

# Ontario Tender Fruit Grower's Marketing Board Fonds

1960-1987 (non-inclusive)

RG 75-20

Brock University Archives

- Creator:** Ontario Editorial Bureau
- Extent:** 76 cm of textual material (2 boxes)  
130 photographs  
52 negatives  
5 contact sheets
- Abstract:** This archive contains materials relating to the Ontario Tender Fruit Grower's Marketing Board. The bulk of the materials are media releases and correspondence. The collection also contains promotional materials and seasonal fruit reports.
- Materials:** Typed and handwritten correspondence, media releases, clippings, photographs.
- Repository:** Brock University Archives
- Processed by:** Jen Goul
- Last updated:** April 2015
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- Terms of Use:** The Ontario Tender Fruit Grower's Marketing Board Fonds is open for research.
- Use Restrictions:** Current copyright applies. In some instances, researchers must obtain the written permission of the holder(s) of copyright and the Brock University Archives before publishing quotations from materials in the collection. Most papers may be copied in accordance with the Library's usual procedures unless otherwise specified.
- Preferred Citation:** RG 75-20 Ontario Tender Fruit Grower's Marketing Board Fonds, 1960, 1967, 1969-1977, 1980-1981, 1987, Brock University Archives.
- Acquisition Info.:** This archive is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.
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## History:

The Ontario Tender Fruit Marketing Board operates under the Farm Producers Marketing Act. It covers all tender fruit farmers who produce either fresh or canned products. Today the board has over 500 grower-members. Tender fruit in the Niagara region includes: peaches, pears, plums, grapes and cherries. The fruits are used in a number of different ways, from jams and jellies to desserts, sauces and wine.

Peaches were first harvested along the Niagara river in 1779. Peter Secord (Laura Secord's uncle) is thought to be the first farmer to plant fruit trees when he took a land grant near Niagara in the mid 1780s. Since the beginnings of Secord's farm, peaches, pears and plums have been grown in the Niagara region ever since. However, none of the original varieties of peach trees remain today. Peaches were often used for more than eating by early settlers. The leaves and bark of the tree was used to make teas for conditions such as chronic bronchitis, coughs and gastritis. Cherries have been known to have anti-inflammatory and pain relieving properties.

Like peaches and cherries, pears had many uses for the early pioneers. The wood was used to make furniture. The juice made excellent ciders and the leaves provided yellow dyes. Plums have been around for centuries, not only in the Niagara region, but throughout the world. They have appeared in pre-historic writings and were present for the first Thanksgiving in 1621. The grape industry in Ontario has also been around for centuries. It began in 1798 when land was granted to Major David Secord (brother-in-law to Laura Secord) slightly east of St. David's, on what is Highway No. 8 today. Major Secord's son James was given a part of the land in 1818 and in 1857 passed it onto Porter Adams. Adams is known to be the first person to plant grapes in Ontario<sup>1</sup>.

Tender fruits are best grown in warm temperate climates. The Niagara fruit belt, stretching 65km from Hamilton to Niagara on the Lake, provides the climate necessary for this fruit production. This belt produces 90% of Ontario's annual tender fruit crop. It is one of the largest fruit producing regions in all of Canada.

<sup>1</sup> The Grape Industry in Ontario. Reference Material, The Ontario Grape Growers' Marketing Board. Media Releases, 1971.

Retrieved from [www.ontariotenderfruit.com](http://www.ontariotenderfruit.com) 2007

**Scope and Content:** The fonds contain materials relating to the Ontario Tender Fruit Grower's Marketing Board. The materials included are media releases, clippings, correspondence and photographs. Some duplicates remain within the collection, such as press packages and event programs. The collection is divided into two series, correspondence and media. The materials are arranged in chronological order. Original folder titles were retained and appear after the 'includes' statement on each of the folders.

**Organization:** The records were arranged into two series:

Series I. Correspondence, 1960, 1967, 1969, 1970-1977, 1981, 1987

## Series II. Media, 1960, 1969-1976, 1980-1981, 1987

**Inventory:****Series I. Correspondence, 1960, 1967, 1969, 1970-1977, 1981, 1987**

- 1.1-2.4 Correspondence, 1960, 1967, 1969, 1970-1977, 1981, 1987; includes Niagara Fruit Orchards Ltd., "Orchard Views", Ontario Tender Fruit Institute, Ontario Tender Fruit Grower's Marketing Board, financial statements, Ontario Tender Fruit, clippings, reports, summary of services, Ontario Fruit and Vegetable Grower's Association, Ontario Tender Fruit Producers Marketing Board [27 folders].

**Series II. Media, 1960, 1969-1976, 1980-1982, 1985, 1987**

- 2.5-2.15 Media Releases, 1960, 1969, 1970-1976, 1985, 1987
- 2.16-2.20 Media, 1970-1976, 1980-1982; includes promotional material (press packages), reports, speeches, "Seasonal Fruit and Vegetable Report"
- 2.21 Photographs, 41 b&w photos, 1 b&w contact sheet, 24 negatives, 1970, n.d.

**Subject Access:**

- 610 Ontario Editorial Bureau  
 610 Ontario Tender Fruit Growers' Marketing Board.  
 650 Fruit trade -- Ontario -- Niagara Peninsula -- Sources.  
 650 Fruit-culture -- Ontario -- Niagara Peninsula -- Sources.

**Related O.E.B. Collections:**

- Bright's Wines 1983-1989 RG 75-14  
 Niagara Grape and Wine Festival 1964-1989 RG 75-3  
 Ontario Federation of Agriculture 1972-1982  
 Ontario Grape Growers' Marketing Board 1968-1986 RG 75-4  
 Samuel Crealock Fonds, 1901-1929, RG44