

THE SOUTH JERSEY
CRANBERRY
INDUSTRY

JULIA ROSE VIOLANTE

OCEAN COUNTY CULTURAL AND HERITAGE COMMISSION

THE CRANBERRY



CRANBERRIES ARE NAMED FOR THE SHAPE OF THEIR FLOWERS, WHICH RESEMBLE A CRANE'S HEAD



BERRIES START OF A LIME GREEN AND GRADUALLY TURN TO RED

CRISP, FALL TEMPERATURES AFFECT THE SHADE OF RED. THE INSIDES HAVE 4 DISTINCT AIR POCKETS WHICH MAKE THEM BUOYANT



CRANBERRIES AND THE LENAPE

CRANBERRIES ARE NATIVE TO THE NEW JERSEY PINELANDS, AND WERE USED BY THE NATIVE LENAPE BOTH MEDICINALLY, AND AS A SYMBOL OF PEACE, FAMOUSLY BY THE CHIEF PAKIMINZEN. THEY WERE ALSO USED BY OTHER NATIVE GROUPS FOR DYE.



WHILE CRANBERRY "SAUCE" MAY HAVE BEEN SERVED AT THE FIRST THANKSGIVING, IT WOULD NOT HAVE BEEN SWEETENED, AS SUGAR WAS NOT IN THE AMERICAN COLONIES YET

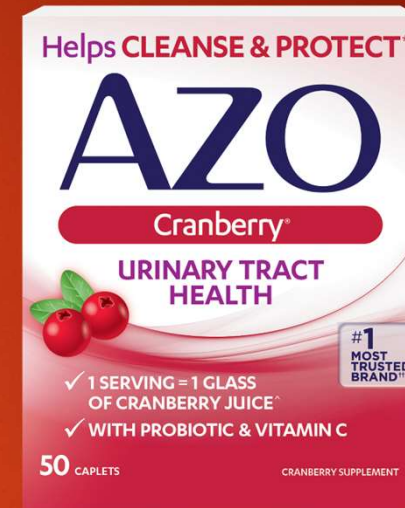


THE LENAPE WORD FOR CRANBERRY IS "PAKIHM", WHICH IS LIKELY THE ORIGIN OF THE NAME "PAKIHM POND" AT BRENDAN T. BYRNE STATE FOREST

HEALTH BENEFITS OF CRANBERRIES

- Excellent source of antioxidants
- Great promoter of kidney and urinary tract health
- Anti-inflammatory
- Can improve eyesight
- Help with digestion
- Slow the progression of cancer cells
- They meet the criteria for being considered a “super food”
- They share many healthy properties with other berries like blueberries and blackberries

• (Sources: WebMD and Medical News Today)



SOME FACTORS THAT MAKE THE PINELANDS PERFECT FOR CRANBERRIES

- SANDY SOIL – ALLOWS FOR NATURAL FILTRATION OF WATER (WHICH CRANBERRIES NEED A LOT OF)
- ACIDIC SOIL – GIVES CRANBERRIES THE PH THEY NEED AS HIGHLY ACIDIC PLANTS
- ACIDIC WATER – HELPS MAINTAIN THAT PH BALANCE



CRANBERRY FARMING IN OCEAN COUNTY

- IN THE LATE 1800S, OCEAN COUNTY WAS PRODUCING $\frac{1}{4}$ OF THE ENTIRE NATION'S CRANBERRY SUPPLY
- MANY FARMS WERE OWNED AND OVERSEEN BY LOCALS, BUT STAFFED BY MIGRANT WORKERS FROM PHILADELPHIA OF ITALIAN DESCENT
- SOME MAJOR PRODUCING FARMS BEFORE THE TURN OF THE CENTURY INCLUDED DOUBLE TROUBLE IN BAYVILLE, BUDD FARM IN PEMBERTON, CLOVERDALE IN BARNEGAT AND WHITESBOG IN BROWNS MILLS
- THE FIRST ATTEMPT TO COMMERCIALY GROW CRANBERRIES IN NJ WAS RECORDED IN 1845



THE EARLY DAYS OF CRANBERRY FARMING

CRANBERRY FARMING WAS ORIGINALLY DONE DRY
IN NEW JERSEY



(WHITESBOG VILLAGE)



(DOUBLE TROUBLE)

TOOLS OF THE TRADE



DRY HARVESTING WAS DEPENDENT ON HAND-PICKING, AND THE USE OF THE CRANBERRY SCOOP

SOME ISSUES:

- HEAVY
- PICKED UP LOTS OF "CHAFF"
- MADE IT EASY TO DROP RIPE CROP ON THE GROUND

SEASONAL WORK

CRANBERRIES ARE A FALL FRUIT AND ARE FLEETING. THEY MUST BE PICKED AFTER THEY ARE RIPE, BUT BEFORE THE FIRST FROST OF THE YEAR. THEREFORE, THE JOB OF HARVESTING WAS SEASONAL



MIGRANT WORKERS

Most farms in Southern New Jersey utilized the work of migrant laborers from the Philadelphia area. These workers usually lived in small multi-family homes on the cranberry farm or immediately surrounding it. Access to running water and electricity depended on the individual farm. Transportation was usually by train, but occasionally by private car sent by the farm owner (as in the case of Double Trouble)



2-FAMILY DUPLEX AT DOUBLE TROUBLE



BUNK HOUSE FOR SINGLE MEN AT DOUBLE TROUBLE

WHO WERE THE WORKERS?

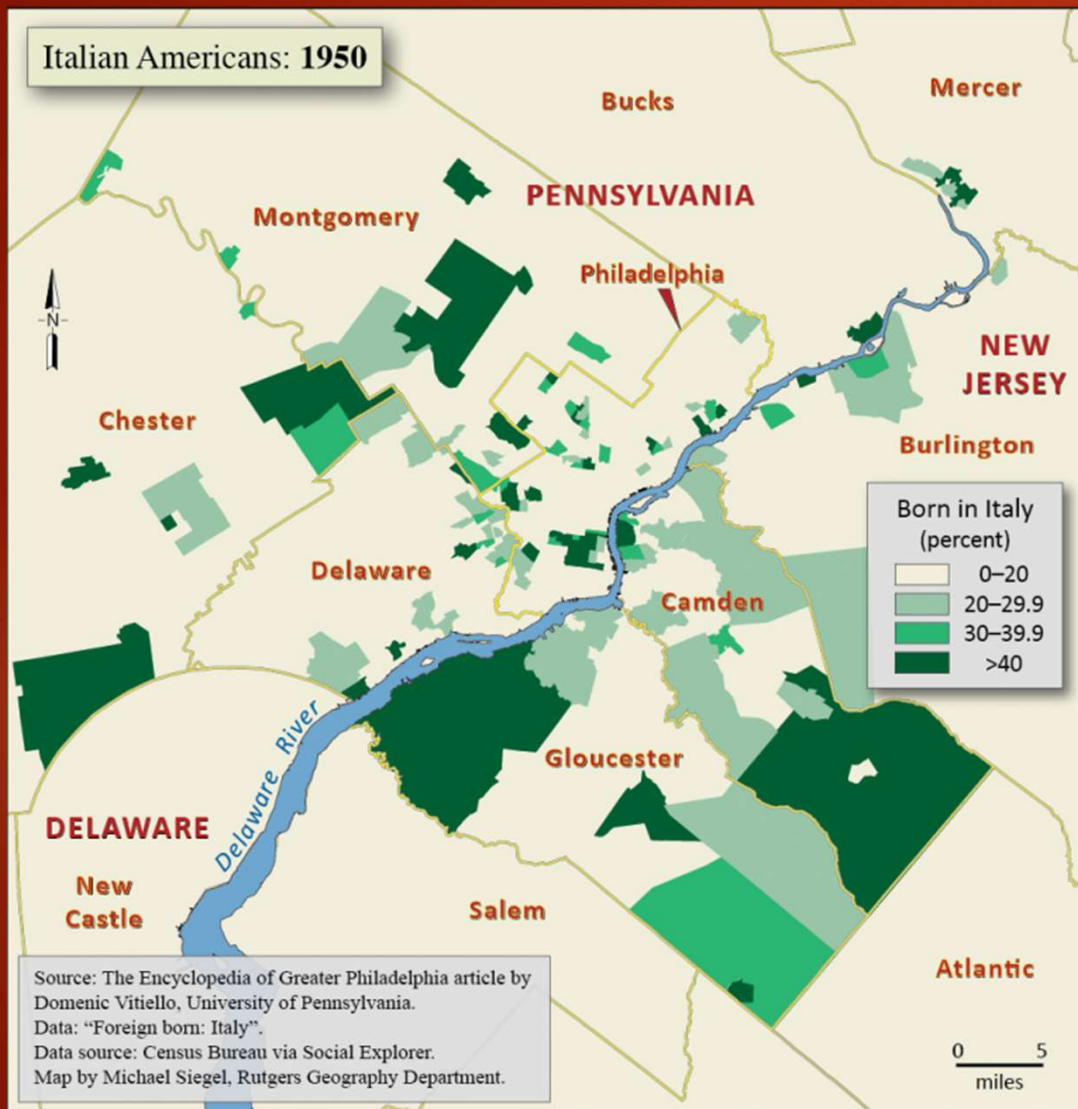
THE VAST MAJORITY OF CRANBERRY PICKERS WERE ITALIAN IMMIGRANTS AND THEIR FAMILIES FROM PHILADELPHIA

- CHILDREN AS YOUNG AS 5 YEARS OLD HAVE BEEN RECORDED AS HAVING WORKED IN THE BOGS
- THE CRANBERRY SCOOP WAS USUALLY RESERVED FOR ADULTS BECAUSE OF THE WEIGHT
- FAMILIES WOULD OFTEN BE ASSIGNED A PLOT IN THE BOG TO WORK TOGETHER IN
- OLDER FAMILY MEMBERS WOULD OFTEN WATCH BABIES AND TODDLERS WHILE THEIR PARENTS WORKED (ESPECIALLY WOMEN)
- WOMEN WERE JUST AS INVOLVED IN THE LABOR AS MEN
- RAIN WOULD OFTEN DELAY OR CANCEL A WORK DAY
- FOOD WAS OFTEN PROVIDED BY A COMMUNAL COOK, OR BY A FOOD SUPPLIER LIKE A BAKER WHO WOULD MAKE WEEKLY STOPS AT THE VILLAGE
- SANITATION VARIED – AT DOUBLE TROUBLE, A SHOWER HOUSE WAS MANDATED BY THE STATE IN THE LATE 30'S OR EARLY 40'S, BUT MOST LABORERS PREFERRED TO BATHE IN THE CEDAR CREEK

SOUTH PHILLY: 9TH STREET AND MARKET STREET

- IN THE MID 1800'S, PHILADELPHIA SAW ITS FIRST MAJOR WAVE OF ITALIAN IMMIGRANTS, MANY OF WHOM SETTLED ALONG 9TH STREET, WHERE THE FAMOUS ITALIAN MARKET IS NOW
- MANY WERE FARMERS IN SICILY, AND WOULD COMMUTE INTO WESTERN AND SOUTHERN NJ FOR SEASONAL WORK.
- TOWNS LIKE VINELAND WERE FOUNDED ON THIS MIGRATORY WORK, AND FARMERS WOULD OFTEN BUY LAND IN AREAS LIKE IT TO SELL THEIR CROPS BACK IN PHILLY.

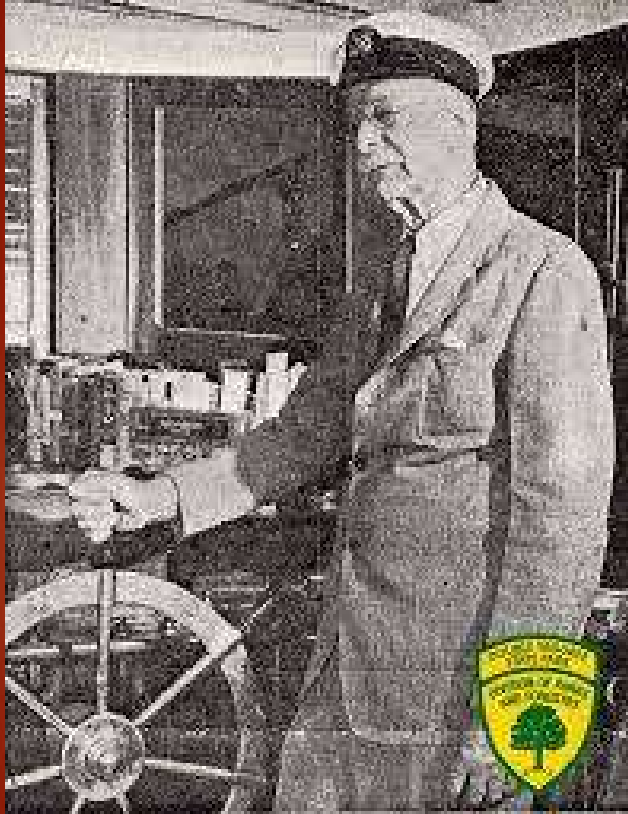




“While Heavily Concentrated in S. Philadelphia...Italian Americans have also settled in many other communities of Southern New Jersey, including Camden, Gloucester and Atlantic counties”

- Philadelphiaencyclopedia.org

FOREMEN AND OWNERS



Commodore Edward Crabbe of Toms River – Owner of Double Trouble Co.

Foreman at Double Trouble
"Alfie"
Musumeci



Shared house of foreman and cook at Double Trouble

CRANBERRY PACKING HOUSES



Double Trouble



Whitesbog

SORTING AND PACKING THE BERRIES



Ocean Spray

- Started as the Ocean Spray Preserving Co. by Marcus Urann of Mass. in 1912
 - Made a cranberry sauce
- Elizabeth Lee – 1917 supposedly didn't know about Urann's product and was making a "jelly-like" product out of cranberries
 - Cranberry Products Co.
- 1929 – The two merge with John Makepeace of A.D. Makepeace Co. and become "Cranberry Cranners Inc."
- 1930 – Name becomes Ocean Spray
- 1946 – Name changed to the National Cranberry Assoc.
- They were in competition with the American Cranberry Exchange
 - Marketed under the name Eatmor Cranberries" since 1953



BERRY VARIETIES



Cranberries During the 2nd World War

Photo from *When Cranberries
Were King* by Nicholas F.
Rakoncza

Have You Put 25% of YOUR Crop Into Dehydration for the Thanksgiving and Christmas Dinners of These Boys?

Uncle Sam has promised Turkey and Cranberry Sauce to every American boy on 56 battlefronts. That is one small way in which he can say "thanks" to his Yanks.

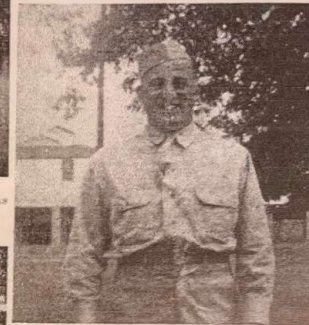


"I was in Suva in the Fiji Islands at the 71st Station Hospital, recuperating after getting back from Guadalcanal. It was there that I had my Christmas dinner, and it really was complete with Ocean Spray Cranberry Sauce and all the fixings. Boy, oh, boy, you don't know what a treat that was after months of foxholes, and rations, and jungles."
PFC. J. T. KAPCUNAS.

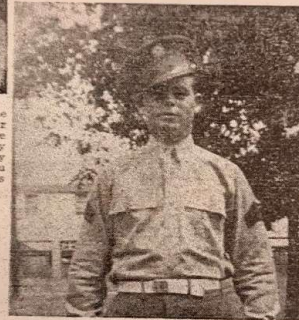


"My first Christmas dinner in Hawaii was really complete with Cranberry Sauce!"
SERGT. HOWARD H. ABOM.

25% of every cranberry grower's crop is needed to fill the Government's order. Have you supplied your share?



"Can you guess what I had for dinner yesterday? With our chicken we had a can of real Ocean Spray Cranberry Sauce. Just tasting that stuff almost brought me back to South Hanson."
SERGT. A. J. WASELEWSKY.
Somewhere in the Pacific.



"I never enjoyed Cranberry Sauce more in my life than I did while in the Hawaiian Islands."
SERGT. BERNARD P. HUGH.

We Cranberry Growers Can't Carry a Gun In This War,
But We CAN Help To Feed the Boys Who Do Carry the Guns!

CRANBERRY CANNERS, Inc.

The Growers' Cooperative Canning Company

Hanson, Mass.
Coquille, Oregon.
Markham, Wash.

Onset, Mass.
New Egypt, N. J.
Bordentown, N. J.

Plymouth, Mass.
North Chicago, Ill.
Gurnee, Ill.

Dennis, Mass.
No. Harwich, Mass.
Long Beach, Wash.

THE WET HARVEST METHOD



WITH THE DISCOVERY THAT CRANBERRIES FLOAT, LABORERS WERE ABLE TO SAVE ALL THE BERRIES THAT THEIR SCOOPS HAD KNOCKED TO THE GROUND, AND TO REVOLUTIONIZE THE INDUSTRY FOREVER



OCEAN SPRAY AND CRANBERRIES

TODAY

LEADING STATES IN PRODUCTION:

- WISCONSIN
- MASSACHUSETTS
- WASHINGTON
- OREGON
- NEW JERSEY

INTERNATIONALLY:

- U.S.
- CANADA
- CHILE
- BELARUS
- AZERBAIJAN

THANK YOU, AND KEEP ON
BOUNCING!

