

All of us at J. Frank Schmidt & Son Co. GROWING together Winter 2024

Production years prepare Sam Barkley for Sales Manager role

We're excited and pleased that Sam Barkley will assume our Sales Manager role in Spring of 2025! He brings 17 years of nursery production experience to the role of leading our 12 regional sales representatives and our in-house customer service team.

A graduate of Oregon State University, Sam holds a degree in Business Administration and earned a certificate in Applied Horticultural Business Management from Texas A&M University. He began his career with JFS as a bare root production worker at our Barlow Farm near Canby. Next stop was our New Product Development department where he assisted Keith Warren in plant breeding and selection efforts for five years. He then mastered cutting and seedling production at High Forest Farm for eight years. He has managed our Cottrell container farm since 2022.

Sam has served on the Mt. Hood Chapter Board of the Oregon Association of Nurseries since 2013 and currently represents Field and Bare Root Growers on the OAN Board of Directors. Since the retirement of second-generation family leaders, he has increasingly served as the family's spokesman at trade shows, industry events and awards ceremonies such as their recent induction into the OSU College of Agricultural Sciences Hall of Fame.

As Sales Manager, Sam is eager to continue the family legacy of growing great trees at the nursery founded in 1946 by his grandparents, Evelyn and J. Frank Schmidt, Jr.

"I've wanted to grow trees since I was a little kid, and I've always been interested in the sales side of the business," Sam said. "I can't wait to get out there and help our team, and most importantly, help our customers grow great trees."

Sam will be mentored for the next several months by Rich Bailey, our sales manager since 2017. In May, Rich and his family will return to the Midwest, where he will represent JFS in Illinois and Wisconsin upon the retirement of longtime sales representative Roger Purcell.

Ben Rough, CEO, is excited for Sam to bring his production background to the sales manager role.

"Sam's experience in growing trees is a huge asset for JFS and our customers," Rough said. "His passion for trees will ramp up the team's ability to understand our customers' challenges and needs and help us to serve them better."

"Given Sam's 17 years of success here at JFS, we're confident that he will emulate the core values of the organization," Rough added. "As Sales Manager, Sam will carry on the tradition of a family run business focused on quality, value, transparency, mutual respect and stewardship of the industry."



Sam Barkley brings a grower's perspective to his new role as JFS Sales manager. The combination of his passion for trees and 17 years' experience in various production roles positions him to lead our team in serving our customers better than ever.



Sam Barkley accepted the OSU College of Agricultural Sciences Hall of Fame Award on behalf of the Schmidt family at the Oct. 17 Dean's Dinner in Corvallis. The award honors those who make invaluable contributions to Oregon agriculture and natural resources and recognizes their service and cooperative involvement with OSU.

Barlow/Sunset gears up for the harvest

The farm has been hard at work preparing for the harvest season. As the seasons change so does the workload. When preparing for harvest, a lot of work goes into getting everything in order ahead of digging. All fall jobs must be complete including hand ties on two-year trees, disconnecting all the irrigation lines, servicing the tractors and diggers, and removing stakes from trees scheduled for digging. Preparing inventory tags, getting the sawdust and coolers ready for storage, and many other jobs are critical for a smooth transition between the seasons.



Victor Pineda uses a modified snow blower to shape the trenches in the sawdust that will soon receive bundles of bare root trees.

Digging season is a time of the year when all departments are involved with the main goal of digging and processing trees. The departments come together and jobs/responsibilities are shifted with each individual playing a part in getting harvest done smoothly and efficiently. Harvest is a time of the year when all the hard work put in during the growing season shows itself as quality trees make their way through the warehouse during grading.



Pedro Torrez pulls stakes prior to digging.

When I talk to people outside of the nursery business they often wonder what we do during the winter. Most automatically think winter is our slow time since the trees are not actively growing. That assumption can't be farther from the truth! The reality is that all farms are running full steam with harvest responsibilities. We are fortunate to be in a business where we can continue to look forward to the variety of work that comes and goes throughout the year. There's never a dull moment at the nursery.



Jovita Torralba removes stakes from trees in preparation for digging.



Digging crew goes full speed ahead in Sunset Farm Field 13.



From left, Marisol Vasquez and Eldy Garcia tag combo fruit trees.



Flor Hernandez folds tags and makes sure they are stored in their correct bins.

Many details add up to great trees at Milton Farm

This year has gone by super quick and it is now time to get ready for harvest season! The leaves are starting to change color, the sun rises later and temperatures are dropping. There is plenty to do while we wait for the order to dig our lovely trees. Carlos Diego and Carlos Aparicio did a final count of trees to make sure our inventory numbers are current. They walked row after row counting every single one of our trees making sure they are the best quality possible. Trees were inspected for defects and pests. It is important to make sure the trees are as healthy as possible to ensure they will survive harvest and will grow strong once they reach their destination to be planted.

Another important inventory step is painting the trees. We have different paint codes for each variety of tree. Once harvested, it will be much easier to keep track of different varieties with each color to ensure all orders are fulfilled correctly. With all the movement in the warehouse once harvest season hits, it is very easy to mix up the different batches of trees. Tree paint helps immensely to keep everything organized.

Along with inventory and painting, clean-up is also very important. A group goes around pruning the branches growing at the base of the tree to clean up the trunk. Once pruned, another group cleans up the branches left behind. This is an important step towards harvest preparation as it prevents accidental injuries when pulling trees out of the ground. The branches at the base of the trunk can poke an eye or catch on clothing when being loaded into the trailers. Having the trees as clean as possible helps prevent injuries and makes for smoother harvesting.

Land preparation is equally important. Oscar Ponce is in charge of planting wheat between tree rows. Since not all lands are flat, the wheat helps prevent soil erosion due to wind or water as well as aiding in moisture absorption as the wheat prevents water runoff.

Miguel Reyes oversees tilling the land, ensuring the best quality soil for next year's planting. Prior to tilling time, grass is planted in these areas to serve as mulch, providing nutrients to the soil needed to grow healthy

trees. Miguel has been working these lands for 27 years! We thank him, and all our employees who work very hard to prepare the best environment for our trees.



Stellar group painting our aspen trees includes, from left to right: Ruben Robles, Roberto Robles, Maria Gonzalez, Maria Tello, Carlos Diego



Armandina Garcia cleans up tree trunk base branches on our Amelanchier trees



Oscar Ponce flashes that signature smile of his while happily planting wheat.



Miguel Reyes stands next to his trusty tractor and plow, prepping land for next year's planting

Photos tell Northwest Shade Trees story



Eric Zintzun is one of four employees 'dormant' pruning from a high-lift. Here he is working the canopy of an elm.



All the tree spades have been inspected, worn parts replaced and blades sharpened for the upcoming harvest season by our mechanic Francisco Cervantes with the help of Bernardo Hernandez. Here they are replacing the padding on one of our trailers to prevent damage to tree trunks during hauling from the field to the yard.



It takes a lot of concentration to drive the tractor in a straight line! Viliulfo Hernandez is making sure that we don't have to look at crooked rows for the next 5 years!



Congratulations to Fortino Huerta who recently passed his private pesticide applicator exam on the first try! Here he is spraying the herbicide bands in a 4-year-old block.



The team at Northwest Shade Trees is finishing the growing season planting conifers. On the planter you find Fernando, Ramon and Tinoco gently dropping the trees into the row.



Opening the planting furrows in the fall greatly speeds up the planting in the spring. Our grower Jesus Zamudio is almost done preparing 19 miles of furrows!

The Importance of Seed Collection and Storage for New Plant Development

Seed collection and storage are essential to our plant development program at J. Frank Schmidt & Son Co. These processes form the foundation of our efforts to innovate and introduce resilient, diverse, beautiful and unique new tree varieties.

Seeds are the genetic blueprints of plants, encapsulating their potential for growth and adaptation. By collecting seeds from various species and source locations, we ensure a diverse genetic pool, which is vital for developing trees with desirable traits such as disease resistance, drought tolerance, and improved aesthetics. This diversity also equips us to adapt to changing environmental conditions, ensuring the sustainability of our new plant introductions.

Seed collection and storage drive innovation within our new plant development program. The diversity in our gene pool allows us to crossbreed trees and develop new varieties with improved traits, facilitating research and further evaluation.

Our seed collection process is meticulous yet casual. We start by identifying and selecting parent plants with desirable traits. Seeds are then harvested at the optimal time to ensure their viability, which requires careful monitoring and an understanding of the trees' reproductive cycles. The harvesting techniques vary depending on the species but the majority are hand-picked. Detailed records are kept for each seed batch collected, tracking the parent plants, collection dates, and environmental conditions.

Once collected, proper seed storage is crucial to maintain their viability. Effective storage preserves the ge-

netic material, ensures germination success, and provides a ready supply for future use. We store seeds in a controlled environment with optimal temperature and humidity levels to prevent deterioration. Seeds are stored in materials that protect them from desiccation, light, and physical damage. Regular monitoring and periodic germination tests ensure that the seeds remain viable.

In conclusion, seed collection and storage are fundamental to the success of our new plant development program at JFS. These practices ensure a diverse genetic pool, enabling us to innovate and introduce new plant varieties that are resilient, beautiful, and sustainable. Our commitment to these practices will continue to be a cornerstone of our efforts to lead in horticultural advancements and contribute to a greener world.



Germinated red maple seedlings in late June that were manually pollinated in April of the same year.



Fifth generation, open pollinated First Blush® Cherry seed collected, cleaned and ready for storage.

Summer tasks give way to fall planting

Since the last newsletter, D62 has been summer grafting, tagging trees, and performing our summer production work. After grafting the *Acer palmatum*s the crew was divided with a smaller crew of four with Sergio Tello and Elias Velasco doing the budding with Rocio Dominguez and Armando Cano helping out. The remaining grafting crew consisted of Crewleader Adelina Martinez with Adelia Ascencio, Susana Joaquin, Rosa Elias, Maricela Salazar, Celina Venancio and new addition Elvia Espinoza.

Since we added the new greenhouse in 115 to the D62 workload, our production crew did another good job keeping up with the additional work. They efficiently and skillfully did everything from taping tops, setting bamboo, pruning, tagging, collecting graftwood and doing the big job of pulling plants to send to the farms. Rodrigo Velasco and Maurilio



Javier Salas Avendano pruning small trees to get them ready for potting.

Lopez lead the crews in getting the work done. The people involved with these different jobs were Salomon Cruz, Eduardo Merino, Epifania Ramirez, Ricardo Laguna, Pedro Zamora, Adolfo Guterrez, Enereida Valdovinos Chacón, Damian Gonzalez, Luz Carillo, Hector Hernandez, Angelica Lopez, Veronica Piste and Rocio Lucero De Jesus.

Everyone worked well doing different jobs on different days - sometimes with a different group. With the completion of grafting at the end of September, we began the process of preparing the farm for fall potting, seed planting, preparing rootstocks for winter grafting, consolidation and overwinter protection. We can't forget Alberto Galarza and John Masse who work to maintain the equipment, make improvements and keep everything moving forward thru the different work seasons we have at D62.



Armando Cano is at the controls of a machine that John Masse created from materials that we had on hand around the farm. The machine assists with de-potting small trees, saving time and money. Truly the definition of making something from "nothing"



Veronica Lopez, Elidia Melesio, Maria 'Concha' Francisco, Merced Chonteco and Yolanda Lopez sort and plant Red Oak acorns collected at a Portland park.



This row of Lindens (*Tilia cordata*) planted last year near the High Forest Pond will soon bear bountiful crops of seed.

High Forest collectors gather seed for trees of the future

The Dogwood days of Summer are finally behind us, and the mornings have turned crispy at High Forest Farm. After another season of planting millions of cuttings (1,00,847 to be exact), we are transitioning to the swing season jobs, and the best season of the year is upon us. As the leaves change colors on the trees and the temps keep dropping, the High Forest crews exchange their pruners for buckets and venture forth to collect seeds.

Seed collection and processing is an ever-expanding part of our operation, and this year we are on track to collect more seed than any year in recent memory (at least in this Farm Manager's memory). Among our favorite places to pick are Portland area parks where we regularly collect acorns. This year we got a whopping 1,000 pounds of acorns from two parks in Portland where we regularly collect. This year, at those same parks, our Grower Tanner Wilson found *Carpinus betulus*, *Aesculus hippocastanum* and *Ginkgo biloba* trees in addition to the Oaks, adding even more varieties to our collection list.

We are getting more and more help from the other JFS farms as well, with regular shipments of seed coming in from Tereso's crew at Milton Freewater, and Martin Hanni and his Northwest Shade Trees team.

Last year we got 50 pounds of *Cercis canadensis* from Milton Farm. It ended up being the best quality Redbud seed we got in that year, performing better than the seed we traditionally purchase from vendors across the country. This year we hope to double that amount and collect 100 pounds from MF.

One propagation pathway followed by acorns is to be planted in pots by Teresa Leap's crew, in order to get the highest quality oak trees possible in one year of growth. By planting in pots, we avoid a lot of the crooked roots that oaks are known for developing, and can skip the expensive step of undercutting the oaks out in the field to improve the root structure. Year after year, Teresa and her crew produce arrow-straight oak trees in pots that are coveted by all the Farms.

Not to be forgotten are the field crews, slogging through the mud to plant seeds in the furrowed rows of our raised beds. These rows are then covered with sawdust via our tractor-pulled spreader, and then rolled over to tamp them down. Every year we plant more than 50 acres of fresh seed out in the High Forest fields, in blocks either designated for 1-year or 2-years of growth before being harvested.

As we collect seed in the present, we plant for the future as well. Over the last few years at High Forest, we have planted many a seed tree that in the future will yield us thousands of seedlings. We have planted *Tilia cordata*, *Cornus florida*, *Carpinus*, *Amelanchier* and *Acer circinatum* to name a few. A good example is the row of *Tilia cordata* that was recently planted near the High Forest pond. With seed trees like these being planted yearly, the future is looking bright at High Forest Farm.



Our team of professional seed sowers pause from planting acorns on a beautiful fall day for a photo. In the background, Eduardo Ortiz is on the tractor, ready to roll the freshly planted row.



Graciela Lopez, Martha Jimenez and Juana Guzman rake and pick up Red Oak (*Quercus rubra*) acorns in a Portland city park.



Redbud (*Cercis canadensis*) seed collected at our Milton Freewater farm germinated better than any of the purchased seed lots.

Fruit, vegetable, or dinosaur egg?



Many guesses were made trying to identify this new mystery food. Is it a squash, a melon, or a dinosaur egg? It sure isn't our typical specimen that you'll find growing around here, or anywhere, but can only be found at Milton-Freewater Farm!

Turns out it is a Water-loupe, or Canto-melon. It's been confirmed that this unique, lumpy, basketball is a cross between a watermelon and a cantaloupe created by Aurelio Gonzalez, Milton-Freewater employee. It was kindly shared with excited main office employees who enjoyed the fragrant scent of this unique fruit throughout the halls all day. To say the least, it intrigued everyone's taste buds. The happy taste testers all agreed that they will gladly take a bite of this melon again! Thank you, Aurelio!



Fall sales tour inspires confidence in JFS trees

SELL, SELL, SELL is the mantra in the JFS Sales Department! We held our annual Fall Sales Meeting during the last week of September, hosting all 12 sales representatives from across the country. We spent a half-day in the office and 2-1/2 days touring Hood Acres, Cottrell, NWST and Barlow/Sunset farms. The meeting and tours went very well and, as always, solidified our sales representatives' confidence in JFS and its high standards.

Our Stock Availability shows that we still have a lot of trees to sell, so we took our time to discuss all options and opportunities to get our trees to customers. Great ideas came from our discussions and since the meeting, we've reviewed inventory, developed programs, created marketing flyers and distributed these tools to our sales team! It was an "all-hands on deck" process and we have already seen some fruits of this labor! Positivity abounds around JFS trees and the echoes of great quality, consistency and service continue to push us and attract customers to our company. Thanks to everyone for the hard work put forth to produce the best of the best. Let's get shipping!



Sales team out on tour at Cottrell Farm.



Rich Bailey presents "The Belt" to Craig Hallman, our 2024 Salesman of the Year.



Eric Henrichs discusses maple trees with the sales team on a rainy day at Barlow/Sunset Farm

Inventory, shipping teams set pace at Cottrell Farm



Inventory and Shipping is one of the most important jobs at Cottrell Farm. It takes a team of people to pull off and here are 2 of the main players at Cottrell Farm. On the right is Jacqueline Galindo-Rodriguez who is out counting bins and helping sales with questions and keeping the computer straight. Ivett Hernandez-Duron is our seasoned shipping professional who helps hold it all together. I am extremely excited to see this team work together and improve the way we manage our inventory over here at Cottrell Farm.



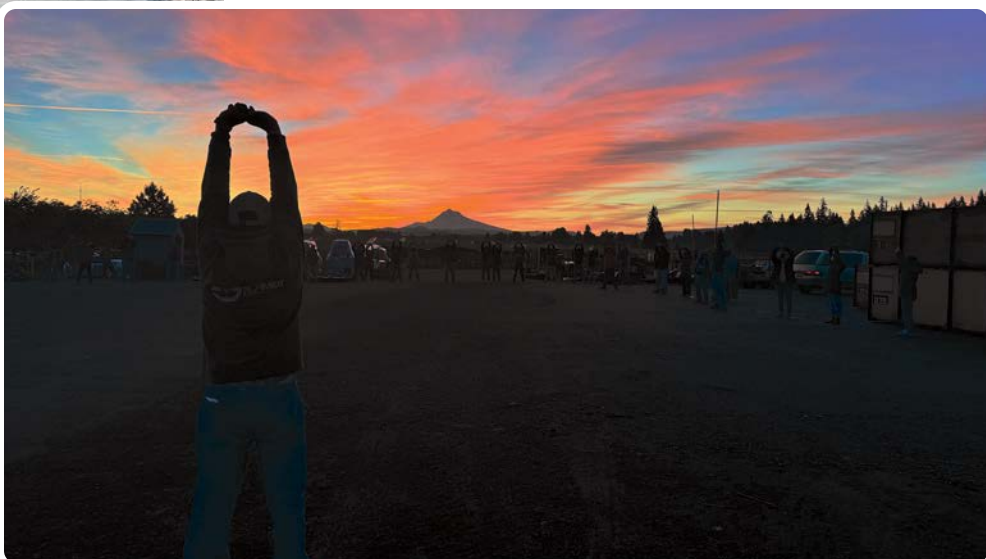
Before each tree can be loaded onto a truck, its canopy must be tied up with twine. During the growing season, when the trees have leaves, this job is done on the day the truck takes them. If we left them tied up longer, the leaves would burn and turn bad. After the leaves drop, we can tie them up as the load is being pulled. This is preferred by both the loading and pulling crews. Pulling crew, from left: Noel Merlin Carmona, Willian Balam Uc, Guadalupe Saquic Mendoza, Monserrat Trujilo Ortiz, Maria Demuner Pedroza



Monserrat Trujillo, Severiano Ocampo, Ramiro Lucas and Manuel Felipe are pictured gathering up used plastic from the High Forest and Cottrell greenhouses. They can no longer be used for the greenhouses, but they are perfect for wrapping around the containers in the blocks of consolidated trees. Using the plastic to help insulate the containers prevents the roots from freezing and also keeps the plastic out of the landfill.



CF Safety Committee, from left. José Francisco Ascencio, Maria D. Felipe, Adelina Torres, Ramiro Balanos-Aviles, Jose Martinez Vasquez, Victor Gomez, Adriana Martinez



It's safe to say that CF has one of the best views anywhere to enjoy while doing stretches every morning. We rotate a new person to lead stretches each week. Pictured here is Esteban Dominguez-Garcia (Pesticide Supervisor) leading stretches with a beautiful view of Mt. Hood in the background.

Hood Acres



Mt. Hood towers over the Hood Acres fields as our digging teams work at steadily to get the job done. Clear skies and dry digging conditions make the work go quicker and the soil easier to shake from the roots of this last row of oaks in Block 24. Workers shake off excess soil and stack the trees into piles that can be picked up by the grappler and lifted into the trailer-mounted pallets that will carry the trees from the field to the grading stations in the warehouse.



Our John Deere excavator is outfitted with a custom-made grappler that speeds up the harvest by lifting piles of trees into pallets for transfer to the warehouse. The grappler's cushioned jaws grab large bundle of trees and swing them into the pallet at a much faster rate than in the past, when workers hoisted several trees over their heads and handed them to a worker stationed inside the pallet. This technique saves labor and time while preventing back injuries.



The Hood Acres Shop had one of the diggers all cleaned up and ready for the harvest season in late August when the leaves were still green and Mt. Hood was nearly bare of snow.

New hires and position changes at JFS!



Please join us in welcoming Cathie Bown to our Inside Sales team based at our Hood Acres Farm headquarters in Boring. Cathie brings a wealth of knowledge to her role that includes 20 years of horticultural experience plus her more recent work as an ISA-certified arborist.



Javier Salas Avendano has joined the JFS team as a Management Trainee. Javier is originally from Missouri and he is a proud Marine. He brings valuable experience to us and a passion for growing great trees.



We welcome Jennifer Warren as the new Management Assistant in the Hood Acres Shop. Jennifer is a devoted mom to her 3-year-old daughter and 1-year-old son. She values time with her family and has a passion for the outdoors.



Kayla Towers has been promoted to Accounts Payable Specialist. For the past two years, she has been a Management Assistant in the Hood Acres Shop.



Oscar Torres has held numerous positions during his 15 years at JFS. He was recently promoted to the position of Human Resources Manager after serving for five years as our Payroll Specialist.



With Oscar moving into his new role, we have hired Marni Schulz as our new Payroll Specialist. She brings 10 years of payroll processing experience and a wealth of knowledge and expertise to the position.

Celebrating Employees With 20 Years Or More

November

Name	Farm	Hired	Years
Salomon Mejia-Cruz	Hood Acres Farm	11/05/99	25
Jose Martinez	Hood Acres B & B	11/06/03	21
Justino Gamboa Chulin	High Forest Farm	11/07/01	23
Hilario Rodriguez	Hood Acres Shop	11/09/00	24
Carlos Aparicio	Milton Farm	11/09/04	20
Victor Pineda	Barlow Farm	11/11/83	41
Bernabe Tapia Gonzalez	Hood Acres Farm	11/11/02	22
Kris Wright	Cottrell Greenhouse	11/15/99	25
Guadalupe Gutierrez	Milton Farm	11/22/91	33
Agustin Galindo	High Forest Farm	11/22/99	25

December

Name	Farm	Hired	Years
Maribel Trigueros-Gonzalez	High Forest Farm	12/01/99	25
Fidel Flores-Gonzalez	Hood Acres Farm	12/11/02	22
Lourdes Magana-Lopez	Hood Acres Farm	12/12/89	35
Teobaldo Orosco	Hood Acres Farm	12/18/01	23
Martha Jimenez-Hernandez	High Forest Farm	01/03/02	23

January

Name	Farm	Hired	Years
Pablo Lopez	Barlow Farm	01/06/99	26
Teresa Pankiewicz-Leap	High Forest Farm	01/12/04	21
Isidro Moreno Flores	High Forest Farm	01/17/00	25
Romualda Arellano	Cottrell Container	01/22/01	24
Victor Lorenzo-Gallardo	Cottrell Container	01/24/03	22
Gaspar Hernandez Garcia	Cottrell Container	01/31/05	20

February

Name	Farm	Hired	Years
Martin Nunez-Carmona	Cottrell Container	02/03/93	32
Graciela Galindo-Lopez	High Forest Farm	02/11/02	23
Pedro Galindo-Gonzales	Cottrell Container	02/13/01	24
Andres Reynero	Barlow Farm	02/15/93	32
Francisco Ramirez-Velazco	Hood Acres Farm	02/17/92	33
Francisco Galindo	Cottrell Container	02/19/87	38
Eric Henrichs	Main Office	02/21/02	23
Jose Juan Aguilera-Flores	High Forest Farm	02/23/90	35
Aurelio Gonzalez	Milton Farm	02/26/96	29

Upcoming paid holidays



Job Opportunities

Marketing/Communications Coordinator
– Main Office

Pesticide Spray Supervisor – Barlow Farm

Nursery Workers – All Locations

**Employee bonus program
for referring new hires:**

\$400 To Employee | \$175 To New Hire

Bonus paid 90 days from date of hire.

See Human Resources for more details.

Welcome to JFS!

Nearly every farm has added new employees over the past several months. We're glad you've chosen to work here and welcome you to our tree team!

Barlow Shop

Julio Hernandez 09/23/24

Cottrell Greenhouse

Rocio Lucero De Jesus 06/24/24

High Forest Farm

Victor Soriano Fuentes 06/05/24

Clara Ramirez Gonzalez 07/15/24

Samuel Rodriguez Garcia 07/16/24

Hood Acres Shop

Fidel Rios Vazquez 09/04/24

Jennifer Warren 10/07/24

Maintenance Dept.

Travis Baie 08/26/24

Hood Acres Farm

Arnoldo Sales Morales 07/09/24

Elizabeth Cortez Bautista 07/12/24

Luis Torres Remigio 07/12/24

Jose Diaz Minjarez 07/16/24

Mateo Perez Diego 07/29/24

Arturo Gonzalez 08/19/24

Alejandro Lopez 09/09/24

Evelin Lopez Hernandez 09/09/24

Ildefonso Zamora Arellano 09/16/24

Salvador Contreras Martinez 09/30/24

Main Office

Marni Schulz 08/28/24

Production Staff

Javier Salas Avendano 10/24/24

Exciting News!

We have a new
401(k) record keeper



ASCENSUS®

We are excited to announce that we have transitioned to Ascensus as our new 401(k) record keeper.

Ascensus offers a user-friendly experience for managing your retirement savings.

To access your 401(k) account, simply visit myaccount.ascensus.com/fisher.

You can also download the Ascensus mobile app for easy access on the go.

