

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

GROWING together

Summer 2025



Our Story, Our Standard

For nearly 80 years, we at J. Frank Schmidt & Son Co. have been proud to help shape the nursery industry through innovation, quality, and a deep commitment to growing exceptional trees. What began in 1946 with our founder, J. Frank Schmidt Sr., has grown into one of North America's leading tree growing operations. Still family owned and now led by third generation members, our company continues to thrive on the values we were built on—horticultural excellence, strong service, and integrity. Today, you'll find our trees in parks, campuses, cityscapes, and backyards across the country.

One of the things that truly sets us apart is our investment in research and plant breeding. Known throughout the industry as "Tree Innovators," we've introduced over 100 improved cultivars that meet the demands of modern landscapes and changing climates. Some of our most recognized contributions include Redpointe® Maple, with its vivid fall color; Royal Raindrops® Crabapple, known for its disease resistance and standout foliage; and Crimson Spire™ Oak, a trail blazing oak that has paved the way for many other columnar oaks. Each of these trees is the result of years of thoughtful breeding, careful evaluation, and rigorous testing.

We take pride in the quality of every tree we grow. Whether field grown or container grown, our trees are known for their structural integrity, uniformity, and vitality. These qualities don't happen by chance—they come from decades of refining best practices in root pruning, staking, spacing, and shaping. Every step of our process is designed

to ensure that our trees succeed both at planting and for years to come in the landscape.

We're honored to work with more than a thousand customers—from independent garden centers to large wholesale nurseries and public agencies. At the heart of our work is a focus on building strong, lasting relationships. We believe in listening to our partners, sharing our knowledge, and doing everything we can to help meet their goals. Beyond the day-to-day business, we also support the broader green industry through education, collaboration with universities, and participation in industry events. It's important to us to help shape a more sustainable, tree filled future for everyone.

Sustainability is more than a buzzword for us—it's a guiding principle. We work every day to conserve water, improve soil health, reduce pesticide use, and increase the environmental benefits of the trees we grow. From carbon sequestration to ecosystem support, we're thinking about the long-term impact of what we do.

Over the years, we've been honored to receive awards and recognition for our work, including our induction into the Oregon State University Hall of Fame. But the real reward is knowing that our trees are making a difference in communities across the country.

As we look to the future, we're more committed than ever to the mission that started it all. Thank you to every one of our team members, partners, and supporters. You are the heart of what we do—and the reason we continue to grow.

Our Impact:

A Message to Our Team

As we reflect on a successful shipping season and a strong start to our growing season, it's the perfect time to recognize the importance of what we do every day. Each person at J. Frank Schmidt & Son Co. plays a vital role—not only in growing great trees but in shaping the nursery industry and serving our customers with excellence.

I chose to share this article with all of you so that each employee—whether in the field, the office, the shipping yard, or the greenhouse—can understand just how meaningful your work is. What you do matters. Your efforts are seen, valued, and deeply appreciated.

Please read below to see the story you're helping to write each day.

Ben Rough, C.E.O.

Cottrell Greenhouse finishes spring grafting

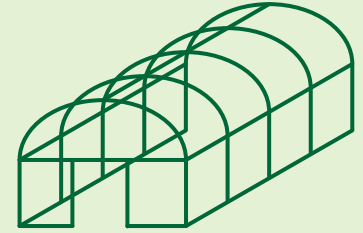
We have reached the end of our grafting and potting cycle last month and now focus on taping tops in the grafts and production work for the vigor liners. Our grafting season began in August to first of October and started again in December to the end of April. None of this would have been possible without the help from Hood Acres and Barlow supplying the scion wood, and High Forest supplying the rootstocks.

Currently we have seedlings and VL's to finish potting. Now we are sorting and taping leaders in our grafts for preparation for field planting in the fall and spring and for potting for VL production. There are three crews that work mostly on this job over the spring and summer: the liner crew with Rocio Diaz as the crew leader which does most of the liner potting including planting seed and the grafting crew with crew leaders Adelina Martinez and Susana Joaquin who help with this until August when the grafting schedule starts again with the Japanese maples. Since this is the time of the year that the plants begin to grow again our 2 Vigor liner crews with Rodrigo Gonzalez and Lucia de Los Santos as the crew leaders, is busy with bamboo, taping, pruning and potting VL. Since the construction of the three new greenhouses we have additional plant material to care for. They will continue with this through the summer to fall and the start of grading and consolidation in preparation for fall potting. Although we have 5 crews each with different responsibilities and functions they are willing to work together during the year to help the other crews with their work load.



The entire crew at Cottrell Greenhouse.

Cottrell Greenhouse by the numbers



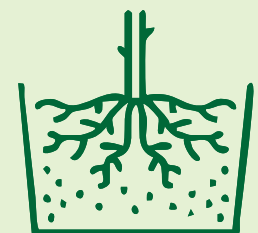
57 Greenhouses



**450,000+ Grafts
made annually**



**79 Grafts per
labor hour**



**550,000+ Trees
potted every year**

Los Topos (The Mole) keeps the water flowing

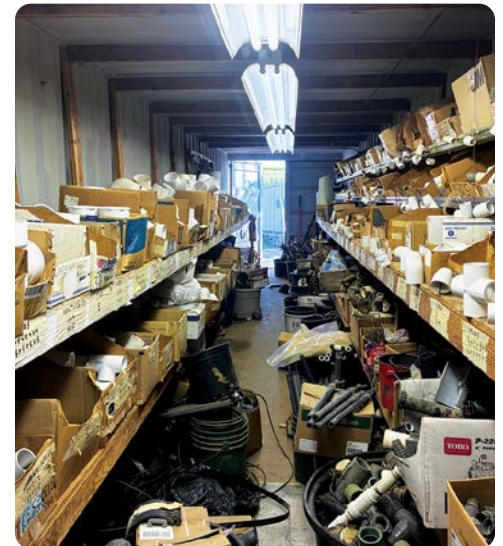
When you spend a lot of your time at work digging holes, you're probably going to get a nickname as such.... Meet Gaspar Hernandez, head of irrigation repair at Cottrell Farm, and affectionately know as Topo (The Mole). In his twenty years of work at Cottrell Farm Gaspar has dug a lot of holes fixing line breaks both big and small. Most of those dug by hand, but more recently so, with help from a small excavator and his assistant Jose Francisco. These two "topos" are responsible for maintaining and repairing close to 15 miles worth of irrigation line all systematically and tightly layered into the 80 acres of Cottrell Farm. And of course, we need it fixed now! Plants can't always wait for water, especially when they are in a container. So, they rely on Gaspar's knowledge and years of experience, to fix the breaks fast and restore service ASAP. To do this Gaspar has a fully kitted van and a large parts room with most all he needs. Gaspar and Jose stay busy 8 months of the year keeping the lines up and running, fixing broken risers, and replacing impact heads. The rest of the year they work on maintaining the system and other tree work. Without Gaspar and Jose's mole skills keeping the small forest of trees alive at CF just wouldn't be possible.



(R) Gaspar Hernandez (L) Jose Francisco in one of the many CF valve boxes.



Gaspar Hernandez with his van o parts and tools.



Cottrell Farm parts room.



Waters always on somewhere on the Cottrell Farm!

Barlow Sunset Farm - shares expertise and manpower to get a big job done fast

This year at Northwest Shade trees, in addition to their regular transplanting for B&B production, 100,000 seedlings were lined out for future bareroot harvest. 25,000 Sugar maples, 25,000 Oaks, 25,000 Apple rootstock, and 25,000 Norway Maple made up the mix of plants that they will grow and harvest over the next several years. Guy Meachum who designs all of our bareroot plantings did a great job of assigning a

product mix that won't be too hard to grow as they adapt to growing bareroot trees.

The best part about the planting is that JFS teamwork went into full throttle when the Barlow Sunset crew agreed to help with the planting! This is one of the great things about working at JFS. Whenever we try something new or have a new job assignment, there is very likely an expert on the process to

offer advice and show you how to get it done. We are never afraid to learn new things and get better all the time. Perhaps that confidence comes from knowing you aren't alone and help is just a phone call away.

I would like to say a BIG Thank You! To the BSF and NWST teams for working together on this project. The actual planting of the seedlings across a 20-acre field happened in 8 hours! Very impressive!



NWST spray man Fortino Huerta gets one of the important sprays done on time to protect the new seedlings from bugs that feed on new tree roots.



Victor Pineda incorporates the preplant treatments and gets the soil ready for planting. Having well worked soil, free of heavy clods, makes the planting so much easier to do and helps to surround the seedling roots with fine soil particles.



Lazaro Chavarria sets the drip tape into position while Jose Omar Valentin makes sure the tractor controls and depth settings are correct.



From left to right - Reyes Escalante, Hiram Martinez, Juan Ruiz and Mario Rodriguez finish up the drip irrigation connections so the seedlings will have easy access to water.



Alonzo Ruiz knows it is time to hustle and keep up with his planting team members. Claudia Antonio makes it look so easy!



Hilda Lopez is prepared. She efficiently counts completed rows and marks the headlands with row numbers and seedling information. Great job!



Barlow Sunset Farm Peyton Farrish and crewleader Antonio Gonzales are happy with the efforts in the field and the good quality of the work done.



The big finish! After a full day of planting, everyone worked together to finish off the field and make sure that every row was filled to capacity.



Tag team hilling tractors are needed to keep up with the fast pace of planting! Victor Pineda and Jose Arriaga do a great job of keeping the International 274 tractors on line for a finishing touch to each row planted.

Barlow Sunset Farm Springs into Action

Spring has arrived here in the valley at Barlow Sunset Farm. This year the plants decided to wake up unusually early. The early spring weather means the oncoming crop of trees start to grow at a rapid rate. This can present challenges to the teams tending to the time sensitive jobs the trees require. The farm has been very busy making sure the critical work is being done at the right time. The warm dry spring is also favorable for planting which this year was completed around 3 weeks earlier than last year. There is a saying "Every year is the same but different" at JFS. The way we function and operate stays fairly consistent but every year the way we get to the end results seems to be a little different than the previous year.

The team at JFS is adaptable and adjust easily to situations. We have the mentality when a problem presents itself our first reaction is how can we fix it and find a solution to get out of it. Each year during peak season challenges arise. Our intuitive thinking prompts us to start problem solving immediately. It never fails at some point during the growing season we are faced with a predicament the team seems to pull through and achieve a miracle.



Crews from Barlow Sunset Farm spread out in the fields at Northwest Shade Trees to get the first crop of trees for bare root harvest planted.



Leobardo Perez is taping up young Autumn Flowering Cherry trees in the field.



Production Manager Eric Henrichs jumps into action to help our hard working crew with planting at Northwest Shade Trees. Left to Right - Noe Herrera, Alejandro Juarez, Marcial Reyes, Gabino Camacho, Eric Henrichs.

Our field crews were out working hard to keep up with the early spring. They were getting the trees staked and taped up for straight trunks and the highest quality product.



Bernabe Mendoza, Jesus Pardo, Osvaldo Hernandez, Noe Herrera, Erik Marquez, Edgar Ibarra



Andres Gomez, Heladio Pimentel, Carlos Hachac, crewleader Jeronimo Ruiz, Yonic Torres, Roberto Hernandez, Back Osman Enrique, Juan Luis Martinez, Jesus Arias, Yahir Bautista, Carlos Hernandez



Jose Alvarez, Hermelinda Mendoza, Odimar Cruz, Esteban Arias, Silverio Camacho, gabino Camacho, Justo Martinez, Hector Alcala, Fernando Sanchez, Martin Lombardo, crewleader Pablo Lopez, Omar Cruz

Milton rises early to beat the heat

As the days get longer, Milton Farm starts work at the crack of dawn. As the sun rises earlier, so do we. We are greeted with cool mornings followed by full sunshine within a few hours of starting the workday. Most of the work done this spring season is under the full sun rays with no shade, so we try to follow the sun's schedule to beat the afternoon beating sun and soon scorching heat.

We would like to give major props to our planting crew as they are tasked with the extremely difficult job of planting seedling trees. Each baby tree is just under a foot tall. This means the planting process involves being bent over while hand planting and straightening. Each planted row consists of 3 groups: tree suppliers on the planting machine, a tree straightener following the planting machine and a stepper following behind the tree straightener. Once the trees are fed into the planting machine, the person straightening trees tugs slightly on the tree to make sure roots do not grow bunched and crooked as well as stepping on the left and right of the tree to pack the dirt around the roots. The stepper following behind makes sure to plant trees where the planting machine has left a gap, as well as stepping on the opposite sides of the trees to fully secure the tree roots into the ground. Roles are switched around to make sure to give each body a break from being bent over. Thousands upon thousands of tree seedlings are planted this way. All positions are very important as they play an integral role in making sure the trees develop as healthy and straight as possible.



Planting crew consisting of Miguel Reyes, Oscar Ponce, Carlos Aparicio, Aurelio Gonzales, Guadalupe Gutierrez, Jesus Cardenas, Alejandro Chavez Montoya, Salvador Gutierrez, Rogelio Hernandez, Octavio Vargas, Ramon Garcia, Francisco Martinez Rubio, Nicolas Torres, Fernando Mendez, and Agustin Saragos.

Along with planting our 0yr trees, existing 1yr and 2yr trees are also worked on to make growth as efficient as possible. We make sure to carefully prune, de-bud and strip trees from excess growth to have focused energy on the trunk and primary branch leader assuring stronger, healthier, more vibrant growing trees. Once that is complete, we have other tools in place such as PVC protectors, grow straights and stakes to aid in efficient tree growth ensuring the best quality tree possible is our end result.

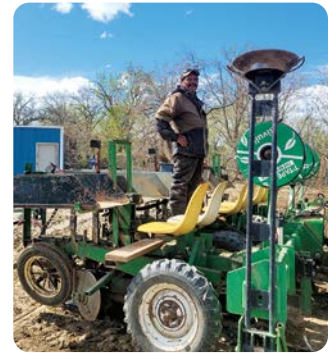
We thank our crews so much for their hard work. None of this would be possible without you!



Celebrating Oscar Ponce's birthday! He and his lovely smile have been with JFS for 10 years running!



Crew lead by Francisco Hernandez taping elm trees to stakes. Pictured actively taping is Lucia Lara. You can't see it, but she has a big beautiful smile under her face coverings :D



Leading the planting crew was Miguel Reyes on tractor pulling planting machine



Tree feeder on planting machine, followed by tree straightener holding on to planter for stability, behind them is tree stepper filling gaps with trees and completing final soil packing around the seedlings.



Maria Gonzalez pruning tree tops. This forces energy growth down the tree for a strong trunk and soon blooming branches.



Crew removing excess buds on 1 year trees under a beautiful sunrise.



Rogelio Hernandez, a working machine, pulls GrowStraight™ stakes, directly followed by Javier Villagomez, Mariano Flores and Alfredo Gomez.



Celebrating Guadalupe Gutierrez birthday! Nicknamed "Borrego" during his baseball playing years, Guadalupe has been with JFS coming up on his 35th year this November with no plans to retire. Thank you for your loyalty, dedication and all your hard work!

High Forest Farm wraps up digging season

We are excited to announce that here at High Forest the digging season has officially come to a close. After months of hard work, our team has successfully completed all digging operations. This marks a significant milestone in the project as we move forward to the next stage of development.

Thank you to everyone who has supported us during this phase. We look forward to sharing more updates with you as we continue to build and grow together.

The Hardworking Ladies of the Greenhouse Begin Planting

We're thrilled to share that the dedicated team of women in our greenhouse are already hard at work, getting their hands dirty and planting the first crops of the season! Their passion and commitment to nurturing the soil and growing the future of High Forest is truly inspiring.

This marks the beginning of a new chapter, and we can't wait to see the fruits of their labor as the plants grow and thrive.



In the front, we have Luz and Reyna, leading the charge with their planting efforts. In the middle, Clara and Librada are making sure everything is progressing smoothly, while in the back, Norma and Ruperta are working hard to keep everything on track.



Samuel was hard at work helping Francisco Gonzalez with unloading buckets of trees for planting.



In front of our headhouse, you'll find Rosa, Merced, and Elidia, working diligently to get our plants settled into their new home. In the back, we have Juana and Agustina, continuing the hard work and making sure every detail is just right.



Juan is hard at work mixing soil, ensuring the ladies in the greenhouse have everything they need to keep planting and growing.



Our dedicated planting crew is hard at work! Reyna, Graciela, Justino, Ruperta, Samuel, Lola, and Victor are all hands-on deck, ensuring everything is planted and properly cared for.



Our fearless tractor drivers—Foreman Juan Aguilera and Agustin Galindo-Acevedo. Their skill and dedication keep the planting operation running smoothly, ensuring every tree is planted with precision and care.



Rodrigo and Eusiquio are hard at work bringing out flats of plants, preparing them for the next steps in our process.



Under a beautiful overcast sky, Martha J. and her dedicated crew (Betzy, Yanet, Minerva, Martha, Antonia, Anelida) are hard at work in the field with the peach trees. They've been busy planting and tending to the trees, ensuring everything is in place for a successful harvest in the future.



Francisco Gonzalez was hard at work unloading a bucket of trees to prepare for planting. Thanks to his leadership and the team's effort, we're making great strides in growing more trees.

What is “Evaluation”, Anyway?

Inside the process of picking tomorrow’s best trees

If you’ve ever walked by someone out in the Experimental Blocks, quietly calling out things like “P2 A3” while looking closely at young trees, you were witnessing a process called evaluation. It’s a big part of what we do in the New Plant Development Department, and it plays a key role in shaping the future of our tree lineup.

Every year, we grow out thousands of new seedlings from our breeding program and also from open pollinated seed sources. Some are strong, good looking and easy to grow. Others don’t make the cut. Evaluation is how we tell the difference.

We spend years watching how these trees grow, change and respond to their environments. The goal is to find trees that are not only beautiful, but also practical for growers, landscapers and homeowners.

What are we looking for?

When we evaluate a tree, we’re considering a range of qualities that help us decide whether it has long term potential. Some of the traits we score include:

- Strong, upright structure and balanced branch angles with a clear central leader.
- Uniform growth habit across multiple clonal trials
- Resistance to pests and diseases
- Drought tolerance and environmental adaptability
- Attractive bark, foliage, flower color and/or fruit size.
- Overall visual appeal and standout traits that are better than existing marketed varieties

These characteristics help us determine whether a tree has what it takes to move forward in trials and possibly become a new variety in our catalog.

The Rating System

Each tree is given two scores:

- Production (P): How well does it perform in the nursery? Is it vigorous but manageable? Does it transplant well and grow uniformly?
- Aesthetic (A): How does it look? Does it have a strong form, color and landscape presence?

Each score ranges from 1 (excellent) to 5 (poor). A tree with a score like P1 A2 is a top contender. One that scores P4 A5 may be removed to make room for stronger performers.

From Notes to New Varieties

Trees with the best scores move on to further testing, propagation, or even patent consideration. The evaluation process helps us make smart decisions early on, saving time and resources while ensuring that only the best selections advance.

Even trees that don’t make the cut help us learn. They tell us what traits to avoid or improve in future generations.

Why It Matters

Evaluation may seem quiet, slow or even wasteful, but it’s one of the most important things we do to ensure quality and innovation at our nursery. It’s how we continue to offer reliable, beautiful trees that perform well in the field and in the landscape.

So, the next time you hear someone calling out “P2 A3” in the field, you’ll know that’s the sound of progress, one tree at a time.



New Plant Development Manager, Guy Meacham, out in the experimental blocks. He is observing and rating many different traits in the new trees that JFS has in development.



An experimental evaluation tag for a tree that will be kept and go through further testing.

Hood Acres Maintenance Crew: Enhancing Facilities and Fostering Growth

Since becoming part of the J. Frank Schmidt & Son Co. family, NW Farm has undergone exciting transformations that are already making a meaningful difference in the day-to-day operations and overall employee experience.

The integration has brought a renewed focus on facility improvements, with a series of thoughtful upgrades designed to support both productivity and well-being. Among the most notable enhancements are the installation of new energy-efficient LED lighting in all the buildings and offices, new signage along the road and office area, a completely remodeled restroom and an upgraded lunchroom that now offers a more comfortable and welcoming space for employees to relax and recharge.

The Hood Acres Maintenance crew, led by Supervisor Vicente Santiago, has been traveling down to NW for 3 days per week to work on these projects. They've been staying in Frank III's travel trailer to reduce travel time between Boring and Brooks. This has allowed them to spend more hours on the projects and less hours driving. Travis Baie and Caralampio Aguilar Vasquez each bring their unique skills to the team, which makes a well-rounded crew capable of almost any project!

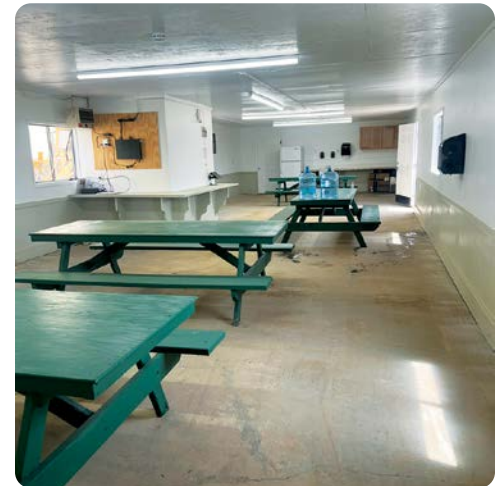
The employee restroom was recently remodeled to address longstanding issues with space and functionality. Previously, the facility was outdated and insufficient for the number of staff, often leading to congestion and inconvenience. The newly renovated restroom now features two toilets, four urinals, and three handwashing basins, significantly improving capacity and flow. The lunchroom area also received a makeover as well. New paint throughout the inside, new sink and counter on the east end and new picnic tables for the inside. The updated layout and modern fixtures provide a cleaner, more efficient, and more comfortable environment for employees, reflecting a commitment to workplace well-being and functionality.



Caralampio Aguilar Vasquez, Travis Baie and Vicente Santiago in the freshly remodeled bathroom at Northwest Shade Trees.



The Northwest Shade Trees lunchroom before its remodeling.



The light and bright, freshly remodeled lunchroom.

We partnered with the Energy Trust of Oregon to take advantage of a cost-sharing program that made it possible to upgrade all the lighting across the farm. Through this initiative, we committed to converting all existing lights to energy-efficient models. With the program's support, we were able to purchase \$12,000 worth of lighting for just \$4,000—a substantial savings for the company. Beyond the financial benefit, the improved lighting will have a lasting positive impact on the work environment and employee satisfaction, creating brighter, safer, and more comfortable spaces throughout the farm.

"These updates may seem simple, but they've had a big impact," says Gordy Webster reflecting on the positive response from the team. "Improved lighting has made workspaces brighter and safer, and the refreshed common areas really show how much we value our people."

These projects are just the beginning. Future plans are in the works to improve the loading dock and chemical shed area. The spirit of growth, innovation, teamwork, and care that defines J. Frank Schmidt & Son Co. continues to guide future plans for NW Farm, ensuring it remains a place where innovation thrives, and employees feel at home.

Northwest Shade Trees gains new leadership

Northwest Shade Trees farm is now under the guidance of Jesus Zamudio, our new farm manager, and the transition is going smoothly.

Jesus is a highly organized leader trained in Total Quality Management (TQM) practices aimed at improving and maintaining quality in all aspects of our business operations.

TQM focuses on continuous improvement, customer satisfaction, and the involvement of employees in the quality process. By using data-driven decision making to analyze problems, the NWST team comes up with solutions to enhance efficiency, improve overall product quality and reduce waste. The ultimate goal is to build a culture of continuous improvement and excellence within our team for the long-term success of the company.

This spring we added new signage to the farm. Our main entrance sign, an approach sign and a couple of directional signs in the driveway were installed. They were designed by Marketing Director, Jeff Lafrenz, and constructed by Travis Baie of the Hood Acres Maintenance Department. All of them have JFS logos and color scheme. We have the feel of a true JFS farm and are proud to be a true “member of the family” now.

Spring has been a flurry of activities on the farm. From planting to pruning and weeding. We also completed our first planting of trees for bare root harvest!



Candling the conifers – pinching back the “candles” of our conifers in the spring helps control growth to maintain the natural shape that our customers love. – Aristeo Flores, Eric Zintzun, Daniel Ortega, Fortino Cervantes, Gustavo Hernandez, Luis Martinez, Ramon Zepeda, and Viliulfo Hernandez.



We welcome Jesus Zamudio as our new farm manager at Northwest Shade Trees.



B&B trees all laid out in furrows and ready to backfill. The tops of the burlap and twine are removed once the roots are solidly established in the ground.



Weed spraying - Fortino Huerta is spot spraying for difficult to control weeds, such as nutsedge, Canadian thistle and morning glory, to help us maintain clean fields and promote optimal tree growth. He uses one of our Kawasaki Mules with a spray tank mounted on the back to cover miles of ground quickly. With a mindset of safety, proper PPE is always observed.



We welcome our employees, customers and guests with our new entrance sign.



Planting B&B trees - Fernando Garcia - is setting out B&B trees into pre-marked (with spray paint) furrows that were opened last fall before the ground became too wet to cultivate.



Our bareroot planting setup has been fine-tuned to plant up to 4000 trees in a day which allows us to complete the work in less than 2 weeks. The tractor moves briskly down the row with 3 guys on the platform and a driver. Francisco Cervantes-Tolento is driving the tractor while Gustavo Hernandez pulls trees from the pallet and hands them to Fernando Garcia (seated) to place into the furrow. Fortino Cervantes positions and holds the tree vertical until it comes to the end of the spacing indicator. A couple of guys on the ground follow behind to straighten and tamp down around the trunks to remove any air pockets around the roots. In the past, planting was done by hand with shovels, using a lot more man power and time.

Customer Profile: Tagawa Gardens

Location: Centennial, Colorado
Company founded: 1978
Buying trees from JFS since:
2006 (19 years!)

Founded by Frank and Hazel Tagawa, Tagawa Gardens started as a commercial cut rose greenhouse. Over the years, the business evolved with the changing economy and community needs, transforming into a year-round destination garden center. With 3 ½ acres of covered greenhouse space and over an acre of outdoor nursery area, Tagawa Gardens offers a wide range of plants, gardening supplies, and educational opportunities for gardening enthusiasts of all levels.

Since at least 2006, Tagawa Gardens has been a valued customer of J. Frank Schmidt. The partnership between the two businesses has allowed Tagawa Gardens to provide a wide selection of high-quality trees and shrubs to their customers. With a focus on sustainability and environmental stewardship,



Tagawa Gardens and J. Frank Schmidt share a commitment to promoting healthy landscapes and gardens.

In 2015, Tagawa Gardens was recognized as one of the top 100 garden centers in the country, ranking #24 on the Greenhouse Grower magazine list. This prestigious honor reflects Tagawa Gardens' dedication to excellence in the gardening industry and its reputa-

tion as a destination for plant enthusiasts. As a customer-focused business, Tagawa Gardens continues to strive for innovation and growth while maintaining its commitment to quality and service.

If you're ever around Centennial, Colorado stop by. You will find many high quality JFS container trees that started right here at our Cottrell Farm.

New promotional materials help our customers sell JFS trees.



The fronts of our first five new rack cards.

Our marketing department has created some new materials to help our customers sell more trees. These sturdy rack cards are the same size as traditional tri-fold brochures and will fit right into literature holders that are already on the market. Each card contains a generous selection of photos that showcase the features of the tree. Simple, easy to read icons provide technical data such as height, spread and hardiness. There is also a QR code that consumers can scan with their mobile devices to go directly to the tree listing on our website for further information. Getting this helpful information into the hands of the buying public is key to growing our share of the market.

The back of our new Red Sentinel® Maple rack card.

	HEIGHT 40'	SPREAD 18'	HARDINESS -20°F USDA ZONE: 5
---	----------------------	----------------------	--

Red Sentinel® Maple makes magic in every season! Green leaves emerge in spring and stay fresh and healthy through the summer months. In autumn, they take fall color to new heights by transforming this stately tree into a dense pillar of fiery red foliage. Its narrow form is perfect for planting in tight spaces and urban settings.



Scan to learn more 

Trees are the Answer

Welcome to JFS!

Good people are the secret to growing great trees, and we're growing better trees because of YOU. We're glad you've chosen to work here and welcome you to our tree team!

Barlow Farm

J Roberto Hernandez Zarate	03/10/2025
Jose Alvarez Ramirez	04/09/2025
Odimar Villalva Cruz	04/10/2025
Omar Villalva Cruz	04/10/2025
Martin Arreguin Horta	04/21/2025
Antonio Arreguin Lisola	04/21/2025
Edgar Ibarra Pena	04/21/2025
Israel Juarez Ortiz	04/21/2025
Hiram Martinez Lopez	04/21/2025
Juan Ruiz Santos	04/21/2025
Diego Tzintzun Gutierrez	04/21/2025
Yonic Torres Garcia	04/25/2025
Gabriel Torres Vivar	04/25/2025
Heladio Pimentel Lopez	05/02/2025

Cottrell Farm

Martin Nolasco	02/28/2025
Javier Orozco Merino	02/28/2025
Jonathan Zacarias Casaneda	03/05/2025
Pedro Chavez Arreguin	03/07/2025
Jose Elias Vicente	03/07/2025
Ramon Torres Sanchez	03/07/2025
Carlos Estrada	03/19/2025
Felipe Lorenzo Tobon	03/19/2025

Cottrell Greenhouse

Olga Martinez Garcia	02/04/2025
Jacob Pehrson	02/25/2025

High Forest Farm

Vianey Reyes Bravo	02/24/2025
Eduardo Avalos Gonzalez	03/07/2025

Milton Farm

Maria Alvarado Tornero	03/31/2025
Silvia Gutierrez Saragos	04/01/2025
Rosalinda Gutierrez Saragos	04/01/2025
Mariano Flores Sanchez	04/07/2025
Elias Diaz Vazquez	04/14/2025
Victor Manuel Gomez Gomez	04/28/2025
Juan Sandoval Salazar	04/30/2025
Edgar Madrid Valenzuela	05/02/2025
Ramiro Luna	05/06/2025
Jorge Soto	05/06/2025
Gerardo Soto Colin	05/06/2025

Northwest Shade Trees

Luis Martinez-Jimenez	03/03/2025
-----------------------	------------

Celebrating Employees With 20 Years Or More

July

Name	Farm	Hired	Years
Gregorio Salazar	Hood Acres Farm	07/06/1999	26
Carmen Santos-Cecilio	High Forest Farm	07/06/2004	21

August

Name	Farm	Hired	Years
Jeronimo Ruiz-Esquibel	Barlow Farm	08/05/1985	40
Maria Avalos-De-Guzman	High Forest Farm	08/13/1999	26
Librada Rodriguez-De-Jesus	High Forest Farm	08/16/1999	26
Rafael Nolasco	Barlow Farm	08/17/1998	27
Jeff Lafrenz	Main Office	08/21/1986	39

September

Name	Farm	Hired	Years
Patrick Rivers	Barlow Farm	09/11/1989	36
Alberto Campas-Pelayo	Hood Acres Farm	09/19/2002	23
San Vicente Lopez-Caamal	Cottrell Container	09/19/2002	23
Jorge Magana-Calderon	Hood Acres Farm	09/19/2002	23
Abel Molina-Marcelo	Hood Acres Farm	09/19/2002	23
Angelica Ramirez-Perez	Hood Acres Farm	09/19/2002	23
Felicitas Rodriguez-Coronado	Hood Acres Farm	09/19/2002	23
Antonio Zavala-Barajas	Hood Acres Farm	09/19/2002	23
Daniel Waldo-Perez	Hood Acres Farm	09/20/2002	23
Robert Nelson	Hood Acres Farm	09/22/1999	26
Greg Neumann	Hood Acres Shop	09/26/1997	28

October

Name	Farm	Hired	Years
Vicente Martinez Jimenez	Northwest Farm	10/26/2004	21
Samuel Doane	Main Office	10/31/1995	30
Austreberto Magana-Calderon	Hood Acres Farm	10/31/1989	36

Job Opportunities

Marketing Assistant
- Main Office

Pesticide Spray Supervisor
- Barlow/Sunset Farm

Equipment Operators
- All Locations

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.

Teamwork keeps shipping on the move

We have just finished our shipping season for the 2024-25 sales year. This year we had nearly 900 truckloads of material shipped to our customers across North America. If you were to line up the number of trucks that we ship end-to-end it would be almost 12 miles long! While we do ship some material in the fall, spring is the truly busy time of year. Our shipments from Cottrell Farm peak in late February with an average of 6.5 trucks per day. For Hood Acres Farm and Northwest Shade Trees, the peak of shipping is in the middle of March. At peak, Hood Acres is shipping over 7 trucks per day and Northwest Shade Trees nearly 2.5 trucks per day.

None of this is possible without you, our hard-working team. All of you do a great job of harvesting, grading, storing, and pulling the trees to load on all these trucks. Our customers are always amazed at the number of trees that we can fit in them. By loading so effectively we save our customers money by using less feet of truck space and the environment by having to use less trucks.