

Seasons

Winter 2018

Customer Newsletter - J. Frank Schmidt & Son Co.



Frank III, Sam Barkley, Jr.,
Gordy Webster & Jan Schmidt Barkley

Greetings

The holidays are here, and with these special winter days come thoughts of all we have to be thankful for. Jan, Jean and our families are thankful for a good growing season, a wonderful family of employees, and the best customers any company could hope to have.

We're thankful for our customers of many years, and for those who are brand new. We're thankful that the economy is back on its feet and that tree sales are strong for us, and for our customers across the country. We're thankful for good health and the opportunities afforded by this great country we live in. We're thankful for our military men and women who keep us safe.

As you gather with your families for the holidays, I hope you will count your many blessings and think of ways to help others who may need a helping hand. On behalf of the Schmidt family and our family of employees, we wish you a Merry Christmas and a Happy, Healthy and Prosperous New Year.

Frank III



Bare root harvest is in full swing after a good growing season. Our trees thrived and made good caliper even though it was an unusually hot, dry summer. Thanks to our drip irrigation system that's equipped with subsurface moisture sensors, our farm managers can deliver just the right amount of water and fertilizer into the root zone for optimum growth.

Our big investment in switching from overhead sprinkler irrigation to drip is paying off in better quality trees

and greatly reduced water, fertilizer, and herbicide use. It took a decade to convert close to 2,000 acres to drip irrigation, but the savings will be reaped for decades to come.

Unusually dry November weather gave us a head start on digging, so we are ahead of schedule for this time of year. Eric Henrichs, our production manager, reports that tree quality is very good, and that cull rates are very low.

"I credit our tenured, experienced employees for this low cull rate," Eric explained. "Thanks to their skill and teamwork, we keep up with pruning, staking, tying, taping and other detailed, time-specific steps that are key to growing top-quality trees."

Crew Leader Lourdes Magana-Lopez spent her December 12 work anniversary grading Exclamation!™ Planetrees. Congratulations and thanks to Lourdes, for 29 years of service to JFS and our customers!

Sales Manager Rich Bailey has covered a lot of miles since joining our company in September of 2017. By traveling with our sales representatives, attending trade shows across the



c o u n t r y , and giving tours of our nursery, he's met many customers and become familiar with their operations. If he hasn't met you yet, he's

looking forward to the opportunity to cross paths with you soon.

Rich has already made many positive changes in our sales department, some of them in direct response to feedback in our recent customer survey. One big change is delivering order acknowledgments via email – a first for JFS!

"Keeping our valuable customers connected to our sales department, whether directly or through our representatives, is a top priority," Rich said. "Our top priority is improving our order entry processes and customer communication channels. Exploring other efficiencies is a constant in our efforts to build stronger customer relationships and confidence in JFS for the future."

The recent addition of Kayla Ruzicka and last year's hiring of Jessica Hutchings rounds out a top-flight inside sales team lead by Customer Service Manager Tammy Bowman.

Rich, Tammy, Jessica, Kayla, Caly Traudt, Elyn Rackley and Al Herzog (transportation manager) work closely with our 10 territory-based sales representatives to provide you with the best trees and customer service in the business.

"JFS Sales Department is excited about our positive future - working together with all of you!" he said, adding that he and the entire staff welcomes your visit to JFS.

Congratulations to Nancy Buley, who accepted a 2018 Horticultural Industry Leadership Award at Cultivate'18 this summer. Nancy was recognized for her outreach and leadership in connecting our nursery, and the nursery industry as a whole, with specifiers and others who influence the selection of trees for urban landscapes. For more than 20 years, Nancy has spearheaded our efforts to engage and educate landscape architects and designers, urban foresters, non-profit tree planting groups, garden communicators and others who influence the planting of trees.



"Communicating trees is just plain fun," Nancy says of her role as Communications Director. "They do so much more for our health and well-being than we ever imagined. I never get tired of sharing our 'Trees Are The Answer' message, especially with those outside the nursery industry."

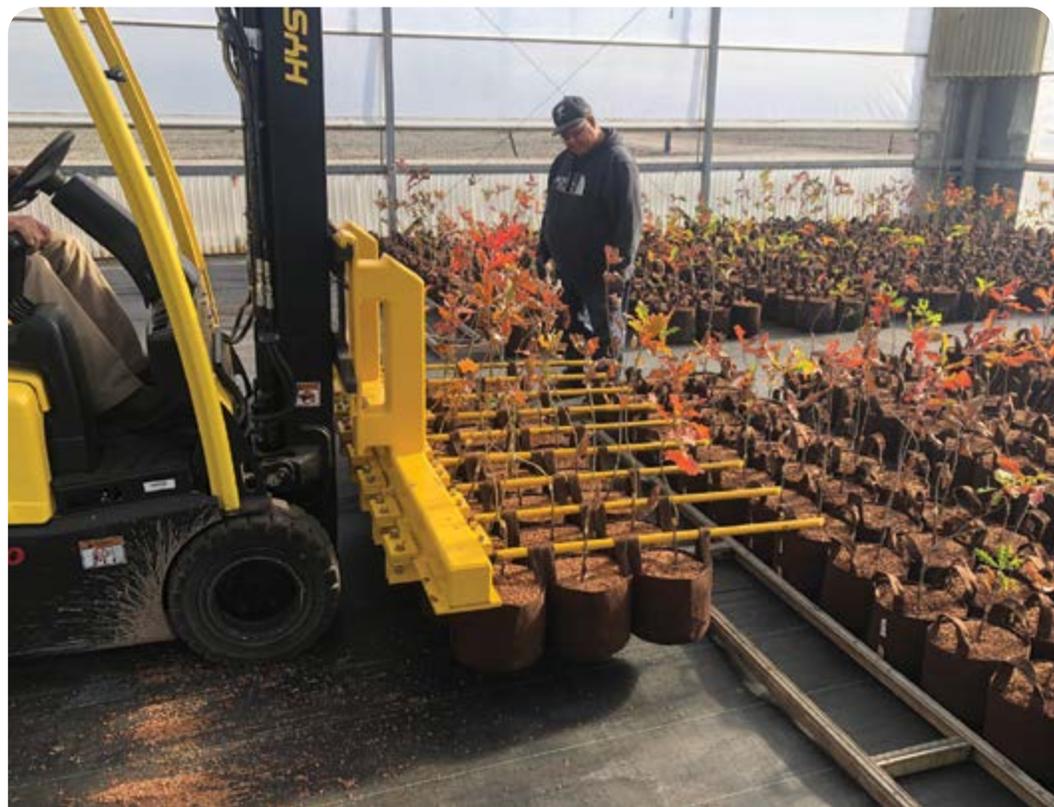
Read more about Nancy's role in "making the green connection" in the July issue of Greenhouse Management magazine. <http://jfs.co/ghm-nb>



Demand for trees is higher than it's been in years, but the big challenge is training and taking care of them through multi-year growing cycles. Growing great trees requires skilled, experienced workers, who are also in short supply these days.

Here, we work hard to retain our skilled employees by offering health insurance, 401(k) and other benefits. It required all hands on deck this year to get our crops ready for shipping, so we're extra thankful for our loyal, dedicated workforce.

In addition to our efforts to retain our exceptionally skilled employees, we're constantly working to increase efficiencies through labor-sharing between farms, careful management of crops, continuous process improvement and mechanization. An example of this is our new VigorLiner® pot mover that moves up to 27 containers at a time. It's one of our many efforts to be more efficient and hold down our production costs. (Young Crimson Spire™ Oaks are pictured.)



Ravishing Redbuds

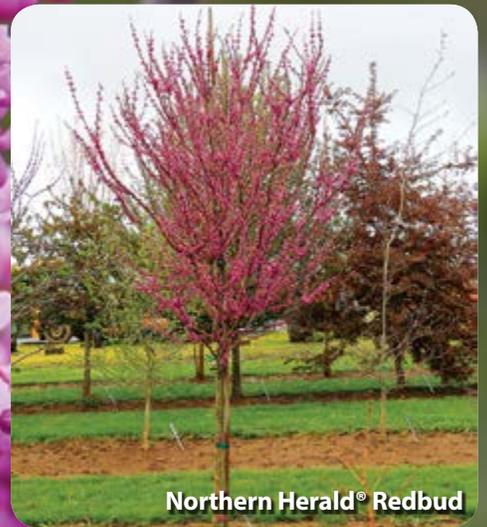
Eastern Redbuds (*Cercis canadensis*) are springtime favorites, thanks to their cheerful show of bright rosy-pink to magenta blooms that crowd along their bare branches before the leaves emerge. And what's not to love about their heart-shaped foliage?

This popular North American native species is experiencing a "cultivar boom" of sorts, with a number of new exciting cultivars recently introduced, and more on the way.

We currently offer 10 cultivars plus the ever-popular species. Particularly unique are the extra-hardy Northern Herald® Redbud (Zone 3b) introduced by North Dakota State University, and the double-flowered Pink Pom Poms Redbud bred by Dr. Dennis Werner of North Carolina State University. Sporting purple foliage along its cascading branches, Ruby Falls Redbud combines the best traits of its parents – Lavender Twist® and Forest Pansy redbuds.



Ruby Falls Redbud



Northern Herald® Redbud



Pink Pom Poms Redbud



Countless hours of effort, trial and observation have gone into our decades-long effort to grow better trees in containers. After trialing just about every type of root pruning container on the market, we've settled on two distinctively different types of containers that deliver the same results – healthy trees with fibrous, well-developed root systems. Hence the 'VL VigorLiner®' and 'RP VigorLiner®' designations in our catalog and on stock available lists. They're described in more detail on Page 82 of our Price Guide.

'VL VigorLiner®' refers to the plastic air pruning containers that we helped to design and have used successfully for more than a decade. 'RP VigorLiner®' refers to the Root Pouch® fabric bags that we've used more recently with

great success. Results with the fabric bags have been so good that most of our VigorLiner® production is being phased into these newer, more environmentally friendly containers, according to Gordy Webster, Container Production Manager.

"Trees grown in the Root Pouch® bags are very impressive. We've seen improved growth and improved root systems in many varieties while trialing this new container. In addition, we've

been able to reduce our production costs by substantially reducing irrigation.

"Since its irrigation requirement is so much lower than that of any of the air pruning containers, we have the flexibility of holding them for longer periods of time," Gordy noted. "And our customers won't have to baby them with frequent irrigation. Everyone saves on irrigation as well as labor."



3VL VigorLiner®

3RP VigorLiner®

Horticultural research and scholarship, medical research, arboretums and local schools and charities are among recipients of \$315,000 distributed this year by the J. Frank Schmidt Family Charitable Foundation. Each year, Schmidt family and advisers gather to evaluate submissions and determine which proposals will be most beneficial to the horticultural community.

Because horticultural education is an important mission of the Foundation, various educational events were sponsored including the America In Bloom Symposium, Partners in Community Forestry, Oregon Community Forestry and Landscape Below Ground conferences. College scholarship programs received \$39,000. Medical research and local hospitals gained \$25,500, while local charities, schools and youth organizations were awarded approximately \$24,000.

Arboretums including US National, Arnold, Bernheim, Morton, Hoyt and JC Raulston earned grants, as did

Leach, Tulsa, and Missouri Botanical Gardens and Yew Dell Garden; totaling approximately \$30,000.

Grants made in support of new tree development and plant health research totaled \$162,200. Funds were

distributed to more than a dozen universities including institutions located in Oregon, North Carolina, New Mexico, Michigan, Iowa, Colorado and North Dakota. Cornell University, Virginia Commonwealth University and the Universities of Idaho and Minnesota were also recipients.

The J. Frank Schmidt Family Foundation was established in 1986 to mark the 40th anniversary of the company. The 501(c)3 non-profit foundation is endowed by proceeds of the sale of the 20-acre "Home Place" where Evelyn and J. Frank Schmidt Jr. founded the nursery in 1946. To date, contributions benefiting horticulture, medical research and community total approximately \$6,234,000.



The city of Washington, Missouri was presented an Outstanding Achievement Award for urban forestry at the 2018 America In Bloom Symposium held in Lexington, Kentucky. Sponsored for more than a decade by the J. Frank Schmidt Family Charitable Foundation, the award was presented on our behalf by Pat Carey, General Manager of Riverfarm Nursery, Goshen, KY. John Steffens and Sally Bocklage accepted on behalf of their city, which also earned the award in 2014. www.americainbloom.org

Urban Sunset MAPLE

Acer truncatum x A. plat. 'JFS-KW187'

Urban Sunset® Maple is a natural born street tree.

Selected as an outstanding performer from our 30+ year effort to combine the best characteristics of Asian and European maple species, it calipers well and develops a uniformly branched canopy with minimal pruning. Vigorous and upright growing with a strong central leader, it produces very few seeds and is pest and disease resistant.

Dark green leaves are glossy and tatter-resistant. This heat and drought-tolerant tree features dark green, glossy leaves that explode with bright to deep red tones in autumn. Hardy through USDA Zone 4b, it matures to a height of approximately 35' and spread of 20'.

When asked to name a favorite tree, Production Manager Eric Henrichs was quick to call it "a grower's tree."

"Urban Sunset® is easy and fun to grow," he explained. "Trunks are straight and sturdy, and it branches well and shapes up into a nice, symmetrical tree with a minimum of inputs. It's trouble-free and a rewarding tree to grow."

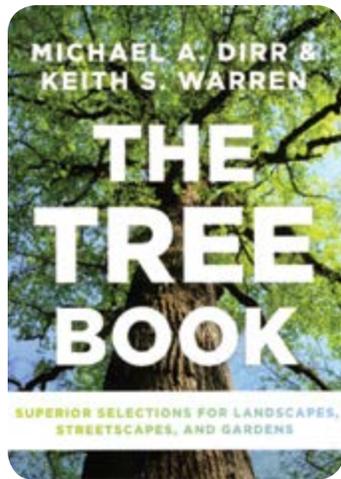


We're thrilled to announce the April 30 publication of a new book authored by Keith Warren and Michael Dirr.

The Tree Book – *Superior Selections for Landscapes, Streetscapes & Gardens*, evolved from a 30+ year friendship that grew out of the authors' mutual love of trees.

Between the covers of this book, you'll find the combined knowledge and wisdom of two great plantsmen. Mike (professor and mentor) and Keith (nurseryman and plant breeder) share their lifetime of learning about trees, cultivar development, and their quest for new and better trees.

Combining their unique skills and knowledge, they tell the story of tree introduction while recommending new,



underused and improved trees for our landscapes. The book's 943 pages include hundreds of color photographs and descriptions of new, underused and recommended trees for landscapes.

Those who've followed Mike and Keith on their famous "tree walks" in the J. Frank Schmidt, Jr. Arboretum will know this book to be a "must have" volume for your horticultural library. Their excitement for trees jumps right out of the

book, just as it does when Mike and Keith walk our rows of experimental trees, according to Frank, who's seen proofs of the book.

"During Mike's annual visits to our nursery over the past two decades, it's been my pleasure to join Mike and Keith as they walk our blocks of experimental trees; discussing, sharing opinions, and debating the merits of potential new introductions. I feel honored and blessed to be friends with these remarkable horticulturists."



Published by Timber Press, The Tree Book is available for pre-order from Portland's Powell's Bookstore (in-store or online) and from Amazon, where it also can be delivered to your Kindle or other device.

Ruby DayzeTM

Crabapple

Malus 'JFS KW 139MX' P.A.F.

Ruby Dayze[®] Crabapple scores on all fronts, featuring the most scab resistant foliage and overall disease resistance among the red leaved crabs that we've seen to date. Beautiful bright magenta-pink flowers are abundant in spring. Deep red fall fruits are tiny and persistent. Form is upright and oval.

Superior disease resistance and improved form position Ruby Dayze[®] Crabapple to be an excellent replacement for a number of "old standbys" that feature bright pink blooms and/or red foliage, such as Adams, Centurion, Indian Magic, Indian Summer, Prairifire, Pink Spires, Red Splendor, and others. Its naturally upright, tightly oval shape requires minimal pruning and shaping in the nursery, a characteristic that will also be appreciated by growers as well as those who maintain landscapes and streetscapes. Its remarkably small fruits provide bite-size morsels for birds and are bright and long-lasting.



Seasons is a publication of J. Frank Schmidt & Son Co.

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December 13 marked the first birthday of Sam Jay Barkley, III. This happy, smiling little guy is the newest addition to our family, and the tenth great-grandchild of our founders, Evelyn and J. Frank Schmidt, Jr. He's the first child of Natalie and Sam Barkley, Jr., and the fifth grandchild of Jan Barkley, who says being a grandma is the best job in the world. Our growing family is pictured at a gathering that took place last March.



We are wholesale growers of shade, flowering and specialty ornamental trees sold to wholesale growers, garden centers and landscape distribution centers across the United States and

Canada. Founded in 1946 by the late J. Frank Schmidt Jr., we are a family run company dedicated to the success of our customers and the advancement of the horticultural community.

