



**Creme de la  
Cranberry**

1 12-ounce package  
fresh cranberries  
1/2 cup confectioners'  
sugar  
1 tablespoon Grand Mar-  
nier or orange liqueur

CARL D. FORINO/The News Tribune



A worker at the High Wallow Cranberry Bog uses a boom to move cranberries ready for harvest.

CARL D. FORINO/The News Tribune

# Recalling the '59 Cranberry Crash

By **PATRICIA MACK**  
News Tribune food writer  
**HOG WALLOW** — Cranberry growers had little to be thankful for Thanksgiving, 1959.

"It felt a little like the world had come to end," said William S. Haines, 65, the state's leading cranberry grower. "We were faced with a disaster."

Just a few weeks before the holiday that year, Arthur S. Fleming, then the head of the U.S. Food and Drug Administration, had issued a warning that cranberries were contaminated with a carcinogenic herbicide.

People were not so inured to cancer scares in those days. The reaction was devastating.

As the story unfolded in the weeks that followed, just a small portion of a crop in the Pacific Northwest had been dusted with the weed killer, and that portion had been identified and removed from sale, but no one could forget the front page headlines and no one was taking a chance.

Nationwide, it was a cranberryless Thanksgiving.

"Eventually, the government paid us \$9 million indemnification," said Edward V. Lipman, a New Brunswick resident who has been growing cranberries in Toms River since 1946. "But in the public's mind, cranberries were tainted."

Today, the bitterness toward

Fleming and their treatment in the press is fading, the growers say. In retrospect it was probably the best thing that ever happened to the industry.

"It forced us to take a good hard look at ourselves," Lipman, a member of the board of directors of Ocean Spray Cranberries Inc., in Plymouth, Mass., said. "We were selling cranberry jelly in cans. It wasn't much of a product, to tell you the truth."

Today most of the berries are used for the popular cranberry and cranberry combination fruit drinks. Some are still canned, and some are sold for the fresh market.

"We moved out of the can-

ning industry into the bottling industry," Lipman said. "We discovered that we had a really wonderful, healthful product with limitless potential."

This year, the value of the cranberry crop in New Jersey, harvested September through October, exceeds \$17 million, according to the state Department of Agriculture figures. Last year, Ocean Spray Cranberries Inc., a national growers' cooperative which markets most of New Jersey's cranberry crop, posted sales of \$635 million.

More than 3,500 acres in the state are under cultivation in Burlington, Atlantic and Ocean counties, as well as parts of

Cumberland, Gloucester, Middlesex and Monmouth.

New Jersey ranks third in the nation in cranberry production behind Massachusetts and Wisconsin, producing about 10 percent of the total national output.

Haines, a lanky, quiet man, is the largest grower with 1,100 acres under cultivation in the Chatsworth area. The original bogs were created around 1895 by Haines' grandfather, Cap, a Civil War veteran. Haines' father, Ralph, and uncle, Ethelbert, developed the Chatsworth property and gave it the colorful name Hog Wallow. Today, Haines's son and daughter help operate the business.

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1 12-ounce package  
fresh cranberries  
1/2 cup confectioners'  
sugar  
1 tablespoon Grand Mar-  
nier or orange liqueur  
(optional)  
1-1/3 cups heavy cream

Day before serving:  
Quickly wash cranberries  
under cold running water.  
Pat dry with paper towels.  
Place clean cranberries in  
heavy plastic bag. Freeze  
cranberries overnight.

Ten minutes before  
serving: In food processor  
with knife blade attached,  
process cranberries until  
finely shaven; scrape down  
sides of bowl with rubber  
spatula. With food proces-  
sor running, add confec-  
tioners' sugar and Grand  
Marnier or orange liqueur.

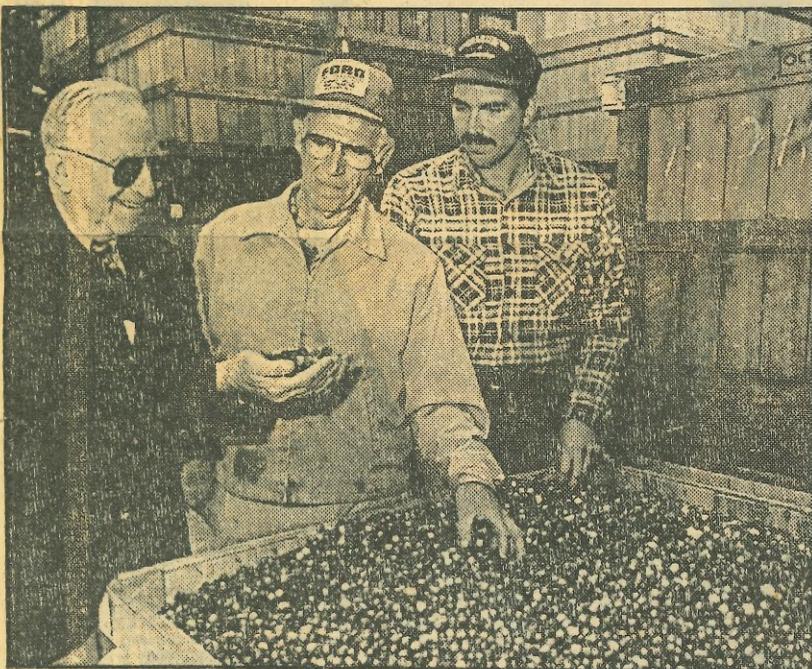
Slowly add heavy cream  
until mixture is similar to  
ice cream, scraping side of  
bowl when necessary.

Serve immediately.

Yield: Eight half-cup  
servings.



CARL D. FORINO/The News Tribune



(Top) Cranberry harvesters rake the fruit onto a conveyor belt and into a truck. (Bottom) Mr. Edward Lipman, left, shows a handful of cranberries, as Bill Haines Sr. and Bill Haines Jr.

## CRANBERRIES: A good pick

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Currently, it averages 100 barrels of cranberries per acre with a total yearly crop of about 70,000 barrels.

Haines was a pioneer of sorts in the cranberry industry, developing the wet pick method with machinery he saw discarded by cranberry growers in Massachusetts.

"I asked if I could borrow it," Haines said. "Even though they said it didn't work, I thought it had possibilities."

The old way of picking uprooted many of the vines was time consuming and damaged a lot of the fruit.

With the wet pick method, the bogs are flooded to a depth of about 18-inches, just enough to allow the water reel — which looks like an oversized eggbeater — to be pushed through the rows of cranberries. As the reel churns the water, the berries are dislodged and float to the surface.

As these tiny ruby red fruits float together, they are corralled by booms made of hinged two-by-fours. Within a few hours of harvesting, the bog becomes a vermillion sea.

From a corner of the bog, elevators transport the fruit to waiting trucks and, in the process, separate some of the chaff and pieces of vines from the plump red berries.

The trucks carry their load to the sorting house just down the road from Haines' bogs.

The wet picking method perfected by Haines enables him to harvest 95 percent of the berries in 60 percent

of the time it previously took him to dry pick.

"The shortened harvest time also decreases the danger of crop damage by frost," he said.

Most of the state's cranberry growers truck their crop to the Ocean Spray cooperative in Bordentown for immediate drying, but Haines has his own sorting house to handle the enormous volume from his bogs.

Currently, Ocean Spray is constructing an \$8.9 million packing house in Chatsworth, not far from the operation run by Haines.

"The sorting process is based on the principal that good berries bounce and bad berries don't," said Lipman.

In the huge warehouse-like sorting facility, grass and leaves are removed from the berries. Rubber conveyor belts carry the berries to be dumped down another conveyor which takes them into the dryer.

The dryer was developed by Martin Decker Jr., Extension Agricultural Engineer at the College of Agriculture at Rutgers University. This huge rumbling machine is made of an inclined screen built over air

chambers. As the berries pass down this screen, they are bathed in hot air and then in cool so they emerge from the assembly line dry and cool. The debris from the blowers, the bits of leaf and twig, create a perpetual snow storm inside the building.

Then comes a series of steps to ensure that only top quality berries make it to the market, Lipman explained.

First the berries go through a separator or "bounce machine" where they have seven chances to bounce over wooden barriers. They come tumbling down like thousands of marbles. If they are not firm enough to bounce they drop down into discard bins.

Haines samples his fruit, eating these bitter little berries as if they were grapes.

"They're good," he asserts. "They're wonderfully good."

# Sure, they make a good sauce, but cranberries have other uses

The Leni-Lenape Indians "brot" cranberries to early New Jersey settlers.

One of the earliest written references to cranberries in the state was found in the letters of Mahon Stacy, one of the first settlers in Burlington County.

Writing to his brother in England on April 26, 1680, he said: "We have from the time called May until Michaelmas a great store of very good wild fruits as strawberries, cranberries and hurtleberries. The cranberries, much like cherries for color and bigness, may be kept until fruit comes in again.

"An excellent sauce is made of them for venison, turkeys and other great fowl and they are better to make tarts than either gooseberries or cherries. We have them brot to our homes by the Indians in great plenty."

Americans still eat cranberries as early settlers did, as a sauce for turkey and meat and as an ingredient in a tart pie, but there is a world of other ways these delicious berries can be used.

Ocean Spray Craberries Inc., with headquarters in Plymouth, Mass., and the New Jersey Department of Agriculture has this suggestion.

## CRANBERRY EGG NOG CHEESECAKE

**Crust:** 1-1/2 cups crushed coconut bar cookies

6 tablespoons butter, melted

**Filling:** 1 cup sugar, divided  
2 envelopes unflavored gelatin  
1/4 teaspoon salt  
4 eggs, separated  
1-1/2 cups dairy egg nog  
2 packages (8-ounces each) cream cheese, softened

1 tablespoon grated orange peel  
1 teaspoon vanilla extract  
1/2 teaspoon cream of tartar  
1 cup whipping cream, whipped  
1 can (16-ounces) jellied cranberry sauce

**For crust:** Preheat oven to 350 F. Combine cookie crumbs and butter. Press onto bottom and part way up sides of 9-inch springform pan. Bake 8 to 10 minutes or until golden. Cool completely on wire rack.

**For filling:** Combine 1/2 cup sugar, gelatin and salt in medium-sized heavy saucepan. Beat egg yolks slightly and combine with eggnog; gradually stir into gelatin mixture.

Cook over low to medium heat, stirring constantly until gelatin is dissolved and sauce is slightly thickened. Do not boil.

Remove from heat and cool slightly. Beat cream cheese, orange peel and vanilla until fluffy.

Stir in cooked mixture until well blended. Refrigerate until mixture mounds when dropped from a spoon.

Beat egg whites and cream of tartar until frothy. Gradually beat in remaining 1/2 cup sugar; beat until stiff and glossy.

Fold whites and whipped cream into cream cheese mixture. Puree cranberry sauce in food processor blender until smooth.

Spoon 1/3 of cream cheese mixture into crust.

Top with 1/3 cranberry puree. Swirl cranberry mixture into cream cheese mixture using a spatula.

Repeat layers twice. Refrigerate several hours or overnight.

To serve: Place cake on serving plate. Loosen sides of cake with a spatula. Carefully remove sides of pan. Refrigerate until serving time.

One way to beat the holiday meal hassle is to keep side dishes simple. Here's an easy variation of traditional candied sweet potatoes that uses cranberries.

## CRANBERRY-APPLE SWEET POTATOES

5 to 6 medium sweet potatoes, peeled, or two 18-ounce cans sweet potatoes, drained and cut into bite-size pieces

One 21-ounce can apple pie filling

One 8-ounce can whole cranberry sauce

2 tablespoons apricot preserves  
2 tablespoons orange marmalade

Cut fresh potatoes into bite-size pieces. In a large saucepan cook potatoes, covered, in enough boiling salted water to cover, about 15 minutes or until tender. Drain and set aside.

Spread pie filling in an 8- by 8- by 2-inch baking dish; arrange cooked fresh or canned sweet potatoes on top.

In a small mixing bowl stir together cranberry sauce, apricot preserves and orange marmalade; spoon over sweet potatoes.

Bake, uncovered, in a 350-degree oven for 20 to 25 minutes or until heated through. Makes 6 to 8 servings.

