Avocado marketing tactics even encouraged people to move to La Puente Heights and begin farming their own avocados. The area's proximity to Los Angeles, combined with its appearance, appealed to many. And as it turns out, their avocado marketing pays off.

Today, avocados are widely popular. Beyond their role as the official state fruit of California, avocados are now representative of a lifestyle focused on wellness. Los Angeles consumes more avocados than any other American city, around 300 million annually. Apparently, we don't mind that guac is...
grand censor to the human form
The same orange comes from the Citrus reticulata, which is actually a hybrid of the "mandarin" and the "limetangerine." The mandarin is usually found in the Southern China. One plant can produce more than 1,000 fruits in a single season.

The common Mandarin is sometimes confused with another variety called the "cumquat." While the Mandarin is a true citrus, the cumquat is considered a hybrid of the "pomelo" and "lemon."

SIMPLE MARMALADE

2 cups kumquats, chopped and deseeded
1/2 cup sugar

Place kumquats and sugar in a saucepan. Add water and bring to a boil. Simmer for 15-20 minutes, until reduced. Place in an airtight container and refrigerate. Use within two weeks.
LOQUAT
Eriobotrya japonica
Toll Hall