

All of us at J. Frank Schmidt & Son Co.

GROWING together

Spring 2020

Welcome Ben Rough as our new CEO

I am thrilled to join the JFS Family! As I was preparing to interview for the CEO position, several unique characteristics of the company stood out. Most important is the genuine appreciation the Schmidt family has for the employees, and the emphasis on nurturing a family culture. Second is our reputation for growing the best quality trees. Third, the relevance of supporting the community and lastly, recognizing the importance of always thinking about what is new and next.

Building on that foundation, I look forward to meeting you all, establishing relationships, and earning your trust. I have deep respect for what

has been built here at JFS and I look forward to being able to immediately contribute however I can to uphold the traditions and heritage of the nursery. You can depend on me to hit the ground running to build a strategic plan that will grow our position in the marketplace to reach our full potential.

While I was born in California, I have proudly called Oregon my home for more than half my life. I enjoy fishing, camping, cooking and spending time with my family. If you have any questions about me, my experience and our future plans, please feel free to contact me directly.



Ben Rough

From the JFS Sales Department

Harvest is wrapped up (or nearly), which means bare root pro-rations are wrapped, too! As trees were harvested, graded and stored, final counts and sizes were verified by our production team, and sent to our Inventory Department, led by Tom Cullen.



Tammy, Kit and his daughter Paddy at North Carolina trade show

Once Inventory informs our Inside Sales team of the final numbers, we comb through orders and pro-rate trees by grade. Our goal is to allocate to our customers the exact size and variety of trees they ordered. Given that we grow 550+ varieties, the task of keeping up with pro-rations is vital to ensure we divvy up every tree variety as fairly as we can!

As customer orders are finalized, Shipping Manager Al Herzog is busy setting up trucks according to dates requested by customers when they placed their orders, and many other factors - not the least of which is the weather!

Our industry tradeshows began just after the holiday season with the big MANTS show in Baltimore and wrapped up February 27 with the Nor-Cal show in California. The shows give us great feedback directly from customers and collectively offer a great market "pulse" from the different regions where we sell trees.

All of us in the Sales Department (Inventory, Shipping, Reception and Sales) thank you for all the support from the farms and employees across departments. We are happy to be part of the great JFS team!

B&B What's That?

Shrouded in mystery, the B&B (Ball and Burlap) department does it all! While most rarely interact with or hear from the smallest production department in the company, those in Dept. 63 make a huge impact on JFS. Not only do they grow the trees that cannot handle being bare rooted, but they give our customers more plant/size options when they buy from Schmidt. Most of these trees take a little longer to develop and need special attention in one way or another.

Right now however, crews are hard at work digging trees for our customers. Rufino Gonzales' crew takes the



From left, Luis Rodriguez, Rogelia Martinez and Rusbel Lopez plant bare root Cornus by shovel because the ground is too wet to use the transplanter.



From left, Jose Martinez (Vaquero), Celestino Angeles, Erasmo Mejia-Cruz and Rufino Gonzales prune Cornus (Dogwood) roots in preparation for planting in the B&B fields.

lead, marking trees for orders and tying them up before the digging crews begin working their way down the rows. Another crew, led by Santiago Rosas, is right behind the diggers, picking up the trees and getting them to the trucks or to storage for future shipment.

This year the B&B dept. is trying out a new potting spade that should decrease workload on digging large trees for containers. Digging season runs from November through April, or until the trees are no longer dormant. So there is still much to do!

This season, the B&B team set a new best fall planting record for the department, leaving them in great shape for the spring, when they will be lining out a new crop in the fields and planting newly-grafted plants from Department 62 in the raised beds. When they are not busy in their own fields, B&B is there to help out Hood Acres bare root with whatever tasks needs doing.

We would like to welcome Maine resident Skyler Coffin to the B&B department. Skyler is acting as the jack of all trades for Dept. 63 while we search for a new grower. Skyler plans to return to Maine soon, where he will attend Unity College next term.



Ricardo Vazquez (left) and Gilberto Alvarez take a break from digging B&B trees.



Donaciano Angeles ties burlap on trees at the end of the day.



Skyler Coffin supervises Cornus field planting, one of many tasks he performs as Dept. 63 "runner."

It's All Good in the Hood

It's early February and the Hood Acres farm is wrapping up the last of harvest and resetting for shipping season. It's transition time, but there is still much to do...

Coolers and sawdust are stuffed to the max and the sound of semi-trucks backing up to docks becomes more frequent with each passing day. Teobaldo Orosco and Daniel Waldo, the two storage supervisors at HA, are keeping their crews busy pulling orders for customers, re-storing trees and checking for disease and generally keeping the trees in the best condition possible. Newly minted shipping supervisor Alberto Campas keeps the orders flowing to the loading crews

while Austreberto Magaña pushes the pallets to the docks so that the stackers aren't without trees for a single minute!

Outside digging crews led by Solomon Mejia and Gregorio Salazar wrestle with the transplant trees and their massive root systems – specially grown to meet Cottrell Farm's need for bigger trees. Grower Jose Martin is sure to take advantage of any break in the weather to check off those few remaining rows so that digging is all clear before the full madness of shipping season begins.

On the quieter front, dormant pruning crews are making the rounds on the two and three year fields picking

at the work meticulously and ensuring a good looking future crop for next year. Senior Crew Leaders Abel Molina and Bernabe Tapia know all the tricks to get full rows of straight, well-branched trees.

While there are too many new workers around to list individually we'd like to thank all employees for coming to work at Hood Acres. Our appreciation also goes out to Guadalupe Sanchez, a five-year worker at Hood Acres who announced his retirement 2/10/2020. Also to the "Road Runners" who spent a beautiful Saturday morning picking up trash along Bluff Road - thanks for stepping up and bettering the community.



From left; Santiago Merino, Agustin Chavez, Conrado Ventura, Juan Gaspar, Yordy Sales and Benjamin Sales enjoy lunch on a rare dry and sunny February day.



Trees and pallets are in constant motion at the busy Hood Acres loading dock.



Solomon Mejia (left) and Cesar Guzman dig out giant transplant roots.



From left; Jim Donohoe, Kayleigh Moon and Fidel Flores take a break from pruning experimental trees in the Hood Acres warehouse.



The "Road Runners" pose after having completed five miles of garbage cleanup along Bluff Road. From left; Teobaldo Orosco, Abel Vasquez, Alberto Campas, Guadalupe Padilla, Rufino Gonzales, Luis DeLucio and Jorge Magana

BSF Longevity is Winning Formula

Barlow/Sunset Farm (BSF) began in the late 1960's as Sunset Farm on the acreage east of Barlow Road. Total acreage grew to about 800 with the purchase of the Barlow Farm property in the late 1980's. Additional purchases and rented acreage grew the farm to about 1,200 acres of good tree-growing ground. Good equipment, good liners and most importantly - good employees, add up to today's winning formula for growing great trees!

BSF is blessed with a cadre of long-term employees including 10 who have worked for JFS for 30+ years! These longest-tenured employees share their skills and wisdom, teaching others as they go about their daily tasks of growing the best trees in the business. Their accomplishments are so impressive that there's only room to feature the five most-senior, but we'll continue in a future edition.

Antonio Marquez - 38 years

Antonio was born in San Jeronimo, Michoacán, Mexico. When hired in 1981 at the age of 27, he knew very little about trees or even how to drive vehicles. Over the years, he has mastered every job on the farm and especially enjoys being a crew leader and training co-workers who he says feel more like friends than just employees. A father of three and a grandfather who intends to retire next year, he plans to divide his time between both countries where he owns property and has family. Antonio is appreciative of JFS for providing him with a career and the means to raise his family.

Victor Pineda - 36 years:

Born in Tecuala-Nayarit, Mexico, Victor began working at Sunset Farm in 1983. Skilled in all aspects of tree growing, he has become one of our top tractor and forklift operators. Come rain, snow or sunshine, Victor says there's always interesting to work to do. Victor is one tough guy! Regardless of the season or weather, he never wears a hat. When he



From left: Back row; Patrick Rivers, Vicente Arreguin, and Marcial Reyes. Front row: Victor Pineda, Jeronimo Ruiz, Gregory Harbison, Antonio Marquez, Valentin Delgado, Delfino Gutierrez Ignacio and Angela Gardenas.

eventually retires, he plans to stay in the local area near his many friends, his parents, and family of six children (ages 21-36). A favorite activity is to visit local, state and national parks with them. Victor appreciates the fair and good treatment that the company has shown him over the years.

Vicente Arreguin - 35 years

Vicente was born in Caleta de Ocampos, Municipal de Lazaro Cardenas, Michoacán, Mexico. The name is so long I'm surprised he made it out of town! Though he arrived in the USA with very limited English skills, Vicente has become an accomplished speaker and writer of both his native and adopted languages. Vicente applied for work at our Independence farm in 1984 because he wanted to learn how to grow trees. He later transferred to the Luckiamute Farm and then to Canby.

Today Vicente is a skilled grower, people manager, planner and work scheduler. Off the job, he likes going to the beach, hiking, sharing time with his four children (ages 22-32) and being on social media. He is most grateful for how well the Schmidt family has treated him over the years.

Marcial Reyes - 34 years

Born in Matugeo- Michoacán, Mexico, Marcial began working at Sunset

Farm in 1985 hearing from others in the area that JFS treated their people well and that it was a good place to work. Marcial is a great plantsman whose bilingual skills are instrumental in building strong bridges of communication between our labor force and management. As senior crew leader, he often steps in to cover grower and management responsibilities. Marcial played in a band during his earlier years at JFS, but now says his greatest joy in life is watching his five children (ages 24-35) and grandchildren grow into the great family they are.

Jeronimo Ruiz - 34 years

Jeronimo was born in San Jeronimo, Michoacán, Mexico and was recruited in 1985 by JFS employees (and close relatives) Antonio and Alidoro Marquez. After mastering all of the field-growing skills, he advanced to Crew Leader where he is a valuable member of the Canby management team. His favorite aspect of field work is experimenting with pruning and other tasks to improve the final outcome. He is thankful to have found JFS and to have the opportunity to work outside, growing trees, and is grateful for how the company treats their employees. He and his wife enjoy their five children (ages 24-32) and delight in having several grandchildren.

Versatile Milton Crew Performs Many Tasks

Milton Farm finished the majority of harvest as scheduled, just before Christmas. Digging conditions went from way-too-dry early in the harvest to way-too-muddy later in the harvest. Muddy is a rare condition at MF, and it's awful when we have it. The mud here is slick and greasy and sticks to everything; especially your shoes. One particularly awful digging day followed a week of freezing followed by warm weather and rain that had melted the upper 1-2 inches of frozen ground. There was still frozen ground 3-4" down. Rain couldn't penetrate the frozen ground, so the top couple of inches turned to a pudding consistency. It was an awful day to be digging trees because of the light soaking rain, heavy shoes, and the difficulty in walking on the slippery, mud-covered, icy ground.

Because the cold weather makes it difficult to work outside in January, the Milton Farm crew is reduced from 50+ employees down to five or six.

Like the other bare root farms, trees were added to our dig list after the harvest was done. In mid-January, MF was asked to dig and grade a couple more rows of Gleditsia. The digging was done by five guys, and then those five versatile guys became the grading crew. They got the job done!

If the weather allows, the guys work outside in January, pruning the seed orchard and stock blocks, removing digging debris from the field, and get started at dormant pruning the 2-year trees. If the weather doesn't allow being outside and they need to fill out an eight-hour day, they do repair and maintenance on the baños, cleanup and maintenance on the warehouses, straighten stakes and other tasks.

Crew size will start growing in the 2nd week of February. That's when we will start dormant pruning and stubbing in a big way in order to finish in time to start planting around the middle of March.



Digging last row of the 2019 season - Aurelio Gonzales on the digger.



Snowy day at Milton Farm



Roberto Robles (left) and Ruben Robles straighten stakes on a rainy afternoon.



Heriberto Placencia (left) and Carlos Aparicio work on repairing baños.

Cottrell Farm Juggles Many Jobs



Luis Salazar (left) and Jason Waldenburg team up to master the pruning machine.



Augustin Moo paints perfectly straight lines to guide crews in setting off the newly potted trees

Cottrell Farm will see a new manager take the reins in 2020. Andy McReynolds, formerly of the production horticulture department, is in training to take over Farm Manager responsibilities in June. He will bring a unique set of skills and experience to our container operation as he leads the team into the future.

Cottrell Farm is the largest consumer of JFS bareroot and B&B trees. Many thousands of trees are potted each year and grown for an additional season to root out in the containers. The quality of the bareroot trees this year is excellent as always.

The 2020 potting season is off to a good start. By mid-February, pruning and potting was 50% complete. We started the season back in November and aim to complete the season by the end of April. Last year we invested in machinery to help with the root pruning prior to potting. While we had a rough start with the machine, Jason Waldenburg has done a great job of keeping the machine running this year. Luis Salazar's pruning crew has had a big job learning how to operate the machine. Currently, most of his crew has learned to operate the machine. We are hopeful that in time this machine will pay for itself by reducing the hours spent root pruning and making people available to help in other areas.

The potting crew, led by Carlos Hernandez-Martin, has been potting trees full time since early December. This is a very important part of the

process because the bareroot trees must be planted at the correct depth in the container. Once potted, the trees are delivered to the gravel yard where they will grow and be ready for sale next season. Augustin Moo is a master at painting perfect lines on the gravel so when the trees are delivered, they're set out in a straight line!

Shipping is the other big job we do at CF this time of year. Trees are pulled by customer order, tied up and staged at the loading dock. Crew Leader Pedro Galindo has been pulling orders at CF for many years. He is an expert in pulling the correct trees and making sure the quality is up to JFS standards.

Once on the dock, the trees receive picture tags and trunk protectors. These marketing materials are colorful and provide information that helps the trees sell at our customer's locations. Maricela Ahumada Martinez and her crew do a great job of putting the tags and trunk wraps on the trees and making sure they are ready for shipment.

When trucks arrive, the loading crews jump into action. Crew leader Carlos Sanchez-Jimenez supervises one of the loading crews. His is the last set of eyes to inspect the trees before they are loaded onto the trucks for our customers. Stacking the container trees in the semi-trucks is hard work. For this reason, the stackers of the crew receive a good hourly bonus for the extra effort in performing this important job.



A hardworking loading crew, from left: Marco Nomas, Jose Salazar Doroteo, Laurencio Salazar Martinez, LC Francisco, Limber Juan Testa, Crew Leader Carlos Sanchez-Jimenez and Alber Mendez Cruz.



From left: Crew leader Marciela Ahumada Martinez, Sofia Tapia Ramirez, Marina Venancia Lopez and Isabel Garcia Guzman. Making sure picture tags, retail price tags and trunk wraps match up with the right trees is a huge task!

Grafting, Grafting, Grafting... Life at Dept. 62

Some of our most valuable varieties are very difficult to produce and need extra help starting their lives as Schmidt trees. For those who are not familiar with grafting, the propagation practice consists of combining the roots of an understock tree or seedling to a top branch of a needed variety. It is generally a wintertime activity that takes place when the plants are dormant. Ginkgo, Tupelo, Magnolia, Hornbeam and Japanese Maple are among the species we graft at the Cottrell Farm greenhouses of Dept. 62.

Grafting and cuttings are forms of cloning (asexual method) that duplicate the desirable/improved characteristics of the parent tree. Grafting is often the best way to propagate a selected variety that has specific genetics and unique characteristics which cannot be reproduced by seeds (sexual method).

For example, Crimson Spire™ Oak, a hybrid of English and White Oak, is grafted onto seedling rootstocks of English Oak, while Heritage® Oak, a hybrid of English and Bur Oak, is graft-

ed onto Bur Oak rootstocks. Experimentation and experience determine which combination works best for each cultivar.

Grafting has multiple benefits but is a costly way of propagating plants. So why do we graft? Here are some of the reasons:

- Cultivar does not perform well on its own root when grown from cuttings.
- Desirable varieties and cultivars may be unable to grow roots when propagated from cuttings.
- Rootstock is more vigorous than those of the variety being propagated.
- Rootstock is better adapted to challenging soil conditions such as wet, acidic, alkaline, compacted, etc.

Grafting is a unique way of propagating valuable or interesting varieties. To get everything together for a successful grafting season is a team effort, one that involves many people throughout the nursery. Here are some of the people making it possible.



Kayleigh Moon, left, and Silvia Guzman assist grafters by preparing scionwood.



Daniel Robb, our intern from England, grafting Japanese maples



Members of our team grafting Japanese maples or Oaks include Irene Ramirez (foreground), Adelia Ascensio and Samuel Ascensio .



Gloria Exelen, foreground, and Angelica Lopez-Hernandez place new grafts in the heated callus beds

There are many more people involved throughout the nursery who are indirectly part of our grafting team. A big thank you to everyone, we could not do it without you. Teamwork is the key to our success!

What's Happening in the High Forest Greenhouses?

Tissue Culture (TC) plant shipments are arriving and are quickly being planted by our team that is led by Andrew Abate. Each year we buy in 360,000 TC plants to help jumpstart our production. From these purchased plants, we will make 350,000 to 400,000 additional cuttings, which Andrew says are of the highest quality. When the man's right, he's right! 45% of these TC plants are Red Maples (*Acer rubrum*).

Last summer, Teresa Leap helped manage a team that stuck 1,600,000 Soft Wood Cuttings (SW's). Right now, we are lifting them all from 44 poly houses and trimming their roots before transplanting them into High Forest raised beds. After growing for one more year, they will be harvested and shipped off to all the bareroot farms for lining out in their fields.



TC plantlets are plucked from their plastic containers and planted in trays of individual containers. From left are Maria Avalos, Ana Morales, Maria Gomez, Merced Chonteco, Librada Rodriguez, and Marina Diaz.



Trimming team pares down the roots of all the SW's that have just been lifted from the poly houses. From left; Senior Crew leader Eva Alvarez, Marilu Hurtado, Agustina Gonzalez, Soledad Lopez, Elidia Melesio and Yolanda Lopez.



One of our two lifting crews takes a quick break from digging rooted cuttings from the poly house beds stuck last summer. From left; Otoniel Lopez, Agustin Galindo-Acevedo, and Crew Leader Felipe DeJesus.



One of our digging crews is helping set a record pace this year. We are slightly ahead of last year which was the best in recent history. From left; Carlos Chonteco, Antonia Alvarez, Juan Aguilera (Foreman), Maribel Trigueros, Perla Medina, Felipe DeJesus, Ana Morales, Olavo Olmeida, Mariluz Guzman, Francisco Garcia, Xochitl Galindo, and Librada Rodriguez.



Juan Aguilera just celebrated his 30-year anniversary on February 23rd, 2020. He is one of the many long-tenured employees at HF. The average HF employee has been working here for 11 years