

Whitesbog Preservation Trust

NEWSLETTER

Blueberry Festival 2011

www.whitesbog.org

Special Edition

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

Blueberry Centennial 2011-2016!

Excerpts from a 1936 article in 'Cranberries - The National Magazine' entitled, 'The 25th Anniversary of the Beginning of Blueberry Culture' by Elizabeth C. White

The Centennial of blueberry domestication begins in 2011 with the celebration of the start of blueberry research here at Whitesbog and will culminate with our commemoration of the marketing of the first domesticated blueberry crop in 2016. Over this period of five years we hope to convey the excitement of those early blueberry development years, and to use it as an opportunity to look forward to the next 100 years of blueberry history. We begin with an excerpt from a 1936 article by Elizabeth C. White describing that first year.

It was November 15, 1910, that the Bureau of Plant Industry of the United States Department of Agriculture issued Bulletin No.193. Its heading announced B. T. Galloway as Chief of the Bureau. The letter of transmittal to the Honorable James Wilson, then Secretary of Agriculture, was written by William A. Taylor, Acting Chief of the Bureau.

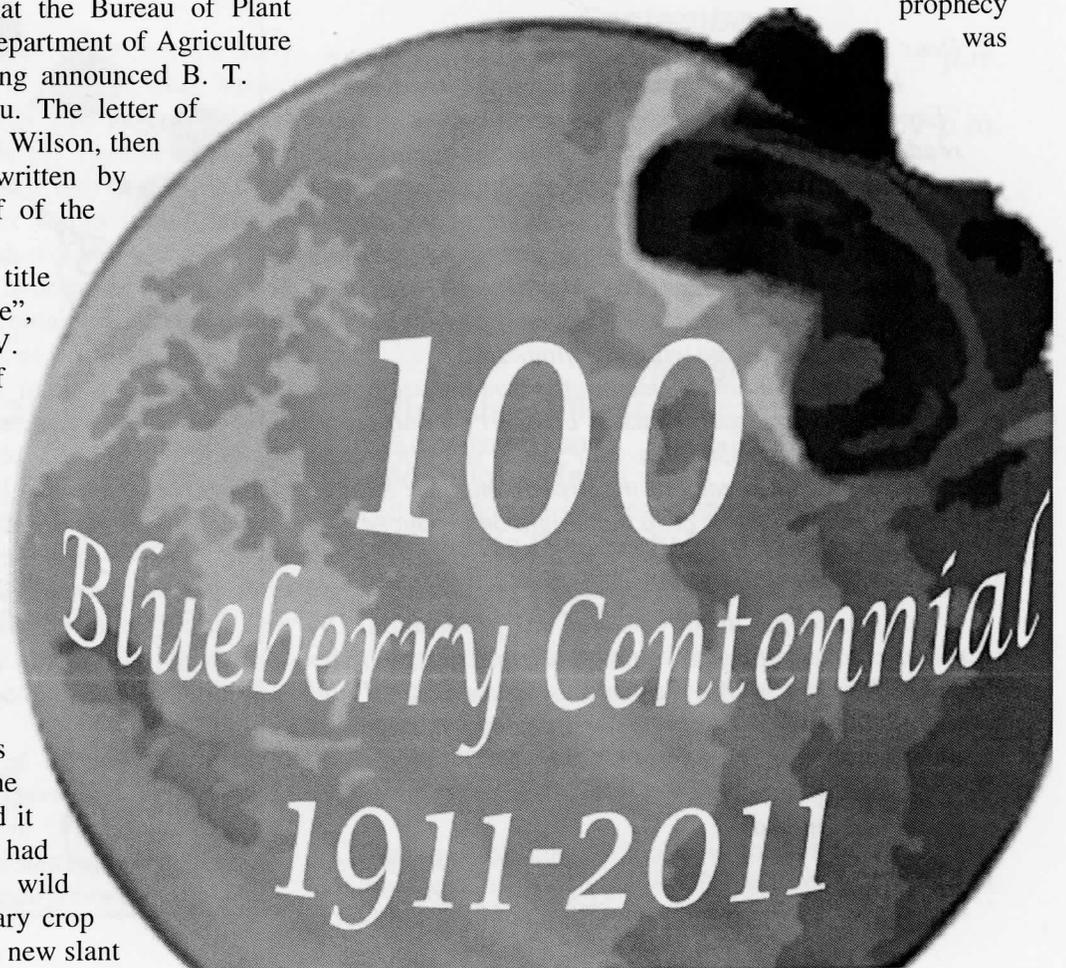
This bulletin carried the title "Experiments in Blueberry Culture", and was written by Frederick V. Coville, Botanist in charge of Taxonomic and Range Investigations.

It came to my attention through the list of Government publications which at that date was monthly sent to any citizen who requested it.

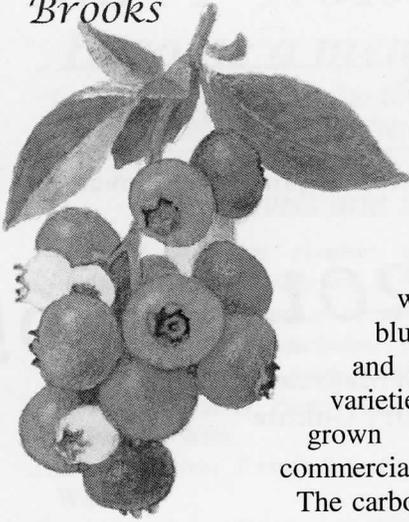
Very soon after it was issued, a copy of "Experiments in Blueberry Culture" was in my hands. It thrilled me with its explanation of the cause of the brown color of our bog water, and it clicked with the idea father and I had often discussed cultivating our wild swamp huckleberries as an auxiliary crop for cranberries. The bulletin gave a new slant

to our discussions.

I was in a position to give much time to the developing of a new crop, for Frank Chambers had recently joined us at Whitesbog, and could easily carry some of the work to which I had been giving much time and strength. Association with the author of this bulletin would be of inestimable help in developing blueberry culture, and the unknown experimenter in Washington certainly needed land such as we had in abundance at Whitesbog, and cooperation such as father and I could give if his Chief's prophecy were to come true. This prophecy was



Brooks



expressed in the letter of transmittal in which William A. Taylor wrote of Dr. Coville's experiments, "There is good prospect that the application of the knowledge thus gained will establish the blueberry in field culture and that ultimately improved varieties of these plants will be grown successfully on a commercial scale."

The carbon copy of that first letter written twenty-five years ago and the succeeding correspondence have been carefully preserved in a fire-proof safe. When the first letter was written, I was sure that it was of such importance in establishing a new branch of horticulture that the passage of time would give it historical value. This is the letter.

B. T. Galloway, Chief,
Bureau of Plant Industry,
U. S. Dept. of Agriculture,
Washington, D. C.

New Lisbon, N. J.
January 11, 1911

Dear Sir:

I recently received from Washington, the report on "Experiments in Blueberry Culture", which I have read with great interest, and I write to make a suggestion in regard to future experiments.

My father, Joseph J. White, is one of the largest cranberry growers in the country, and on his property are considerable areas of land too high for cranberries, but admirably suited to blueberries, judging by the way the wild ones flourish.

My father authorizes me to offer you the use of this land for further experiments in blueberry culture, and is willing to pay \$50.00 a year for 5 years for such labor as may be needed in the experiments, we to have the proceeds from any crop that might be produced.

I should be pleased to assist in the work by observation, reports, or in any way in my power.

If you should at all consider this proposition, Dr. Shear can perhaps give you some idea of our ability to assist the Dept. of Agriculture in this matter, as I had the pleasure of showing him and two of his assistants over a portion of our bogs last fall.

Trusting that this may receive favorable considerations I am,

Very respectfully yours,
Elizabeth C. White

January 28th, ten days later, William A. Taylor, Acting Chief of the Bureau, wrote that the Department would probably accept our offer of cooperation which had been turned over to the author of Bulletin 193. On February 4th, Frederick V. Coville wrote saying that he would like to visit Whitesbog to look into the possibilities. The visit was made on March 1st, 1911.

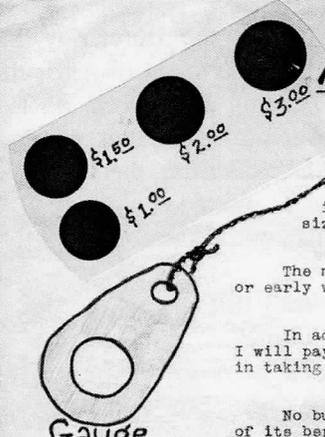
These first letters and his visit to New Lisbon and Whitesbog on March 1st, twenty-five years ago, marked the beginning of a period of cooperative experimentation of intense interest and remarkable results.

Those first blueberry years are a joyous memory. Encouraging developments came thick and fast. Dr. Coville and I gloated over them together, the enthusiasm of each fanning to brighter flame that of the other.

The first five years of cooperation covered the period of search for superior wild bushes in New Jersey. At the time Dr. Coville and I joined forces, his stock of plants was represented chiefly by seedlings raised from berries resulting from natural pollination on a selected New

(continued on page3)

Huckleberries.



I WILL PAY FOR HUCKLEBERRY BUSHES, from ONE to THREE DOLLARS a bush, when the largest berries on it will not drop through holes the size of the blue spots.

The money will be paid in the late fall or early winter, when the bushes are dug.

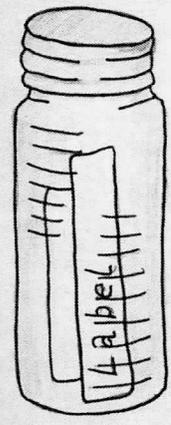
In addition to the money for the bush I will pay for any time the finder may spend in taking me to the bush and helping dig it.

No bush will be paid for unless a bottle of its berries is sent to me and the bush is marked with my own labels.

Bottles with labels inside and a gauge giving the size of the smallest berry wanted will be furnished to anyone who thinks they can find such bushes.

If you want bottles send me a post card giving your Post Office address as well as the place you live, or see me or my agent about it.

My agent nearest here is,



When picking berries carry a bottle in your pocket and a gauge tied to your clothes and you may be able to earn \$10 or \$15 without extra work.

Elizabeth C. White.

New Lisbon, N. J.
June, 1914

Hampshire bush. In Bulletin 193 he says that this bush was "selected at Greenfield, New Hampshire, after three summers of cursory observation in the mountains of southern New Hampshire and three weeks of diligent search in the summer of 1908". Then after a detailed description of the bush and its foliage he states, "The berries were of large size, reaching a diameter of over half an inch. The color was an unusually pale blue. In flavor the berry was exceptionally good."

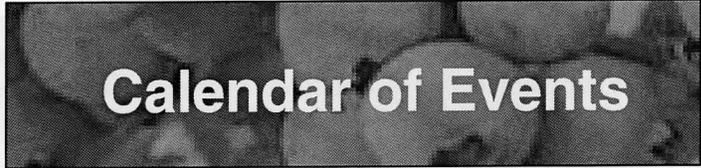
Twenty-five years ago, neither Dr. Coville nor I thought possible such larger blueberries than were represented by the fruit of this Brooks bush, but that very summer of 1911, the Sooy bush was found by Ezekel Sooy just north of the road passing his home between Browns Mills and Whitesbog. Its berries were as blue as those of Brooks and were larger. Many of them were 5/8 of an inch in diameter as compared with 1/2 inch in diameter for the largest of the Brooks berries.

These two bushes were the parents of one of the first extensive crosses made by Dr. Coville. It was fortunate that these early parents possessed the hidden quality, which I have come to believe is rare in even the most carefully selected wild blueberry bushes, of producing a small percentage of offspring of a size and quality decidedly superior to either parent.

.....

I have mentioned finding in New Jersey only the Sooy bush during the summer of 1911. In locating these bushes my policy was to interest the people who picked the wild berries for market. I told them of my confidence in the future of blueberry culture and that if they would help me with their special knowledge, their names might become important in the history of the industry. Nearly all of the wild bushes accepted were named in honor of the finder. A package was rigged up for them containing gauge, labels, bottle, formal solution and directions with the purpose of making it as easy as possible to mark a fine bush and deliver to me a sample of the berries preserved in formalin. Only with such preservation could I judge the size and color, for those were still horse and buggy days and usually the finders could not get fresh berries to me in condition to be judged in any respect, and the bush was apt to be stripped before I could make arrangements to visit it. Most important of all I paid them two or three times their customary wage for any time they spent in guiding me to the bush while it was in fruit or when it was to be dug. ■

The preceding article is typical of feature articles researched by the Whitesbog Preservation Trust (WPT) and published in the Whitesbog Preservation Trust Newsletter. An archive of WPT Newsletters can be found on the WPT website at: www.whitesbog.org/newsletters.



Calendar of Events

July

- 9 Whitesbog Village Tour** 1 p.m.
\$5 donation/person
- 10 Blueberry Tasting** 1 p.m.
\$5 donation/person, reservations required. Sample unique and hard to find blueberry varieties. Learn about Whitesbog's role in blueberry cultivation from **Mark Ehlenfeldt**, USDA Blueberry Geneticist.
- 16 Moonlight Walk** 7 p.m.
\$5 donation/person, reservations requested.

August

- 7 Quarterly Lecture Series** 1 p.m.
\$5 members, \$7 non-members, by reservation. "Elizabeth C. White and Migrant Worker Welfare", presenter: Albertine Senseke.
- 13 Moonlight Walk** 7 p.m.
\$5 donation/person, reservations requested.

September

- 10 Whitesbog Village Tour** 1 p.m.
\$5 donation/person
- 10 Moonlight Walk** 7 p.m.
\$5 donation/person, reservations requested.
- 18 Quarterly Lecture Series** 1 p.m.
\$5 members, \$7 non-members, by reservation. "Families of Whitesbog: The Haines, Forts & Darlington's" by: Ted Gordon.

October

- 1 Whitesbog Village Tour** 1 p.m.
\$5 donation/person
- 8 Moonlight Walk** 7 p.m.
\$5 donation/person, reservations requested.
- 9 Pinelands Discovery Fest** 10 a.m. - 4 p.m.
Celebrate the history, ecology & unique culture of the Pinelands! Parking fee.
- 15 Cranberry Industry Tour** 10 a.m.
\$10 donation/person, reservations required. View a modern wet-harvest and learn about the history and cultivation of cranberries in NJ.
- 22 Cranberry Industry Tour** 10 a.m.

We are continually adding new programs and events. Check with us often at (609) 893-4646 or on the web at www.whitesbog.org. ■

Become a member today!

Your membership is vital to the ongoing restoration and preservation of Historic Whitesbog Village and the interpretive programs offered by the Trust.

Levels and Benefits

Individual members receive: special member rates for programs, lectures & tours, voting privileges at the annual meeting and invitations to members-only events.

Family membership includes: Individual benefits for two named adults and all children under 12.

Supporters receive: Family member benefits and one free Moonlight Walk.

Patrons receive: Family benefits and four free Moonlight Walks.

Sponsors receive: Family benefits, four free Moonlight Walks and a 5% discount on General Store purchases.

Benefactors receive: Family benefits, four free Moonlight Walks and a 10% discount on General Store purchases.

Partners receive: Family benefits, four free Moonlight Walks and a 20% discount on General Store purchases.

Whitesbog Preservation Trust is a non-profit, tax exempt organization. Donations are tax deductible to the fullest extent of the law.

Join the Trust!

Membership Levels:

| | |
|--------------------|------------|
| \$1,000 & up _____ | Partner |
| \$ 500 _____ | Benefactor |
| \$ 250 _____ | Sponsor |
| \$ 100 _____ | Patron |
| \$ 50 _____ | Supporter |
| \$ 35 _____ | Family |
| \$ 25 _____ | Individual |

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please complete and return with your payment to:

The Whitesbog Preservation Trust
120-34 Whitesbog Road
Browns Mills, NJ 08015

Make checks payable to the Whitesbog Preservation Trust. Or for greater convenience you can now pay by credit card; just call the Trust at 609-893-4646 with your credit card information. Thank you for joining the Whitesbog Preservation Trust.



Whitesbog Preservation Trust

NEWSLETTER

3rd Quarter

www.whitesbog.org

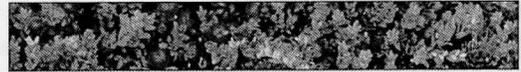
2010

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

"I fear I shall have to ... leave a home forever"

The Beginnings of the Fenwick Cranberry Farm

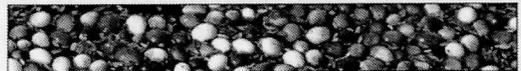
This Quarter we return to the story of James Fenwick, the founder of the Whitesbog lineage. Elizabeth White had a considerable volume of hand-written correspondence of James Fenwick to his uncle and several of his cousins (i.e. the Jones family associated with the Wharton tract and the Havers Furnace) transcribed into readable typewritten copy. For many years a copy of this transcription resided with Jane Vail, Elizabeth White's protégé in her later years. In 2002, this transcription was entrusted to Ellen Terry to be consigned to the Whitesbog Preservation Trust, and it now resides in our archives. In this issue we present one excerpt and one letter that shed light on the beginnings of the cranberry industry in New Jersey. The 1849 excerpt is notable in that it shows Fenwick questioning the viability of his conventional farming operation and pondering a break and uncertain future. Eight years later (1857), and certainly with many unknown intervening events, we see Fenwick about to embark optimistically on the production of cranberries in the Pine Barrens. The language and punctuation are archaic, but have been clarified, parenthetically and with italics to improve readability.



James A. Fenwick to Andrew Jones

July 27, 1849

(excerpt) That I have been industrious, friends & acquaintances give me credit for it to my face (perhaps for flattery) but I know I have acted foolish in many things, but the Farm I know I have loved next to my family, in it has been the center of my thoughts & hopes, but as I grow older I feel more the burden (burden) of care of an increasing family, the necessity of care in pecuniary affairs for there (their) sakes, and if my Western affairs do not come up more promptly to my assistance, I fear I shall have to sell my farm &c (etc.) pay my debts, and take what little may be left, go West or somewhere, and as I look upon it now leave a home for ever.



James A. Fenwick to Andrew Jones

January 31, 1857

Dear Andrew,

I arrived here from Florence last night, and as usual when I have anything to do with Richard (Jones) lately his mind is so completely full he had no time to talk to me. Soon after we arrived at his house, a committee from the city of Brooklyn with three (their) engineers (engineers) & Mr. John Irick from Lumberton, they counted the pipes he had on hand, and appeared to talk favourably to Richard, but they cut off all chances for me to say a word as to my business, except at parting, I asked him for a definite plan as to how I was to enter into the cultivation of Cranberries, he says just as you

(continued on page 2)

A Newsletter Archive & more information are

at: www.whitesbog.org.

For even more Whitesbog history visit:

whitesbog.blogspot.com and

whitesbog2.blogspot.com.



Whitesbog Preservation Trust

NEWSLETTER

4th Quarter

www.whitesbog.org

2010

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

TRU-BLU-BERRIES

The Blueberry Cooperative Association's trademark was quality, assured through grading and packing standards

by Rick Prickett, President Whitesbog Preservation Trust

The history of TRU-BLU-BERRIES begins with the incorporation of the Blueberry Cooperative Association. This was made possible when the New Jersey Legislature passed "An act to provide for the incorporation and regulation of cooperative agriculture associations" on February 28th 1924.

The first meeting of the Blueberry Cooperative three years later set the course for how the association would transact business over the next seventy years. Discovering how the association assured both the quality of the berries that the consumer ate, and the profits that the growers received, illustrates in many ways the history of the Blueberry Cooperative Association.

"The first meeting of the incorporators of the Blueberry Cooperative Association was held at the office of the New Jersey Cranberry and Blueberry Sub-station at Pemberton, New Jersey, on the 22nd day of March, 1927, at 1 P.M.". Elizabeth C. White was unanimously elected as Chairman of the meeting and Franklin S. Chambers as Secretary. The By-Laws of the cooperative were adopted, and Elizabeth C. White, Harold B. Scamnell, Stanley Coville, Franklin S. Chambers, Theodore H. Budd, Sidney B. Hutton, and Charles S. Heckwith were "elected as directors for the ensuing year."

The Certificate of Incorporation that established the corporation had been filed by the incorporators with the Office of Clerk of Burlington County, William H. Reeves,

earlier that day in Mount Holly. The certificate established the corporation's name as the Blueberry Cooperative Association with its principal office located in New Lisbon, and named Sidney B. Hutton as the agent in charge. It also stated that, "The objects of this association are to engage in activities connected with the marketing or selling of blueberries and other agricultural products for its members, with the production, manufacture, harvesting, preserving, drying, processing, canning, packing, storing, handling, shipping, or utilization thereof, ..."

The Board of Directors began to implement the "objects of this association" on April 7, 1927, at a special meeting, when a motion was made to adopt TRU-BLU-BERRIES as the trade name for first and second grade blueberries shipped by the association. It was also successfully moved to adopt Harvest Moon Brand, Green Leaf Brand, and Star Brand as the brand names for the first, second, and third grades of blueberries. The third grade berries would be packed in quarts and covered with "grey Kraft paper". The "tentative grades (specifications) for blueberries were worked out in the field during picking season with the officials of the New Jersey Bureau of Markets", according to S.B. Hutton. The grades were based on the number of berries (and hence sizes) a buyer could expect to find in a standardized cup container. The Harvest Moon Brand

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