



JUNIOR ACHIEVEMENT  
PRINCE EDWARD ISLAND  
BUSINESS HALL OF FAME

**ELWOOD LAWTON**  
**ISLAND BUSINESS ENTREPRENEUR & COMMUNITY BENEFACTOR**

Elwood was born in Charlottetown in 1947 into a farming family and farming has always been in his blood. As a young boy and then as a young man he worked on the farm. In 1976 he purchased the farm and expanded it from 300 Acres to 1000 Acres of potatoes. It was sold in 1988 and he changed his farming interests to blueberries. After 10 years of clearing and developing land he had 1800 Acres of wild blueberries. Elwood designed and built Prince Edward Wild Blueberries-- a processing plant in Canavoy. This plant was later sold to an American company, which has expanded and continues to employ and to serve local blueberry growers very well. He has shown his ingenuity by taking used combines, disassembling them, and taking them from hydraulic to large electric self propelled blueberry harvesters. These new machines use less fuel, reduce maintenance time, and are overall more efficient. Elwood was instrumental in the development of the large blueberry boxes-, which greatly increase the efficiency both on the farm and at the factory.

Over the years Elwood has been one of the longest supporters of Gencheff Camp. He served on the Board of Directors donating his time, donating financially, and helping with many projects at the camp. One of his early projects was to build a wagon to accommodate all the campers to treat them weekly to a wagon ride with his draft horses at his farm. He continues to give to the camp--blowing the snow almost daily all winter to permit the camp to stay open for respite care for its campers.

In 2009 he was a major gift donor to Holland College Learning for Life Campaign giving a generous endowment for a welding scholarship to a student in financial need. The following year he designed and built a portable steel ramp for the Joyriders Therapeutic Riding Assoc., which enabled the handicapped riders to mount and dismount the horse with ease. He held a BBQ and golf fundraiser at his private golf course for the MS Society of PEI raising \$10,000. And he is presently working on a project with the PTSD to provide weekly private golf during the summer and fall at his place.

He continues his entrepreneurship in creating and building in the blueberry industry. Elwood has demonstrated outstanding leadership, has given back to his community, and is a wonderful

role model for future farmers or entrepreneurs alike: the JA Business Hall of Fame is proud to have him as a 2016 laureate.