

PREPARATION OF SELLING PLANS  
for  
WHITESBOG BLUEBERRY PLANTS

Joseph J. White, Inc.,  
New Lisbon, N. J.

OUTLINE OF POINTS TO BE CONSIDERED AT CONFERENCE OF MR. HAYWARD, MISS WHITE AND MR. HUTTON, OCTOBER 3, 1922.

Our blueberry plants are of the species *Vaccinium Corymbosum*, commonly called swamp or high bush blueberry.

PLANTS SOLD AND AVAILABLE

Plants sold fall of 1922	3,000
Plants contracted to be delivered in spring of 1923	500
Plants available for spring of 1923 and unsold	12,000
Plants available for sale in fall of 1923 and spring of 1924, estimated	70,000

*Decision from  
Agent*

We plan the production of at least 100,000 plants for the fall of 1924 and spring 1925. This can be increased if advisable, providing decision is made before December 1, 1922.

We have inquiries from or information concerning about ten prospects who are considering commercial blueberry production. At least two of these are considering planting ten acres. (1360 plants are required for one acre.)

PRICES

Plants will be sold in sets of our selection as follows:

Set No. 1 - 1 plant each of Rubel, Sam and Harding. 3 plants for \$4.00, delivered.

Set No. 2 - 1 plant each of Rubel, Sam, Harding, Grover and Pioneer. 5 plants for \$7.50, delivered.

Set No. 3 -

40	Plants	Rubel
20	"	Grover
20	"	Harding
10	"	Sam
10	"	Pioneer
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100	Plants	for \$100.00, purchaser paying transportation.

One-half of Set No. 3 will be sold at the same rate.

Discount of 10% on three or more of Sets Nos. 1 and 2 on the same order.

*50¢ addl to Pac. Coast.*

### SIZE OF PLANTS

Plants grown in 3" pots having a firm ball of roots and tops eight to twelve inches high. This is the same size as we set in our own fields.

In our fields, these plants set out in the fall, will produce as follows:

1st summer - no fruit.

2nd summer - a few berries. (We always remove the flower buds in the spring so as to throw the entire strength of the plant into growth in order to get a vigorous bush.)

3d summer - a good crop. (One or two quarts per bush.)

Thereafter - crops increasing in size until the fifth or sixth summer at least.

### SOIL AND CLIMATE REQUIREMENTS

The plants require an acid soil free from lime.

*containing a generous supply of*  
*imperfectly decomposed vegetable matter.*

Stable manure is harmful to them.

They require a generous supply of moisture, but will not thrive under cultivation in soggy soil or standing water.

A light sandy soil is preferable, if not absolutely essential.

While the species of blueberry we are growing is native from northern New England to the Southern States, we are not yet certain whether our New Jersey varieties are hardy in the extreme North. It is unlikely that they will succeed south of North Carolina, except in the mountains. More exact limitations as to climate are still to be learned.

Soils not naturally suited can be prepared by mixing in peat, which we are prepared to furnish, or by mixing in leaf mold, partly decayed leaves or other partially decayed vegetable matter.

*Get analyses of our soil.*

We have investigations under way for the preparation of the soil by the use of chemicals, but have no final results yet.

### COMPETITION

We obtained from the wild state the original bushes of the varieties Rubel, Sam, Harding, Adams, Dunfee and Grover and there is no stock existent except such as has been sold by us.

The varieties Pioneer, Katherine and Cabot have been originated by the U. S. Department of Agriculture in cooperation with us.

A few plants have been distributed at the rate of one or two plants to a person and a limited number will continue to be distributed by the Department.

As previously discussed, we propose to require from each purchaser an agreement not to distribute plants of the varieties furnished by us.

The blueberry is difficult to propagate and requires special conditions and unusual care, so there is likely to be little competition from other nurserymen propagating selected varieties.

Competition seems most likely to come from nurserymen who secure bushes collected from the wild. Such bushes will produce fruit so greatly inferior to ours that there is no comparison.

### AVAILABLE MARKETS

#### Home Gardens

Almost all garden soils need special preparation and care.

Success is possible in home gardens as evidenced by several instances of which we know and by repeat orders for plants. We will collect more information on this point by a questionnaire to purchasers of plants and by visiting some purchasers at nearby points.

Plants are expensive and results uncertain, therefore we should not advertise to the class of people to whom the purchase of even a few plants will be a matter of moment. Especially so because such people are unlikely to be able to give intelligent care.

Commercial Fruit Production.

Territory where soil and climate are suitable is limited. The principal localities now known to us being

Southern New England, especially Cape Cod.

Long Island

Southern New Jersey

Southern Delaware

Northern Indiana

Southern Michigan

Southern Wisconsin

Southern Minnesota

There are limited areas where an acre or more is naturally suited to blueberries scattered through most of the Northwestern States.

Probably parts of Washington and Oregon.

We have much to learn about soil and climate requirements and it seems possible that as our knowledge of requirements increases we will find that they thrive on land not now considered suitable.

Cranberry growers are best prospects because

- (a) They have waste land adjacent to cranberry bogs that is suitable for blueberries.
- (b) It eases the labor situation and provides work for women and children of families of employees.
- (c) It brings in money just before the heavy expense of harvesting cranberries.
- (d) Many cranberry growers are financially able to buy plants.

The acreage cost of plants is high - only a limited number of people can afford to buy and it will take some time for these to decide to buy.

## NURSERY TRADE AND DEALERS

On account of peculiar conditions required for blueberry culture it seems inadvisable to place plants in the hands of dealers. It gives opportunity for substitution of inferior varieties and places the salesman under the temptation to sell the plants as suitable for any soil, which will result in many failures and tend to give blueberries a bad name.

We can get around this by accepting orders from dealers for shipment direct to customers, allowing the dealer a discount of 25%. We will enclose cultural directions with each shipment, so as to be certain that the purchaser understands how to handle the plants.

For the present, it seems inadvisable to solicit orders from dealers, but to accept such orders when sent to us. As our supply of plants increases, it may become advisable to solicit dealers' orders.

## ADVERTISING AND SELLING

Our connection with an advertising firm has been made at this time so we would have their guidance in making plans and establishing correct policies for selling the large quantity of plants that will be available in the fall of 1923 and thereafter, rather than because we felt the need of advertising at once.

Blueberries now have considerable news value and it is possible to secure much general publicity on that account. Will not this publicity decrease to a large extent as soon as we start paid advertising?

Is it possible to reach the prospective purchaser of plants for commercial purposes through magazines of general circulation at reasonable cost?

Will we not get better results in finding buyers for fruit production at present by advertising in papers of local circulation such as the "Wareham Courier" of Wareham, Massachusetts which publishes cranberry news and circulates quite widely among cranberry growers and possibly by advertising in some local papers in Southern New Jersey?

We now have a very complete list of cranberry growers which we circularized several times and which can form the basis of a campaign.

*open negotiations  
with leading  
nurserymen*

As definite prospects are located, it seems desirable to follow up those in New Jersey by personal calls.

(( Sales campaign for 1923 should be based on sale of about 8,000 plants, the balance being reserved for sale to prospects now on our lists.

Illustrated circular and sales letters should be written to appeal to buyers for home garden use.

Could we secure lists of suitable prospects in some other way than by magazine advertising for the small number of plants for sale this year? For instance, it has been suggested that members of the various Garden Clubs would be good prospects.