

AUGUST 2008 RESEARCH SEMINARS

“Getting to Know Hass”

CAC-funded research is shining new light on the precise ancestry of Hass, along with the optimal environmental conditions required for the variety's physiological processes to perform efficiently. Research suggests the variety held up as the "Gold Standard" in world avocado trade has some serious shortcomings, including a very limited ability to adapt to hot, dry climates like that in Southern California. Does evidence suggest we should be investing more into the search for superior varieties? What are the odds of coming up with a new variety judged better than Hass by growers, handlers and consumers?

Dr. Guy Witney will present at all three seminars.

For SLO only: Two speakers have been added at the end to talk about heat-related losses in SLO. They will be Jennifer Anderson with USDA-FSA and Brenda Ouwerkerk with the Ag Commissioner's Office.

LOCATIONS AND TIMES

San Luis Obispo: 1:00 – 4:00 PM: Tuesday, August 12

Cooperative Extension County Office/Auditorium, 2156 Sierra Way, San Luis Obispo

Santa Paula: 9:00 AM – 12:00 PM: Wednesday, August 13

Logsdon's Restaurant – Santa Paula Airport, 824 E. Santa Maria Street, Santa Paula

Temecula: 1:00 – 4:00 PM: Thursday, August 14

South Coast Winery Resort – Rolling Hills Room, 34843 Rancho California Rd.,
Temecula