

Facts About Fascinating Cranberry

(NAPS) — Here's some "ber-y" interesting information about that all-American, native fruit: the cranberry.

• For one thing, did you know that cranberries are grown in only five states — Massachusetts, New Jersey, Oregon, Washington and Wisconsin — plus British Columbia in Canada?

• Did you know, roughly 30,000 acres of cranberry bogs supply the whole world?

• Despite what many people believe, cranberries do *not* grow in water. A common method of harvesting them nowadays, however, is to flood the cranberry bed so workers can gently loosen the berries from the vine using water reels. These look like a cross

between floating tractors and giant egg beaters. The floating berries can then be gathered up easily.

• The United States Department of Agriculture projects a healthy harvest of some 415 million pounds of cranberries for 1993.

• The hearty cranberry vine thrives in conditions that would not support most other crops: acid soil, few nutrients and low temperatures, even in summer.

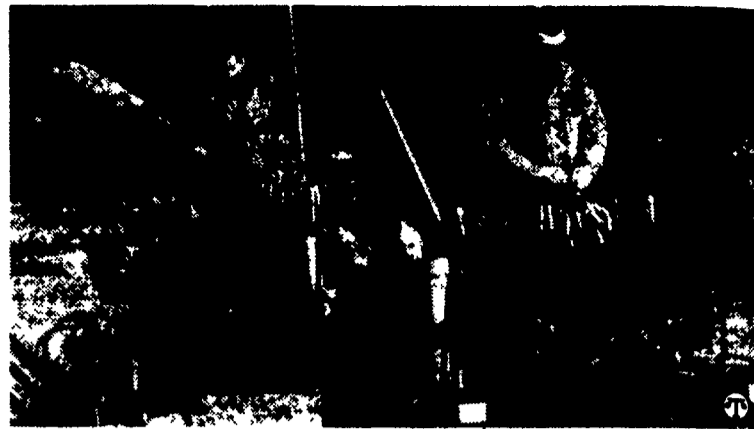
• Cranberry wetlands provide an ideal refuge for many kinds of wildlife: animals, plants, waterfowl, songbirds, reptiles and fish all breed, feed and winter in cranberry wetlands.

• Cranberries are harvested in the fall, generally September and October.

• Eight out of ten cranberries sold in the world today come from the cranberry growers cooperative known as Ocean Spray, which was started in 1930.

• Cranberries were particularly popular among seafarers in the middle years of the 19th century because of their good keeping quality and high vitamin C content, which helped the sailors stave off scurvy.

• Cranberry blossoms look like the heads of cranes, thus the name: crane-berries.



The past and present of cranberry harvesting: In the old days, dozens of pickers would gather up the berries with special comb-like cranberry scoops. Today, the cranberry fields are flooded and the fruit loosened by mechanical reels.

Juicing Machines Attract Grocery Shoppers

LAKELAND, Fla. — Movie theater operators discovered a few years ago a not-so-subtle way of boosting popcorn sales — they made popcorn right in the lobby. Customers saw the corn popping, smelled the wonderful aroma and theaters bagged more sales.

Now many grocers are employing the same strategy, only they are using juicing machines in the produce department for the same effect.

Produce managers are finding fresh juice is a great way to squeeze more profit out of their departments, so they're installing juicing machines for consumers who want to create their own healthy beverages. While once there was only orange juice, today consumers may find any number of fresh fruit and vegetable juices to choose from.

Armand Rapetti, general manager of Florida-based Fresh'n Squeeze, which supplies juice

machines to grocers and restaurants, said 40 major grocery chains in the United States are planning to include juicers in new or remodeled stores.

"Fresh juice is a very profitable item," explained Rapetti. "It's been particularly strong in upscale, suburban markets."

Rapetti said freshly squeezed juices have two advantages over shelf and frozen juices — better taste and greater health benefits. Fresh juices have higher fiber content, retain more nutrients and contain no preservatives, he said, adding that most bottled juices are cheaper, but heat pasteurized — altering the natural flavor of fruit.

Along with greater freshness, consumers also are seeking variety beyond orange juice. Rapetti noted that the sale of fresh apple juice is growing faster than any other juice, and blended juices also are becoming more popular.

Rapetti says some grocers are using fresh juicing machines as a marketing tool within their stores. Produce departments are being designed around the machines so consumers can watch juice being made.

"The juicing machines are fun to watch. They have a great aroma, and they create an image of freshness," said Rapetti. "It's theater, if you will, and consumers enjoy it."

4-H HAPPENINGS

The Country Cooks 4-H Club met on October 24 at the Marcine's home in Flemington. The group made a casserole and election of officers was held. The officers for the new year are: president, Heather MacGilluray of Flemington; vice president, Vicki Marcine of Whitehouse Station; secretary, Jessica Snyder of Flemington; reporter, Sara Walpole of Flemington; photographer, Andrea Ford of Milford, and scrapbook Organizer, Kara Llewellyn of Flemington.

Chris Savarino of Flemington; photographer, Rebecca Palumbo of Lebanon and the awards master, Heather Wilson of Flemington.

The Clover Bunch 4-H Prep Club met on October 1 at the Extension Center. The topic for the evening was "Making and Baking With Apples." The group made apple crisp and caramel candy apples. Brian Tobia, reporter.

The P.A.W.S. Dog Obedience 4-H Club met on October 6 at the Extension Center and held their election of officers. Officers for the new year are: president, Andrea Proscics of Lebanon; vice president, Stacey Susca of Amndale; secretary, Matt Savarino of Flemington; treasurer, Jeff Bowlby of Flemington; corresponding secretary, Peter Staples of Flemington; historian,



Flory Receives Highest Extension Award

HUNTERDON, N.J. — TC (Terese) Flory, Hunterdon County 4-H Agent has received the highest honor given by the National Association of Extension of 4-H Agents.

Flory received the Distinguished Service Award at the association's annual convention recently in Winston-Salem, NC. She was cited for her innovative work in outdoor education including the development of a state camp counselor training program, a state teen challenge camp and a camp counselor manual that is being utilized in fourteen states.

Flory serves as chair of the state Outdoor Education/Camp committee and provided leadership to the National Camping Task Force of the National Association of Extension 4-H Agents.

The New Jersey Association of 4-H Agents nominated Flory for the award last spring. She has been the Hunterdon County 4-H Agent since April 1984.

Flory was among 1,200 professional youth workers from all 50 states and Puerto Rico attending the five-day association conference. It was hosted by the North Carolina Association of Extension 4-H Agents.

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