



J. Frank Schmidt, III

# Seasons

Winter 2015

Customer Newsletter - J. Frank Schmidt & Son Co.



Jan Schmidt Barkley

## Greetings

Our growing season was one of the best ever. I know I said this last fall, but the quality of the trees coming through our grading stations is even more impressive than last year. A three-year run of great growing weather (including this year which included our driest spring and hottest summer on record) has helped us grow some of the finest trees we've seen. The trees got off to a great start because the dry spring let us plant early. Our long hot summer days, combined with optimum amounts of water and fertilizer delivered through our drip irrigation lines, provided perfect growing conditions.

The transition from summer to fall was gradual, sending the trees into dormancy so we could get a running start on digging in mid-November. The sawdust beds and refrigerated storage warehouses are filling up fast, thanks to our great production crews. Watch them at work in our new digging video: [http://jfss.co/dig\\_seas\\_15](http://jfss.co/dig_seas_15)

This is the third digging video we've made and posted to our YouTube channel. You can also find our New Trees for 2015 and other videos there. View and/or subscribe at [jfsschmidtson.com](http://jfsschmidtson.com).

Weather conditions gave us an amazing year for fall color, too. Our Autumn Color album on Facebook was viewed thousands of times and shared by many. If you use Facebook, be sure to LIKE us and enjoy our Oregon fall colors at this link, [www.facebook.com/jfstrees](http://www.facebook.com/jfstrees).

If you're like me and don't have time for Facebook, here's a public link to the album: <http://jfss.co/fb-fc-2015>



Our selling season is one of the best in recent memory, too. Increased demand, brought on by a stronger economy, has compounded the current shortages caused by industry-wide reduction in planting during the recession. You'll notice that our

availability list is pretty thin. However, there still many great trees available. This time of year, our inventory changes daily as our final counts come and our customers add to or adjust their orders. If the trees you are seeking are sold out, please plan ahead and book them for next year. As the market correction continues, we expect substantial shortages to continue for several more years.

