

Blast from the past



The name Obregon is highly recognized throughout Mexico and thrives in the agricultural industry. It's a city in the Yaqui Valley in the state of Sonora, named after Alvaro Obregon, who was a revolutionary general, ex-president of Mexico and farmer. The melons showcased in the picture below were named after him too.

The photo, taken in 1926, features a display containing *melones del General Alvaro Obregon* at *La feria de las flores* (a fair) in Mexico City.

"Growers from all over Mexico sent their produce and grain, and cattle to the fair. It was a big agricultural event," says Francisco Obregon, grandson of Alvaro and president of BioNova Produce, Monterrey, Mexico. He adds, "Farming is in my blood. My father and my great-grand father also farmed in the 1800s.

"When General Alvaro Obregon finished his Presidency in 1924 (from 1920), he went back to Sonora — farming tomatoes, melons, beans, peas, hot peppers...Yaqui Chief is his label. He would send them from Sonora to Mexico City [to the fair]. They had enough shelf life to exhibit. He won first place for best melons. He also had won a prize for the biggest ear of corn in Mexico."

The "BLAST FROM THE PAST" is a regular feature of PRODUCE BUSINESS. We welcome submissions of your old photos, labels or advertisements along with suggested captions. Please send material to: Editor, PRODUCE BUSINESS, P.O. Box 810425, Boca Raton, FL 33481-0425.