



## Historical Cranberry Events Timeline

<u>Year</u>	<u>Event</u>
1000-1850	Wild cranberries were used to make pemmican, an important Native American food. They also used berries to dye fabric and rugs, and for medicinal purposes.
Late 1600s	Early settlers name fruit “crane berry” because the flower resembles the head and neck of a crane.
1829	Daniel Whitney purchased three canoe loads of wild cranberries that were brought down the Yellow River by Native Americans living in the Cranmoor area, near Wisconsin Rapids (Wood County). This was the first recorded sale of cranberries.
1850	Law passed to protect wild supply of cranberries.
1865	First commercially grown cranberries occurring in Berlin (Green Lake County).
1873	The Carey brothers, owners of cranberry land near Auroraville, ditched and diked their land, thus providing a means of bringing water to the cranberry marshes.
1880s	Due to severe weather and changing soil conditions, cranberry production moved to the Wood County area.
1890s	Peat fires near Wisconsin Rapids destroyed many cranberry marshes.
1893	In an effort to further educate the public about cranberries, the Wisconsin State Cranberry Growers Association members traveled to Chicago for the Columbian Exposition, displaying an entire marsh operation in miniature.
1893	Andrew Searles, a Wisconsin grower, developed a large cranberry from a native Wisconsin berry. The new variety was called the “Searles Jumbo.” It is still a leading variety found in Wisconsin.
1899	A U.S. standard for cranberries was established at 100 pounds per barrel.
1906	The Wisconsin Cranberry Sales Company, a cooperative selling organization, was formed.



<u>Year</u>	<u>Event</u>
1920s	The flooding of marshes began to aid in the harvesting of cranberries.
1943	Robert Case developed the mechanical picker, meaning harvesting no longer needed to be done by hand.
1940-1945	Cranberry growers begin operations in Northern Wisconsin.
1950s	Sprinklers were introduced as a method of frost protection late in the decade.
1952	The first TV commercial for cranberries – a spot promoting the year-round use of chicken and cranberries – aired.
1959	Due to the fact that chemicals were found on some cranberries, growers were forced to dump their berries. This resulted in stricter management practices by cranberry handlers.
1970s	Cranberry growers were the first agricultural group to voluntarily stop using DDT once its harmful effects became known.
1980s	Electronic alarm systems for frost protection are developed. This technology helps the growers become more efficient and can result in less damage to crops. Integrated Pest Management (IPM) is also developed and put into practice. This program encourages pest management with minimal impact on the environment.
1990s	Cranberries become Wisconsin's number one fruit crop.
2000s	Cranberry exports increase from less than 10 percent of Wisconsin's crop to nearly 30 percent by 2010.
2004	The cranberry is named Wisconsin's official state fruit.
2008	Wisconsin's 2008 cranberry crop was the largest cranberry crop ever at more than 4.3 million barrels.
2010	Today, more than 250 growers produce cranberries on approximately 18,000 acres of land throughout 18 Wisconsin counties in central and northern Wisconsin. Most of these farmers and their families live and work on the marsh and have been growing fruit for many generations. Now, more than ever, growers are working to farm in an environmentally friendly manner.