVES AS SET BY THE CAC BOARD.**

### **ADJOURN MEETING**

Chairman Tucker adjourned the PRC meeting at 2:10 p.m.

Respectfully submitted,

---

Jonathan Dixon, Research Program Director