



Contact: The California Avocado Commission

(800) 344-4333, Ext 110

CALIFORNIA AVOCADO COMMISSION SEEKING PROJECT PRE-PROPOSALS
FOR AVOCADO PRODUCTION RESEARCH

Irvine, Calif., March 27, 2008 - The California Avocado Commission (CAC) is seeking new research project suggestions for the fiscal year Nov. 1, 2008 to Oct. 31, 2009. These two-page "Pre-Proposal" project suggestions must be submitted by **May 9, 2008**. Invitations to submit *full* Requests for Proposals (RFP's) will be sent to the selected candidates on May 23, 2008, with a submission deadline of June 20, 2008.

Primary CAC objectives focus on development of research that increases avocado grower profitability through practical application in California growing conditions. Proposals should strive for shortened time horizons in producing usable research.

Among CAC research priorities are the following, although other areas of industry concern will also be given careful review and consideration for funding:

- Control and biology of avocado pests;
- Fertilization of avocado trees;
- Irrigation and salinity management, including water management strategies;
- Canopy management, tree density and tree architecture;
- Evaluation of commercial growth regulators;

- Development of tolerant rootstocks and treatment and materials to combat avocado root rot;
- Improving pollination;
- Development of new avocado varieties;
- Increased efficiencies of grower operations, worker safety, food safety and orchard profits;
- Improved fruit quality at retail.

The Commission's Production Research Committee will review all pre-proposals and make recommendations to the CAC Board of Directors. The Committee will hear proposals in July 2008. Final selection of projects by the CAC Board will occur in October and funding will begin in November 2008.

The complete *Pre-Proposal Application* is available online at:

<http://www.avocado.org/growers/productionresearch.php>. Print versions may be requested by e-mailing bbohrk@avocado.org or calling CAC at 800-344-4333, Ext. 110.

The mission of the Production Research Program is to provide California avocado growers a means to achieve optimum profitability, now and in the future, through focused research, global collaboration and effective communication of results.

Based in Irvine, California, the California Avocado Commission was created in 1978 to develop markets for and increase consumption of California Avocados on behalf of the state's 6,000 avocado growers. The Commission serves as the official information source for California Avocados and the California Avocado industry.

###