

History of the NJ Blueberry -- New Jersey is the "birthplace" of the cultivated blueberry. Our pine barrens area in south Jersey is a natural habitat for both blueberries and cranberries. Indeed they are of the same genus "Vaccinium". Research done by our own Rutgers University experts shows they have many similar properties. Blueberry cultivation was pioneered by [Elizabeth C. White](#). For the her complete story and a wonderful place to visit, see the [Whitesbog Preservation Trust site](#).

Company History -- Several NJ blueberry growers including **Art Galetta** and **Dennis Doyle** of **Atlantic Blueberry** and **Tim Wetherbee**, approached Rutgers University for help in improving farm profitability.

Rutgers researchers, led by **Dr. Adesoji Adelaja**, applied for, and in 1998, were awarded a grant from the Rural Business Cooperative Service to revitalize the state's blueberry industry through the development and marketing of value-added, nutraceutical products.

An industry-university partnership was initiated at Cook College/New Jersey Agricultural Experiment Station at Rutgers University and 5 value-added products that could be used to showcase the "healthy" attributes of the blueberry were developed.

Two products developed by **Stan Cajigas** were initially selected for commercial development, Blueberry Iced Tea (given the trademarked name of "Jersey Blues") and Blueberry Pumice (given the trade name of "Blueberry Solid Extract" by the sole distributor, Herbalist & Alchemist, Inc.).

Blueberry Health was incorporated as a Technology Transfer Company and initial funding was raised from the farming community. **Herbalist & Alchemist, Inc.** ("H&A"), a health products company, was contracted to act as "Manager" for the Company. H&A was given the directive to write and execute a business plan to develop the existing blueberry-based products and research and define additional blueberry-based products.

As a Technology Transfer Company, Blueberry Health will continue to develop new blueberry products. The Company will initially develop markets for these products and will seek to work with partners for wider scale distribution. Partnership may include license or sale of products developed.