

ECONOMIC TREND ANALYSIS OF AVOCADOS

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The avocado industry in California is characterized by acreage and production cycles. These cycles due to the inherent lags between changes in profitability of production and resulting supply adjustments have made estimations and expectations of production and returns difficult.

Analysis of these productions and acreage cycles along with other factors such as utilization, prices, costs and their impacts on returns of individual growers as well as the industry is very essential. It provides a basis for developing future expectations upon which individual growers make sound investment decisions and marketing policy makers develop sound marketing projections and strategies. It also provides a data base for other researchers.

Towards meeting these needs an economic trend publication for the avocado industry of California has been updated and is now available through the Agriculture and Natural Resources Publications. The title of the publication is:

Economic Trends in the California Avocado Industry (leaflet No. 2356)