

Digger

JANUARY 2018

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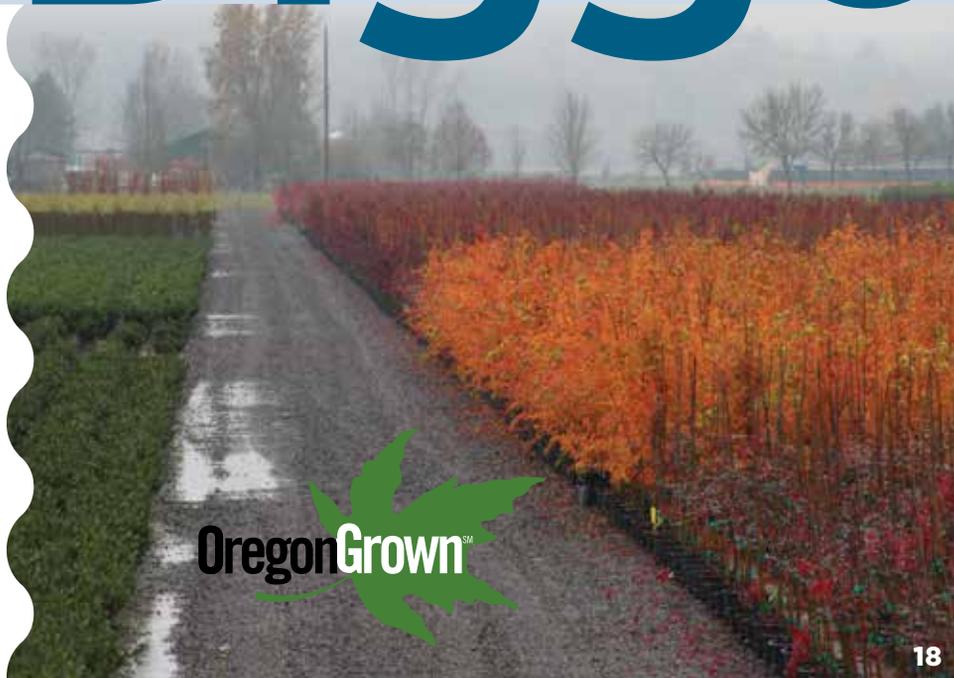
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January 2018 Vol. 62 No. 1 Digger



15 Oregon is Nursery Country

OregonGrown™ plants are outstanding because of the state's rich soil, ideal climate and concentration of skilled growers. In this issue, we profile four nurseries that exemplify these advantages:

16 Terra Nova Nurseries Inc.

Four friends who love plants create an improbable global powerhouse of plant breeding and tissue culture production.

18 KCK Farms Inc.

Two brothers build a successful nursery and farm through strategic agility, crop diversity and sheer resilience.

20 Russell's Nursery

Three generations of the Russell family find success by betting big on their products and their customers.

22 Amethyst Hill Nursery/Hydrangeas Plus®

David and Kristin VanHoose escape the corporate world and embrace the nursery lifestyle.

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On the cover: Mount Hood, Oregon's highest peak, creates a dramatic backdrop for Russell's Nursery in Aurora, Oregon. Photo by Curt Kipp. **On this page:** KCK Farms Inc. (left) and Terra Nova Nurseries Inc. (right) offer bold colors, whether its through KCK's deciduous leaves or Terra Nova's bold Heucheras (shown decorating a subway station in Tokyo, Japan). (OregonGrown is a trademark of the Oregon Association of Nurseries, for use by members in marketing their plant material.)



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Welcome to the new year!

It's always an invigorating time of year, as the dust settles following the holidays. We can start to think ahead a little bit, knowing that in just a flash, it'll be spring's mad rush.



Josh Zielinski
OAN PRESIDENT

But because it's the dead of winter, we can also feel especially grateful for where we live: the state of Oregon.

While much of the nation hibernates beneath ice and snow, weathering one storm after another, we tend to get a bit luckier. We typically experience more steady rainfall, or when it gets a little colder, more "decorative" amounts of the other more burdensome forms of precipitation.

With just the right amount of cold weather to give plants their needed hardiness, our spring tends to come earlier than in other parts of the country. By the time the swelling buds arrive, our plant material is ready for harvest and shipping.

This issue is the annual Nursery Country issue, and this year it highlights four distinct nursery operations in our state. The nurseries that are featured represent just a sample of all the unique nursery businesses operating in Oregon.

This year's edition includes some great nurseries and the stories behind them. Just thinking of friends in the Oregon industry and driving around the state passing one nursery after another, I suspect the editors will never run out of nurseries worthy of being featured in the Nursery Country issue. There are so many impressive nurseries run by great people.

It may sound like I am "humble bragging" a bit. To be sure, I am quite proud of our industry and all the people who have dedicated their lives to making it what it is. Still, it's funny how we can take Oregon's landscape for granted.

Just last fall I was chatting with a running friend — one who does not work in our trade — and informed him of shipments to Long Island, New York. He stopped me and said, "Wait, what? You ship plants to New York? Why?"

I informed him that it isn't exactly uncommon for a wholesale nursery in Oregon to ship plants all over the country.

"Lots of really hardworking people set up shop here over the last century to take advantage of the climate and grow high-quality plants for the nation," I began. "You see, we have predictably long growing seasons ..." and then launched into a spiel listing the state's many other advantages.

But then I realized that even after a hot and dry summer, we had been blessed with a nice, long fall that finished off our plants, as well as it served the Pinot grapes in our hills. I realized I was talking to a friend who often runs before sunrise 300 days a year and needs gloves for maybe 60 of them. Finally, as we picked up the pace I muttered, "It's just perfect, you know. For the plants and for us."

So for those of us lucky enough to call Oregon home, let's be grateful for our wonderful "nursery country," and continue the hard work of those who showed us what quality and abundance our state can produce. And for those readers from around the country: come on out and have a look. You'll like what you see.

Here's to a great 2018! ☺



Calendar

Get the word out about your event! Email details to calendar@oan.org by the 10th day of the month to be included in the next issue of *Digger*.

ONGOING - FEBRUARY

FIRST AID AND CPR CLASSES

The OAN Safety and Insurance Committee is presenting First Aid and CPR classes as a service to members and the industry. Successful completion results in certification that is good for two years. Each class runs from 9 a.m.-3 p.m. Check the OAN website for dates and locations. The cost is \$42 for first-time or expired certifications and \$32 for renewals. Register and pay at www.oan.org, or call Kristen Urban, 503-682-5089.

JANUARY 10-12

MANTS

The Mid-Atlantic Nursery Trade Show will be held at the Baltimore Convention Center (One West Pratt St., Baltimore, Maryland). MANTS is one of the largest green industry trade shows on the East Coast, attracting more than 900 exhibitors and 10,000 attendees annually. For more information, log on to www.mants.com.

JANUARY 15-17

MGIX

Registration is now open for the Ohio Nursery and Landscape Association's annual trade show, the Midwest Green Industry Experience (MGIX). Formerly known as CENTS, MGIX will take place at the Greater Columbus Convention Center, 400 N. High St., Columbus, Ohio. For more information, log on to www.mgix18.com.

JANUARY 17-19

THE WESTERN

The Western Nursery & Landscape Association's annual trade show and conference, known as The Western, will take place at the Crown Center Exhibit Hall, 2323 McGee St., Kansas City, Missouri. WNLA represents the green industry in Missouri, Kansas, Oklahoma, Iowa and Nebraska. For more information and to register, log on to www.wnla.org/western.

JANUARY 18-20

IDAHO HORTICULTURE EXPO

Presented by the Idaho Nursery & Landscape Association, the annual expo will take place at the Boise Centre on the Grove, 850 W. Front St., Boise, Idaho. For more information, visit www.inlagrow.org.

JANUARY 19

SAIF AGRI-BUSINESS BANQUET

The SAIF Agri-Business Banquet is a celebration of the agricultural community and its impact on the mid-Willamette Valley. Steve Gilliland, master storyteller and comedian, will entertain attendees with humor, inspiration, and business insight along with an appreciation for agricultural values. Each year we also recognize an outstanding Future Farmers of America student for



JANUARY 16

WATER RIGHTS BOOT CAMP

The OAN Clackamas Chapter is hosting a seminar on water law in Oregon, presented by Laura A. Schroeder of Schroeder Law Offices, P.C., Portland. With 11 topical areas, Schroeder will discuss important issues such as pre- and post-water code rights, losing a water right, protecting existing water rights, property title issues, and other regulations. The Water rights seminar will take place 10 a.m. – 3 p.m. Tuesday, January 16 at the Fairdale Nursery/Countryside Nursery in Aurora, Oregon. Cost is \$25 and lunch will be provided. For more information about Schroeder Law Offices, visit www.water-law.com. Register for the event though www.oan.org under "Events."

leadership in shaping the future of the industry. The event will start with a social hour at 6 p.m., followed by dinner at 7 p.m. at the Salem Convention Center (200 Commercial St. S.E., Salem, Oregon). To register, visit www.salemchamber.org.

JANUARY 26

DUNN CARNEY AG SUMMIT

Drone use in agriculture will be among the topics discussed at the 10th Annual Dunn Carney Ag Summit, being held at the Salem Convention Center (200 Commercial St. S.E., Salem, Oregon). In addition to a panel discussion about the safe and legal use of drones, presentations at this half-day conference will cover employment law, water issues, and food safety. Fourteen of Oregon's major agricultural groups are participating organizations in the Ag Summit. Speakers include industry leaders from around the region, as well as members of the Dunn Carney Ag Team, who provide farmers, ranchers, processors and retailer with an annual update on

regulatory developments, legal issues, and best practices in the agriculture industry. Admission is free. To register, visit www.dunn-carney.com.

JANUARY 29-31

UTAH GREEN INDUSTRY CONFERENCE & TRADE SHOW

Presented by the Utah Nursery & Landscape Association, the event will be held at the South Towne Expo Center, 9575 S. State St., Sandy, Utah. For more information, visit www.utahgreen.org.

FEBRUARY 10

MYSTERY DINNER

Save the date and watch for details on the OAN Willamette Chapter's Mystery Dinner for 2018. This year's event, replacing the traditional tour, is your chance to don "Gatsby" attire, show off your glamour and take part in a 1920s-style Mystery Dinner! It will take place at Scenic Valley Farms, 1242 River Road N.E., Gervais, Oregon. The entrance fee is \$50 per person. Registration will be available at www.oan.org under "Events."



Northwest News

OAN members and chapters are encouraged to send in relevant news items, such as new hires, new products, acquisitions, honors received and past or upcoming events. Email news@oan.org.

OAN ANNOUNCES 'FRIENDS OF NURSERIES' AWARDS FOR 2017

The Oregon Association of Nurseries has announced five winners of the annual Friends of Nurseries awards. These awards serve to recognize state and federal elected official and critical agency personnel who are solution oriented, who consider the nursery and greenhouse point of view, and who act as a partner, regardless of party affiliation.

The winners for 2017 are:

Katy Cobra, director of the Oregon Department of Administrative Services. Prior to her appointment to this post by Gov.

Kate Brown, Cobra served as director of the Oregon Department of Agriculture from 2003–2016. A key ally to the nursery industry, Cobra was instrumental in resolving the prenotification rule instituted by the USDA and worked with the association to maintain market access for domestic and international sales.

State Sens. **Tim Knopp** (R-Bend) and **Kathleen Taylor** (D-Portland). Senators Knopp and Taylor serve in leadership for the Senate Committee on Workforce. In this role, they carefully weighed the impact of proposed workforce policies on the nursery and greenhouse industry. In particular they listened carefully regarding the impact of predictive scheduling on growers and retailers. As a result, the final version of the legislation was not harmful for the nursery industry.

State Rep. **Ken Helm** (D-Beaverton). Rep. Helm helped lead a coalition of water users and advocates during the 2017 Legislature. He was a quick study in learning about the nursery and greenhouse industry and worked to balance his personal political objectives with the health of the agricultural industry. Helm serves on the Natural Resource Subcommittee of the Joint Ways and Means Committee, which fully fund-

ed critical state nursery programs that are provided by the Oregon Department of Agriculture and OSU Extension. He's on the House Committee on Economic Development and Trade and also serves as chair of the Committee on Energy and the Environment, where the policy bills relating to water, pesticides and pollinators are assigned.

U.S. Sen. **Jeff Merkley** (D-Oregon). After years of trying to get funding for the final phase of the smart sprayer research project, Sen. Merkley secured funding for this game-changing technology, which was a top priority for OAN.

He also took a leadership role on sudden oak death, working with the nursery and forestry industries to secure federal dollars for research on the issue and dollars to match state efforts. Always accessible during the association's trips to Washington, D.C., Sen. Merkley has proven himself to be a partner to the nursery and greenhouse industry.

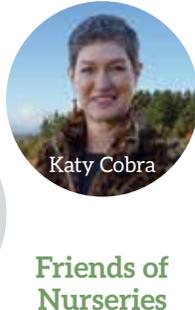
In addition to the five Friends of Nurseries awards, the OAN announced a New Legislator of the Year award, which was given to State Rep. **Karin Power** (D-Milwaukie).

Rep. Power has jumped in with both feet to learn about the nursery and greenhouse industry. Whether it is taking tours of numerous member operations or listening to concerns relating to water, environment and regulatory issues, Rep. Power has shown herself to be solution oriented and open to the nursery perspective.

She serves on Natural Resources Subcommittee of Ways and Means, which funds programs important to agriculture. She also serves as vice-chair to the House Committee on Energy and Environment, where many of OAN's water and environmental bills are considered, and the House Committee on Judiciary, where any immigration-related



Karin Power



Katy Cobra



Tim Knopp



Ken Helm



Jeff Merkley



Kathleen Taylor

Friends of Nurseries award recipients

L.E. Cooke Co. to close bare root nursery in 2018



L.E. Cooke Co. has announced plans to shut down its bare root nursery at the end of the 2018 shipping season. Until the shutdown, the company will continue to take and fill orders from its full line of products.

The wholesale tree and shrub grower based in Visalia, California announced the plan in a blog post signed by company president Ron Luedkens and CEO/general manager David Cox, both part owners of the company and grandsons of company founder L.E. "Ted" Cooke.

The long and detailed post on www.lecooke.com cited a number of factors in the decision, including government regulation, lack of a secure water supply due to drought, a decline in independent garden centers, and debt caused by failure to cut back sufficiently during the Great Recession. They said California's agricultural overtime mandate was the final brick that convinced them the business couldn't be profitably run. They said they regret the impact this will have on customers and employees — relationships that in many cases go back decades. The company was founded in 1944.



bills would be assigned. Power has demonstrated a keen mind and deserves recognition as a freshman legislator with a balanced perspective and demonstrated interest in the green industry.

RESEACHERS STUDY BACTERIA'S 'JEKYLL AND HYDE' BEHAVIOR

Oregon nurseries have been seeking help in order to correctly identify bacteria that are causing strange growth defects in infected plants. Plant pathologists have discovered unusual evolutionary transition in common soil-borne, plant-associated genus of bacteria known as *Rhodococcus*. A few species of the bacteria can be pathogenic and cause deformed plant growth. Nurseries cannot ship diseased or unappealing plants out-of-state, which impacts the success of their business.



"The symptoms of *Rhodococcus* are often not easy to recognize," said Melodie Putnam, chief diagnostician at the Oregon State University (OSU) Plant Clinic. "Until this study, we didn't know how *Rhodococcus* behaved in nurseries. We didn't know if there was a resident

population that just kept re-infecting or if the nurseries were getting it from other nurseries. Now we have a clearer picture of different scenarios."

The key to *Rhodococcus* transitioning between being a "good" and "bad" bacteria is made possible by DNA molecules known as plasmids, said Jeff Chang, a microbial genomicist in OSU's College of Agricultural Sciences and leader of the study. A plasmid is a DNA molecule maintained separately from the chromosome of bacteria. "Beneficial strains of *Rhodococcus* cause growth of the plant that could be misinterpreted as disease symptoms. We traced how the beneficial and pathogenic members of *Rhodococcus* are moving from plant to plant and nursery to nursery. Now we can inform the nursery industry to implement practices to limit its spread."

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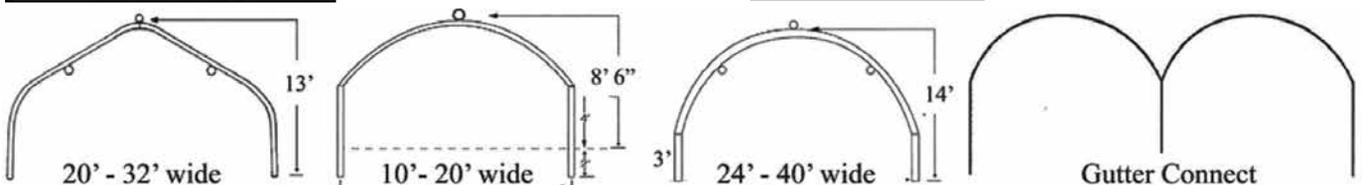


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To assist nurseries, OSU developed molecular tools to work with commercially available kits that allow the user to quickly and effectively discriminate between the beneficial and pathogenic strains of *Rhodococcus*. OSU has filed for a patent for the molecular tools, developed by Skylar Fuller, who earned a master's degree in molecular and cellular biology at OSU this past spring.

Read the full story and details on <https://tinyurl.com/y8vpsu76>.



OAN MEMBERS BRING HOLIDAY MAGIC TO THE CAPITOL

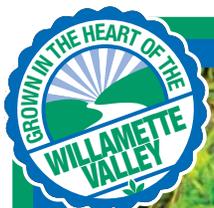
Thanks to several generous Oregon growers, hundreds of poinsettias conjured up some holiday magic underneath the Oregon State Capitol rotunda. The plants were placed around walkways and

stairways, greeting legislators and visitors with their gorgeous hues of green and red.

"Poinsettias are an important crop for Oregon's nursery and greenhouse industry," OAN Executive Director Jeff Stone said. "Their presence helped

remind legislators of the positive economic and environmental impact of the nursery and greenhouse industry."

The OAN Greenhouse and Retail Chapters organized the decorative effort. Growers who donated plants >>



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included Al's Garden Center, F & B Farm & Nursery, Fessler Nursery Co., Horticulture Services Inc., Iwasaki Bros, Koida Greenhouses, Peoria Gardens, SHS Griffin, Skagit Gardens, Spring Creek Gardens Inc. and Smith Gardens Inc. OAN Retail and Greenhouse chapter board members Kristen Hanson, Leigh Geschwill, Mark Joachim, Bonnie Abbott picked up the poinsettias and delivered them to the capitol.

OAN ANNOUNCES EVENTS STAFF CHANGES

The Oregon Association of Nurseries has announced the following staff changes:

Kristen Rae Urban has been promoted to the position of event and education manager. She joined the OAN in January as the event and program coordinator. Her prior experience included marketing and event coordination for Graydon Head and Richey in Cincinnati, Ohio; she also served as coordinator of live entertainment and events with Fremantle Media in Burbank, California. Kristen can be reached at 503-582-2006 or kurban@oan.org.



Kristen replaces **Allison Pennell**, who resigned from the OAN to accept a position as development director with OAN members The Oregon Garden. She can be reached at apennell@oregongarden.org.



As part of this transition, OAN Director of Events Allan Niemi will now be the primary contact for Farwest Show booth sales. He can be reached at aniemi@oan.org or 503-582-2005. ©



Ian Doescher

Ian Doescher is the Director of Nonprofit Marketing at Pivot Group, a marketing agency in Portland, Oregon. He can be reached at ian@askpivot.com.

Who is the hero of your ads, and why does it matter?

HAVE YOU EVER NOTICED how most Internet companies advertise their services? One company has super-fast speeds, one has ultra-fast speeds, one has blazing-fast speeds, and another has lighting-fast speeds.

What's the difference between super-, ultra-, blazing-, and lighting-fast speeds? Your guess is as good as mine.

These companies are making a mistake many advertisers make — and maybe you do, too. They're making themselves the hero of their ad. They're saying, "Look at us! Aren't we fantastic? You need some of *this*." Unfortunately, this isn't the kind of advertising most consumers find most compelling.

Donald Miller — who runs Story Brand and is a proponent of this customer-as-the-hero principle — points out that consumers already see themselves as the heroes of their own stories, so if you're a competing hero, they're not really interested. But if you can position yourself as the person who helps the hero out on their quest, that's marketing gold.¹

The next time you create an ad, consider these points:

1. Who are your customers and what is their lifestyle? The answers to these questions determine how you portray customers in your ads. Think of companies who do this best, like Nike. People in Nike ads are athletes of all kinds. They push themselves to be better, to work and play hard, to "Just do it." And who is right there to support them in their lifestyle and their goals? Nike, of course.

Do some work figuring out what story your ideal customers are living in. Are they people of leisure trying to create a peaceful nature setting for their lives? Are they ambitious workaholics who depend on their greenery to keep them sane? Most importantly, what problem are they facing?

2. If your customers are the hero of a story, what is happening in their story that causes them to need you?

How do you help them? The more specifically you can identify how you solve a problem for your customers, the more effective your ads will be. Florists often do this well by showing how a person (the hero) has screwed up and how flowers are just the perfect thing that helps them say "I'm sorry" to a loved one. What about you? How are you helping the hero continue, or achieve, their quest?

As you think about this, keep in mind why customers *really* choose you. Let's revisit the Internet example briefly. People don't switch Internet providers because they sit at home and think, "I need faster Internet."

Instead, they switch after several nights spent trying to watch Netflix while sitting through 45 minutes of nothing but the buffering symbol.

What makes people choose a nursery, whether retail or wholesale? It's not just a person thinking, "I need some plants." It's the person who has been looking at their ugly yard for a long time and finally decides to do something about it. It's the retailer who

can't get the unique plants they want to sell and wants a new solution.

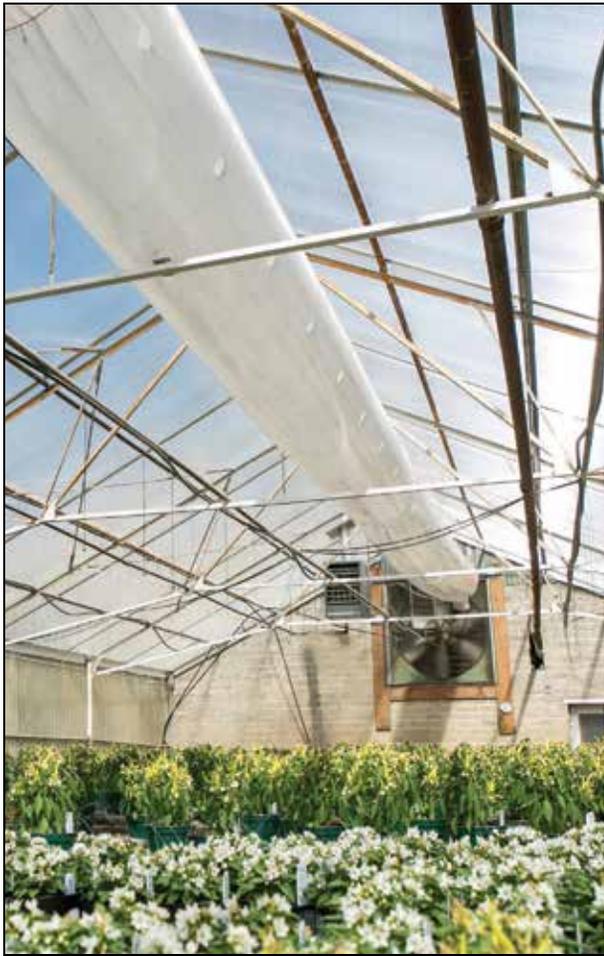
3. How do you convey everything quickly? You have only a moment to catch someone's attention with an ad. Your design and messaging should instantly evoke the story you want to tell. From there, identifying the problem your potential customers are facing and addressing it quickly can happen in a couple of sentences of copy, if you do it well.

What else needs to change?

Is your tagline all about how great you are, or is it about the customer's journey? Is your typical imagery just impressive-looking shots of your plants and trees (all about you), or are you evoking your hero's story with your images? Do you use the word "we" more than you use the word "you"? Are there other things about your ads that need to change to make the transition complete?

When you make your potential customers the heroes of your advertising, when you make it about *them*, not about you, you speak to people's hearts and give them the best reason possible to buy from you: because, with your help, they are heroes who will reach their goals. ☺

¹ Donald Miller on Branding Your Story (2015, July 13). Retrieved November 14, 2017, from <https://www.entreleadership.com/podcasts/donald-miller-on-branding-your-story>.



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Terra Nova Nurseries



KCK Farms



Russell's Nursery



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Oregon is NURSERY COUNTRY



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Meet the masters

STORIES BY CURT KIPP

OREGON TRULY IS NURSERY COUNTRY. For evidence, one could look to the numbers. The state has 61,099 acres in nursery production — more than any other state.

According to the 2014 USDA Census of Horticultural Specialties, Oregon is the nation's top producer of coniferous evergreens, deciduous shade trees, deciduous flowering trees, bare root nursery products and B&B nursery products, and is third in containerized nursery products.

In 2016, nursery and greenhouse products reclaimed their place as Oregon's top grossing agricultural product, selling more than \$909 million worth of material, ahead of cattle, hay, milk and grass seed.

We thought you might like to meet the people behind these outstanding numbers.

Terra Nova Nurseries Inc. (page 16) began with four plant-loving friends who had a dream, and a revolutionary idea to back it up.

KCK Farms Inc. (page 18) started with three brothers who grew up working on their cousin's farm, and wanted that same life for themselves.

Russell's Nursery (page 20) was born when a family friend advised a young farmer to take a good look at the market potential of nursery crops.

And **Amethyst Hill Nursery** (page 22) came to be after

a young couple decided they wanted to escape the corporate world and apply their skills to something new.

It hasn't been easy, but these four ownership groups have built successful businesses through hard work, ingenuity and market agility, always keeping the customer first.

Along the way, they've tapped into Oregon's natural advantages for nursery production. The climate is mild, but cold enough in the winter to allow for dormancy, which is essential to spring growth. The growing season is long, which means plants grow faster and can be shipped sooner than from other states. Water is available due to the generous rainfall in the state's western third. And despite the state's rainy reputation, summer sunshine is abundant.

Each grower is a little different, but linking them all is a true sense of community. Through their trade association, the OAN, these growers and hundreds of others know each other, share their knowledge and work together to ensure that the state remains a good place to grow great plants.

Ultimately, that strength benefits buyers most of all, and those buyers are everywhere. More than 75 percent of Oregon's nursery products are shipped out of state.

As you explore these stories, you'll discover that Oregon has a strong diversity of growers, with diverse plant material to match. You can search for most anything on

www.NurseryGuide.com and find out who grows it. ©



ABOUT:
Breeder, grower and intellectual property manager of perennial and annual plant introductions.

KEY EMPLOYEES:
Lab Manager **Harini Korlipara**, Lead Traditional Breeder **Janet Egger**, Director of New Products Development **Chuck Pavlich**, Sales Manager **Larry Finley**

EMPLOYEES:
110 full-time

CONTACT:
10051 S. Macksburg Road,
Canby, Oregon 97013
503-263-3150
sales@terranovanurseries.com

ONLINE:
www.terranovanurseries.com

TRADE SHOWS:
Farwest Show, Cultivate'18, California Spring Trials, and others

NurseryGuide.com

Previous page: Terra Nova Nurseries Inc. owners Lynne Bartenstein, Dan Heims, Ken Brown and Jody Brown. PHOTO BY CURT KIPP This page: Top: Terra Nova has introduced heucheras in a rainbow of colors. Bottom: The nursery propagates its plants in a tissue culture lab and is able to push out new introductions quickly as a result.

PHOTOS COURTESY OF TERRA NOVA NURSERIES INC.

Terra Nova Nurseries Inc.

Founded: 1992 by Ken and Jody Brown, Dan Heims and Lynne Bartenstein

SOME COMPANIES ARE VERY aptly named, but few more so than Terra Nova Nurseries Inc. The Oregon-based tissue culture propagator and grower of annuals and perennials has been breaking *terra nova* — that is, new ground — throughout its 25-year history with its innovative breeding, marketing, propagation and licensing efforts.

The nursery's greatest claim to fame may have been earned for popularizing new *Heuchera* varieties that emphasized foliage, not flowers.

"Dan Heims put *Heuchera* on the map," said managing owner Ken Brown, who shares ownership with Heims and their two spouses, Jody Brown and Lynne Bartenstein. "He called it the leaf show."

However, Terra Nova is also is the world's most prolific breeder of new *Coleus* selections, and has introduced numerous new selections of *Tiarella*, *Heucherella*, *Echinacea*, *Agastache*, *Coreopsis*, *Sedum*, *Kniphofia*, *Penstemon*, *Nepeta* and *Leucanthemum*.

"There are so many plants we put on the map," Heims said.

The company holds more than 700 active plant patents in the United States and Europe, and has introduced 1,011 new plants, including some developed by others. To drive this pace of constant innovation, the nursery has invested more than \$1 million annually in plant research and development, and built a team of top-notch in-house breeders. Chuck Pavlich, Janet Egger, Harini Korlipara, Gary Gossett and Robert Jansen have all earned patents for the company, in addition to Dan and Ken.

"We're one of the only perennial breeders in Oregon, and we're one of the largest perennial breeders in the world," Ken said. "We have licensees on every continent except Antarctica."

Royalty revenue makes up one-third of the company's earnings. The rest comes through selling the plants that Terra Nova Nurseries grows in its labs and greenhouses. The nursery produces 700 varieties and ships 3 million stage-three tissue culture plants every year, along with 5-6 million liners.

The nursery sells to all sectors of the green industry, including wholesale growers, plant brokers, chain stores, independent garden centers, mail order nurseries, collector nurseries and specialty companies.

From the beginning, Terra Nova has refrained from genetic modification of plants and has not used plant growth regulators to alter the final product.

"We wanted to actually sell what the customer was going to get," Ken said. "We wanted to make sure a Terra Nova plant was going to do what we said it was going to do."

Serendipitous beginnings

Although Terra Nova Nurseries Inc. was founded in 1992, the company's roots go back much farther. Both Ken and Dan grew up in plant-loving households. Ken's mom was a botanist and Dan's was a gardener. One could say their mothers bred a love of plants into their sons, especially for house plants. In young adulthood, both amassed enormous collections.

In the 1970s, the two first met at a meeting of the Indoor Light Gardening Society in Portland. Not long after, Ken was speaking with a coworker, Lynne Bartenstein, at Oregon Health & Science University, where both worked in a research laboratory.

Lynne would bring unusual plants to work. "I got this from my boyfriend, Dan," she said one day.

"Dan ... Heims?" Ken said.

A friendship soon formed between Dan, Ken, Lynne and Ken's girlfriend and future wife, Jody. Although they attended each other's weddings — Dan and Lynne in 1978 and Ken and Jody in 1981 — the two couples lost track of each other.

They reconnected years later when Ken and Jody attended a meeting of the American Hosta Society, where Dan was president. Without this chance meeting, Terra Nova might never have existed. "There has been a lot of serendipity," Dan said.

Dan and Lynne invited Ken and Jody to their beach house, where Dan casually



The display garden at Terra Nova Nurseries Inc. attracts visitors from far and wide to see the grower's many colorful introductions.

PHOTOS COURTESY OF TERRA NOVA NURSERIES INC.



mentioned he'd been thinking about integrating a plant breeding company with a tissue culture company. It was a way to bypass the limitations of traditional plant division. "The potential was so extreme," Dan said.

Meanwhile, Ken and Jody had been looking for a business opportunity. This was it.

All four friends had talents to contribute. Ken had a degree in microbiology and worked in quality control as an analytical chemist for Armour Foods. "Laboratory stuff was easy for me," he said.

Lynne, also a microbiologist, had lab experience. Dan was a skilled all-around plantsman and owner of a landscaping business, Terra Green. Jody was skilled in business, working in the corporate accounting office for Coca-Cola. "It was a great confluence of skills," Lynne said.

On that basis, Terra Nova Nurseries Inc. was formed as an equal partnership. Each member took on a particular role.

Ken became the managing owner. Dan became president and the company's main interface with retailers. He took on public speaking engagements to promote the business.

Jody took charge of accounting and financial management. Lynne served as contract manager.

Terra Nova's first step was to create a tissue culture lab. "We couldn't get a building, because when you start you have nothing," Lynne said.

Ken and Jody made a makeshift lab in a spare bedroom of their home, but needed something bigger. The answer was to build a lab in the their backyard. "I had friends help with the foundation and had family and friends help build it," Ken said.

This gave them a place to propagate plants in tissue culture, but not a place to grow them into liners.

"We couldn't afford greenhouses," Ken said. "As I started to make plants in the lab, Dan had a friend with a basement below a mystery book store called Murder by the Book."

They set up grow lights in that basement. The access was bad and

there was no parking, but they made it work by accessing the facility very early or late in the day.

"We were thrifty," Jody said. "We used everything we could get our hands on, including recycled items like the meat racks from Armour Foods. We still have those racks in our greenhouse facility."

All four members of the corporation kept their day jobs as they launched the business.

In no time, Terra Nova was rolling out new plant introductions.

Heuchera 'Snowstorm' and *H.* 'Plum Pudding' were a couple of the company's early hits, giving the company early income and momentum. These were quickly followed by three patent applications Dan wrote at the end of 1993, for *Pulmonaria* 'Excalibur', *H.* 'Chocolate Ruffles' and *H.* 'Pewter Veil'. They were granted in late 1994.

Years of growth

By 1995, the day jobs were history. In fact, Terra Nova was doing well enough to purchase a 2.5 acre nursery at Macksburg, an unincorporated community south of Canby, Oregon. This site would become the company's headquarters, and it greatly expanded the company's production capabilities.

Steady growth continued, as did continuous breeding of new plants. Terra Nova pushed the new introductions out to the public with innovative strategies, including sending out sample plants to influencers, launching a website with extensive plant photos and information, and publishing themed yearly catalogs with photo CDs tucked into the back.

As Dan has often said, "If you don't have a picture, you don't have a plant."

The company expanded again in 2001 with the purchase of a 5-acre parcel on Dryland Road, a stone's throw from the Macksburg property. An adjacent 5-acre parcel was added in 2003, and a new tissue culture lab was built on the Dryland property in 2006. Growth was continuous.

"For the first 15 years, we sold

everything we could make," Ken said.

As a result, the owners of Terra Nova decided to start licensing their introductions to other growers in the United States. It was a way to keep market share and allowed the company to reduce freight costs, particularly to the East Coast.

"If you don't have a way to get it there, you don't have a plant, either," Ken said.

The company expanded its tissue culture lab in 2011, and in 2013, the company began selling stage-three starts to licensees. These are starts grown from tissue culture that have grown large enough to be placed in soil by the customer.

Terra Nova continues to introduce new plants. Their 25th anniversary catalog, published in 2017, highlighted 32 new selections. Also recently introduced are the *Heuchera* Forever™ series, which includes very bright and deep hues, and the ultra-hardy *Heuchera* Northern Exposure™ series, which are highly rust resistant.

The company has also been pushing out heucheras with more prominent blooms to go with the richly colored leaves. "We've been putting it all together, the foliage and the flower," Dan said.

Global reach

As far back as 1995, the company expanded overseas with European labs. Now the company has licensee relationships with partner labs in China, New Zealand, Indonesia, Costa Rica and Vietnam, and is also working with unrooted cutting farms in Africa and Central America.

The global relationships Terra Nova must manage due to the nature of its business are numerous and complicated, but constant breeding innovation remains key to the nursery's success. It's how the company stays ahead of competitors who are constantly trying to best them.

"We have to introduce something better every year or the copycats will take our market share," Brown said. ☺

This page and opposite: KCK Farms LLC grows a diverse array of nursery products, including bare root and containerized trees and shrubs and cut peonies. Product selection is based on customer need and market opportunity. PHOTOS BY CURT KIPP

- **ABOUT:**
Wholesale grower of bare root and containerized trees, conifers, shrubs, cut peonies and fruit understock, plus non-nursery agricultural crops.
- **OWNERS:**
Kevin and Keith Coleman (Pictured on page 15)
- **OTHER KEY PERSONNEL:**
Sales Manager **Ralph Guariglia**, Operations Manager **Randy Culley**
- **EMPLOYEES:**
75 full-time, increasing to 180 for peak season
- **CONTACT:**
📍 11483 S.E. Amity-Dayton Hwy., Dayton, OR 97114-8405
📞 503-864-9422
✉ info@kckfarms.com
- **ONLINE:**
www.kckfarms.com
- **LISTINGS:**
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KCK Farms LLC

Founded: 1983 by brothers Kevin, Craig and Keith Coleman

A DIVERSE PRODUCT LINE AND quick adaptability to change have been important to the long-term stability and financial success of KCK Farms LLC.

The nursery and farm was founded in 1983 by brothers Kevin, Craig and Keith Coleman and named using the initials of their first names. Currently, Kevin and Keith are the owners and managers of the company. They have grown it into a thriving business offering more than 500 varieties of nursery plants, raised on 400 acres of farmland in the heart of Oregon Wine Country.

“We offer a broad selection of quality plants to help fulfill our customers’ needs,” Kevin said.

Using both containers on gravel, and pot-in-pot production, the nursery grows shade trees, flowering trees, fruit trees, hazelnut trees, grafted liners and a selection of shrubs. KCK also offers field-grown plants, including bare root shade, flowering and ornamental trees as well as apple rootstock for commercial orchardists. Peonies are also grown in the field, harvested in May and June and sold as cut flowers.

On the farm side of the business, KCK grows hazelnuts as a commodity crop and various seed crops, and operates a grass seed cleaning business. It’s all part of a deliberate strategy of diversity that creates opportunities in different markets.

“There’s some comfort in knowing that if one segment of the business slows, another segment continues to grow,” Kevin said. “Hazelnuts are a protein source for developing countries. Our bare root fruit tree production supplies commercial orchards, which produce fruit for shipping all over the world. Sales of shade and flowering trees are determined by the landscape business and private and commercial construction market. Our cut peonies are a luxury item for people to bring a little pleasure in their life.”

KCK’s customer base, like its product line, is diverse. Bare root shade, flowering and ornamental trees are sold to other field and container growers across the United States and Canada. Finished container trees and shrubs are sold to re-wholesalers, retail nurseries and large retail merchandisers.

“We work very hard to grow the highest quality plants,” Keith said. “Plus we try to be fair with everyone, whether it’s customers or employees, everyone we come into contact with.”

Beginnings as a farm

Keith and Kevin have been involved with agriculture and the nursery industry all of their lives. Starting at the age of 7, they would go to their cousin’s farm to work in hazelnut orchards, hop yards and vegetable crops.

They have many family members in the nursery business: Ken and Marie Fessler of Fessler Nursery, Bob and Jean Fessler of Woodburn Nursery, Mike Coleman of Arrowhead Ornamentals, Mike and Debbie Farrell of Farrell-Eder Nursery and Kyle Fessler of St. Christopher Nursery all own and operate their own successful nurseries.

Growing up, Keith and Kevin saw that Oregon’s nursery industry was on the rise. The more they observed and learned from these family mentors, the more interested they became in starting their own business. “I had a desire to be self-employed, and didn’t want to be tied up in an office,” Kevin said.

“I wanted to work with the land and have the satisfaction of growing crops that had real value and could feed the world,” Keith said.

Starting with a parcel of floodplain land on Grand Island in the Willamette River, they initially farmed 250 acres. Early on they saw an opportunity to combine the farming operation with nursery production. In 1988 they began growing cut flowers, flowering azaleas and hanging baskets. Keith and Kevin have never been afraid of change and are always eager to learn and try their hand at growing different crops.

“The only crop we still grow from our time starting out in this business is the cut flower peonies,” Kevin said.

A significant turning point for KCK Farms occurred in the winter of 1996 when heavy flooding inundated much of the Willamette Valley. The nursery was underwater for two weeks during the flooding. When the waters receded, the majority of the





containerized material had washed away, never to be seen again.

“We made a decision that if we were going to be in the nursery industry long term, we needed to be in a location that doesn’t flood,” Kevin said. “There were too many customers depending on us to take a chance.”

They purchased property on higher ground near McMinnville. This became KCK Farms headquarters, and the focus of their nursery operations. They retained the Grand Island site, and today they use it mostly for commodity crops and their cut flower production.

According to Kevin, customer needs have guided the evolution of KCK Farms and its product line. “We built the nursery from ground zero, so if we wanted business, we had to ask what the customer wanted,” he said.

KCK’s bare root production started 20 years ago and was based on a customer’s request. It is only one example of customer interaction influencing the nursery’s ongoing development. With guidance and help from very close friends Roy and Sarah Klehm, Keith and Kevin started growing bare root shade and flowering trees.

“It’s a big part of our business now,” Kevin said.

The nursery evolved again about 14 years ago, with the addition of a pot-in-pot production system.

“It helps us keep business moving,” Kevin said. “Pot-in-pot production helps to diversify our inventory, open up new markets and extend our sales season.”

As the business has grown, KCK has added farms near the Oregon communities of McMinnville, Dayton, Sheridan, and St. Paul. They sometimes rotate fields between nursery production and other crops.

“We give the ground rest,” Kevin said. “It’s possible to abuse the ground with some of the crops we grow bare root, so it’s good to plant a cover crop that will give the ground a few years to rest.”

The housing bubble burst in 2008 and the subsequent Great Recession changed the nursery industry in Oregon in many ways. “When 2008 hit, we

made several adjustments at the nursery,” Kevin said. “It was good to have the variety of other crops, and we started looking at automation.”

The recession was a turning point. “It reinforced the importance of being able to adapt to change,” Kevin said. “A couple of years on, we were stronger than before.”

Growth for the future

The company’s growth continues with important help from valued employees in every phase of the operation. “We lean on really good people,” Kevin said. “We have a lot of good talent.”

The farm currently has 75 full-time employees most of who are involved in the nursery part of the business. The head count increases in November and December, when the company is harvesting understock for fruit trees, and

again in May and June, when cut flower peonies are harvested.

“Customers and expenses dictate our labor needs,” Kevin said. “You find out what you’re good at and move forward with that.”

For KCK, the next evolution includes a second generation of Colemans working on the farm. Keith’s son, Blake a recent graduate of Oregon State University, already works on the nursery, and Kevin’s son, Spenser, is studying horticulture at Oregon State University with plans to work for KCK after he graduates in 2018. Both Keith and Kevin’s daughters help out as time allows.

“There are lots of opportunities in this industry,” Kevin said. “The kids have solid heads on their shoulders and they’ll definitely be involved one way or another.” ☺



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NURSERY
COUNTRY

- **ABOUT:**
Wholesale B&B grower of Japanese maples, conifers and common evergreens.
- **PRESIDENT:**
Loy Russell
- **OTHER KEY PERSONNEL:**
Kyle Russell, sales manager; **Jerrid Russell**, production manager
- **EMPLOYEES:**
15 full-time, increasing to 30 for peak season
- **CONTACT:**
📍 22241 Boones Ferry Road NE, Aurora, OR 97002-9455
☎ 503-678-2536
✉ russellsnursery@gmail.com
- **ONLINE:**
www.russellsnursery.com
- **TRADE SHOWS:**
MGIX (Midwest Green Industry Experience, Columbus) , Utah Green Industry Conference and Trade Show, Nor Cal Landscape & Nursery Show, Farwest Show, others
- **NurseryGuide.com** 🌿

Page 15: Family members involved in Russell's Nursery include Loy, Kyle, Jerrid and Ken. This page and opposite: The unique or rare conifers grown at Russell's benefit from Willamette loam soil. The nursery isn't far from the confluence of the Willamette, Pudding and Molalla rivers. PHOTOS BY CURT KIPP

Russell's Nursery

Founded: 1981 by Loy and Wayne Russell

AT RUSSELL'S NURSERY, EVERYTHING is propagated on site, grown in native Willamette River sandy loam soil, and dug by hand.

That takes time. It's a deliberate choice by owner, founder and president Loy Russell, and one of the reasons he believes the nursery has survived numerous economic ups and downs over the past 37 years: investment in the product.

"You've got to have a good product or people aren't going to buy from you," he said.

The nursery grows Japanese maples and common evergreens, but is best known for its deep selection of grafted conifers, many of which are rare and unique.

"Conifers are a foundation for every garden," said sales manager Kyle Russell, one of Loy's two sons who are involved in the family business. "There are so many companion plants that go with them."

The nursery seeks out conifer selections that are not widely available and does its best to get them into production. The year-round beauty and low maintenance costs appeal to customers. The evergreens and Japanese maples they grow also boast year-round interest.

"We propagate our own plants and grow everything from start to finish here," said production manager Jerrid Russell, Loy's other son who is involved in the business.

This puts the nursery in the best position to supply customers with consistency and accuracy, Loy said.

Key to the nursery's quality is the native flood plain soil, near where the Pudding River flows into the Willamette. "We have superb ground," Loy said. "This is some of the only true Willamette loam soil there is."

The material is dug generally in winter, wrapped in burlap, some placed in a container with media and fertilizer, and held till spring when it is shipped. The nursery offers potting as a unique solution to help deal with some of the after care challenges of B&B material. It also makes for better merchandising.

The nursery's customers are divided between the landscape industry and retailers, and they

are located all across the country — from the Intermountain region, to the Midwest, and on to the East Coast.

Customer service and communication are prioritized, and as a result, the nursery has numerous longtime customers who reorder every year. "What you need is a relationship, where the customer comes back year after year," Loy said.

A lifetime of farming

Nursery founder Loy Russell grew up on the farm his grandfather, Ward, founded in 1937. His father, Wayne, took it over in 1955, and Loy remembers working from a young age.

"We farmed all of our life," Loy said. "In high school, you could get early release back then, and so I came home early and farmed."

With the intent of farming vegetable row crops, as his father and grandfather did, Loy purchased 28 acres from his grandparents in 1978. However, a family friend, Eldon Evans of Evans Farms, soon advised him that nursery crops could be more profitable than row crops.

In 1980, Loy put up greenhouses on the property with help from his father. He propagated his first crop of rhododendrons in 1981, marking the official establishment of Russell's Nursery.

Winter propagation allowed him to still spend time on his food crops the rest of the year. He chose rhododendrons as his first nursery offering because they could be sold sooner than other woody plants that he considered.

"After that, we expanded and started growing conifers," Loy said.

Loy made the early decision to grow Japanese maples, conifers and evergreens, even though others advised against taking all of that on. "So many people said, 'You can't do all of those,'" he said. "Most people only raised one crop."

To gain the knowledge he needed, he drew upon friends and industry veterans. "My education was, I went around and talked to the oldest people in the nursery trade and learned from them," Loy said.

Among others, Chuck Schlechter of Van Veen Nursery taught him about rhodies, Steve Germany of Steve Germany Nursery Inc. taught him about





conifer grafting, and Art Wright of Wright Nursery taught him about propagation in general.

Expansion came soon. Loy rented ground from his father along Airport Road near Aurora, and as business grew, he filled up all 70 acres with plants.

He then started renting another 73 acres from an immediate neighbor, clearing it of hazelnut trees so he could grow more plants. That brought his land in production to 173 acres. He purchased that land in 2000.

The next step was to lease 60 acres from a friend down the road.

As growth continued, his sons Jerrid and Kyle were coming of age. The boys both graduated North Marion High School in the year 2000 and went to work. “Kyle and I just both wanted to do it,” Jerrid said.

“We all get along,” Kyle said. “It’s good to work with each other.”

The boys gained experience while the nursery enjoyed strong growth throughout the early aughts. “They went to school together,” Loy said. “They always ran around together. They had the same buddies, and now they work together.”

Kyle has even served in volunteer roles in the industry, currently holding the office of treasurer in the American Conifer Society, Western Region.

A test of survival

The recession that started in 2008 tested the nursery’s mettle, as it did for many growers in Oregon and elsewhere. When the housing bubble ruptured, housing starts screeched to a halt. No new houses meant far less landscaping activity, and less demand for landscaping material.

“With the economic downturn, a lot of wholesalers were down,” Loy said.

The Russells had to let workers go, but they were determined not to shortchange the material they were growing for future buyers. “We had to go out there and work more hours, because we didn’t have the help to do it,” Loy said.

Eventually things turned around.

“We hit our goals faster than we thought we would,” Loy said. “The recession was tough, but we’re still here.”

And the Russells plan to stick around for the long haul. With Jerrid and Kyle involved in the business, and Loy’s brother Ken and nephew Kody also working there, the business remains a family affair — one that isn’t going away anytime soon.

“Once it’s in your blood, it’s always in your blood,” Loy said. “You know what I mean?” ☺

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NURSERY COUNTRY

Selections grown at Amethyst Hill Nursery include (top) Let's Dance® Moonlight hydrangea (*Hydrangea macrophylla* 'Robert' USPP 20020) and (bottom) Pistachio hydrangea (*H. m.* 'Horwack').

PHOTOS BY CURT KIPP

- **ABOUT:**
Wholesale and retail grower of hydrangeas and companion plants.
- **OWNERS:**
Kristin and David VanHoose
(Pictured on page 15)
- **EMPLOYEES:**
4 year-round; 8 in peak season
- **CONTACT:**
📍 6543 S. Zimmerman Road
Aurora, OR 97002-9302
☎ 503-651-2848
✉ kristin@amethyst-hill.com
- **ONLINE:**
www.amethyst-hill.com
www.hydrangeasplus.com
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Farwest Show

Amethyst Hill Nursery/ Hydrangeas Plus®

Founded: 1985 as Bell Family Nursery

MANY NURSERY OWNERS GREW up in agriculture, but not Kristin and David VanHoose. They became nursery owners due to a mid-career switch.

“I just wanted out of corporate America,” David said. “We did some research on top industries in Oregon. Agriculture was at the top of Oregon, and nurseries were at the top of agriculture.”

And that led them to purchase a small, 8-acre nursery in Aurora, Oregon.

Today, the couple owns what is essentially two nurseries in one. Amethyst Hill Nursery is a wholesale grower of hydrangeas and companion plants. Hydrangeas Plus® sells the same plants to the general public.

Under Kristin’s direction, the business has become a go-to source of hydrangeas for both plant nuts and their wholesale customers. They grow close to 240 different hydrangeas — a broad assortment, from the classics to new introductions, including some in the Proven Winners line. *H. arborescens*, *H. aspera*, *H. macrophylla*, *H. paniculata*, *H. quercifolia* and *H. serrata* are all available from them, along with climbers.

“We stick mostly to the old fashioned ones that have been around for decades and decades,” she said. “People still love ’em.”

But Kristin has certain favorites.

“I’m a real fan of the serratas with a little more dainty bloom,” she said. “I like the range of color and size. And I like the lacecap hydrangeas a little better.”

Along with hydrangeas, they grow companion plants such as azaleas, heavenly bamboo, holly, barberry and ornamental grasses.

The retail side of the business sells container plants and fertilizers via mail order and Internet to customers across the United States and Canada.

On several weekends in the spring and summer, there are open dates where the general public can come, view a display garden and purchase plants. The nursery also sells at several gardening events, and participates in the Cascade Nursery Trail, a promotional collective of seasonal spe-

cialty nurseries in the Willamette Valley.

The Hydrangeas Plus brand has acquired an enormous social media following, with more than 100,000 Facebook followers. Its full-color catalog is in its 15th edition.

The wholesale side of the business sells containerized material mostly into Oregon, Washington and Canada, but has customers in faraway places too. The business also sells unrooted cuttings to other wholesalers.

“We like the lifestyle and it helps us pay the bills and pay for the kids’ college (two daughters, 13 and 16) someday soon,” David said.

Love at first site

In the 1990s, Kristin and David were both working office jobs. Kristin was a controller with Jubitz Truck Stop Services, while David was working in engineering and telecommunications.

After investigating business opportunities, they looked for a nursery to purchase. They learned that Art and Terri Bell, owners of Bell Family Nursery in Aurora, were retiring and looking to sell. They went to see the place on Valentine’s Day 1999, which fell on a Sunday.

“We fell in love with the place,” David said.

They decided to buy it. Art and Terri stayed on for three months to help them learn the ropes, and remained within reach after that. “They were always an email or phone call away,” Kristin said.

Still, there was a learning curve. “I had all the office skills,” Kristin said. “It was just the growing skills that we had to figure out.”

“Our parents thought we’d lost our minds,” David said. “In hindsight, we didn’t know what we were doing, but we don’t regret what we did.”

David and Kristin changed the name to Amethyst Hill Nursery.

On the Bells’ recommendation, the couple began attending every OAN gathering they could get to. “For us being a couple new to the industry, it was a tremendous resource,” David said. “We felt welcome from the get go.”

Kristin worked on the nursery full time, while David continued with Enron Corporation



until it infamously collapsed in 2001. David worked from home, and remembers hearing about it on the news first. The former blue chip stock was suddenly worth just pennies. Offices emptied out.

"I assumed I was laid off," he said. "I didn't know. I couldn't reach anybody. I had to call a buddy and ask." He worked on the nursery for the next five years.

As OAN leaders, both served as leaders in Clackamas Chapter and Kristin served on the Yard, Garden & Patio Show committee. Kristin then served on the OAN Executive Committee, including a year as president in 2010-11.

Meanwhile, the retail end of the business had to change with the times. When Kristin and David purchased it, mail order was done primarily by check. "Nobody had smart phones," Kristin said.

She got to work growing the database of customers. It was a matter of finding people anywhere who were interested in hydrangeas. "If you had the time and the energy, you could really pinpoint customers," Kristin said. She also added numerous varieties to the nursery's hydrangea menu.

"We've more than tripled the number of varieties we carried," Kristin said.

A passion for plants

David eventually found full time work again outside the business, but continues to help out where needed. "I call myself the maintenance man," he said. "Busted pipes, the power goes out. I also do the I.T."

Meanwhile, Kristin applies her passion for plants but also taps into her accounting skills. According to David, she keeps spreadsheets for everything: history, availability, inventory, production, orders and sales trends.

Speaking of which, these days the nursery sells more retail than wholesale. "It used to be 75 percent wholesale, 25 percent mail order, but it's flipped," Kristin said.

The nursery continues to fine-tune its operations, working to solve labor challenges, but keeping in mind there are some tasks that just can't be automated. "We want to be more efficient," Kristin said. "We do it every year." ©

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- Incorporate Lean flow & a manufacturing outlook into the farm's culture.
- Be able to analyze our systems & processes, looking to continuously improve efficiency.
- Have a valid Oregon driver's license with insurable driving record.
- Have computer literacy including Word, Excel, Power Point and internal reporting.
- Spanish language skills desired but not required.

Compensation: This is a salaried position that includes full benefit package, pay DOE.

To Apply: If interested, please submit resume and letter of interest to:

Brian Bowman, West Coast
Administrator Bailey Nurseries, Inc.
9855 NW Pike Rd Yamhill, OR 97148
brian.bowman@baileynursery.com
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EMPLOYMENT

CHIEF OPERATING OFFICER

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Reporting to the president of DCA Outdoor, we are currently looking for two highly skilled COO's in the Kansas City metro area to be responsible for driving the company to achieve and surpass sales, profitability, cash flow and business goals and objectives.

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 - Working knowledge of data analysis and performance/operation metrics
 - Working knowledge of IT/Business infrastructure and MS Office
 - Outstanding organizational and leadership abilities
 - Aptitude in decision-making and problem-solving
 - BS/BA in Business or relevant field; MS/MBA is a plus
 - Demonstrable high-impact success in a fast-paced and complex environment
 - Previous work experience in horticulture, agriculture, or nursery operations
- REQUIRED.

Application requirements:

- To submit your application for this position, please go to www.dcaoutdoor.com/careers.
- Completion of Culture Index Survey. Without survey completion, your application will NOT be considered. Copy and paste the following into your browser: <https://www.cindexinc.com/d/A550CC>

EMPLOYMENT

CUSTOMER SERVICE

Blue Heron Farm, a large wholesale nursery in Corvallis, OR, seeks a full-time customer service representative to add to our team. If you enjoy helping people with orders and shipping in a fast-paced environment, this is for you!

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MAINTENANCE WORKER

Be part of a team in our progressive wholesale tree nursery in the Boring, Oregon area. Will work at our propagation farm performing maintenance for all facilities including repairs, limited construction for warehouses, greenhouses, coolers, office buildings, outbuildings, wells, and irrigation systems.

Requires working knowledge of light electrical, plumbing, and construction. Driver's license and insurable driving record required. The ideal candidate will have skills in farming activity and equipment operation with the willingness to contribute in all areas of nursery production especially during peak seasons of nursery activity.

Full-time position, Monday through Friday with some weekend work and includes an excellent benefits package. Position is available immediately and wages are DOE.

Mail, fax or email resume to:
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PO Box 189, Boring, OR 97009
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Email: dianar@jfschmidt.com



EMPLOYMENT

FARM/MANAGEMENT ASSISTANT

We are looking for a self-motivated, responsible, and trustworthy person to become part of our management team located at our Hood Acres Farm in Boring. Candidate must be bilingual (English/Spanish) and will support the Farm Manager in day-to-day activities as well as translate and assist in communications with our Spanish speaking employees. Good communications, computer, and organizational skills are necessary as well as previous experience in payroll and/or purchase ordering is a plus. Must have a valid driver's license and good driving record. We offer a comprehensive benefit package, wages DOE.

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NURSERY FIELD PRODUCTION SUPERVISOR

Qualified candidates will have 3 or more years of nursery experience with skills to effectively manage crews in all aspects of field production tasks: pruning, grading, shipping, field prep, irrigation, mechanical field harvest, etc. Private applicator's license is required. Bilingual (Spanish) desirable. Comprehensive benefits. Send resumes to slunceford@countysidenursery.com

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GROWING KNOWLEDGE

Series content is coordinated by Dr. Jay Pscheidt, professor of botany and plant pathology at Oregon State University in Corvallis, Oregon.



An ongoing series provided by Oregon State University in collaboration with the United States Department of Agriculture and in partnership with the Oregon Association of Nurseries

Stink bugs dining at nurseries

BY VICTORIA SKILLMAN AND JANA LEE

YOU PROBABLY HAVE SEEN the brown marmorated stink bug (BMSB for short) coming into your home or shed to find shelter from the winter cold. This pest arrived in the United States in 1996 and is now in 43 states.

BMSB was first detected in Oregon in 2004 and Washington in 2010, and is steadily becoming more abundant across the Pacific Northwest.

These pests are problematic because they can feed on around 200 different plant species, including many ornamentals such as crabapple, maple, lilac, hawthorn, and cherry. While they often feed on fruits, they also enjoy leaves, stems, and even bark. Their feeding results in spotted and disfigured fruits, sap flow in bark, and plant death in extreme cases.



Adult brown marmorated stink bug with egg cluster on a maple leaf.

Nursery growers have noticed BMSB on the shoot tips of young seedlings in the early spring and fall. Naturally, they were concerned about damage inflicted by BMSB, but there was no information on how they might affect the vegetative growth of non-fruiting nursery crops. We only knew that these pests preferred to go to nursery plants

with fruits, and damaged fruits.

Therefore, we designed two studies to examine whether adult BMSB would affect the physical growth of mature plants and seedling. The studies exposed plants to BMSB adults for one or two months because the insects will stay on these plants briefly before they move to other preferred plants or seek winter shelter.

Do BMSB on shoots of mature trees impact growth?

We examined six common nursery species in a stock block of a nursery: silver linden, hawthorn, maple, crabapple cherry, and elm. To evaluate potential damage, we placed either three pairs of adult BMSB or no BMSB (control) on a cluster of branches caged in a large mesh bag in early June 2016. Each tree had a BMSB and control bag. Only water was provided so that BMSB fed on stems or leaves within the mesh bag.

After a month, all the branches were taken back to the lab for processing. We measured the change in branch length, leaf area, number of leaves, and dry weight (see Skillman and Lee 2017 for additional details on methods).

Overall, there were no significant differences between branches caged with and without BMSB for one month in the nursery for the four plant growth measurements taken. For example, crabapple plant growth was slightly higher, though not statistically significant, in the presence of BMSB (Figure 1). The lack of an effect is not surprising for large established trees; the trees might tolerate short-term insect feeding on a few branches, or even over-compensate in growth.

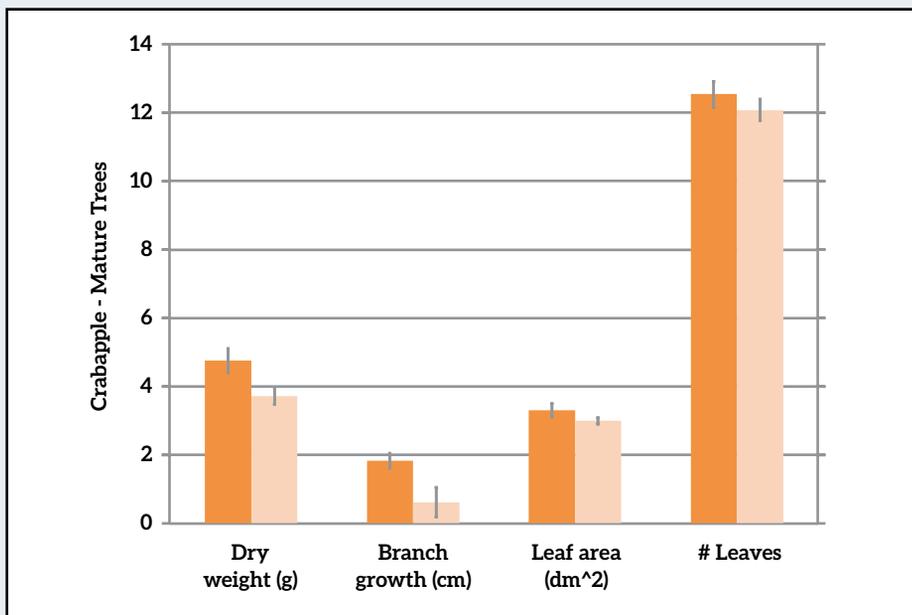


Figure 1: The average (\pm standard error) for the different plant growth measurements taken from branches of mature crabapple trees.

Stink bugs dining at nurseries



Mature elm trees in the nursery with branches in large mesh bags.



Nursery seedlings in large mesh bags in the greenhouse.

Do BMSB on seedlings impact growth?

We measured the impact of BMSB on seedlings of the same six plants as in the field trial above as well as lilac and ginkgo. Bare root seedlings of eight common nursery plant species were planted in pots in early May, and we started the experiment in late June once seedlings had rooted and leafed out. Seedlings either received two pairs of adult BMSB or none (control) and were fully enclosed in a mesh bag and

maintained in a greenhouse.

The same four plant growth measurements from the field study were taken on each branch of the seedling with an additional measurement of change in stem diameter. Half of the seedlings were measured one month later, and the rest were measured after two months.

Again, there were no significant differences between seedlings with BMSB or control treatments for all five plant growth measurements. This might be due to seedlings growing quickly during

summer and possibly outpacing any damage inflicted by BMSB presence. Note the healthy vigorous hawthorn seedling after two months with BMSB treatment.

Anything else?

In both the field and seedling trials, we observed confined BMSB to lay eggs on the plants and sometimes nymphs walking on plants. So while BMSB may not substantially affect plant growth, it could be a contaminant.

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Photo comparison between starting and two month hawthorn exposed to BMSB treatment.



Conclusions

Overall, the presence of adult BMSB on branches of well-established nursery plants during early summer and newly planted seedlings had little to no impact on growth in one or two months. These results might suggest that these plants are growing fast enough during the summer to outpace potential damage, or that BMSB do not feed sufficiently on the leaves and stems to inhibit growth.

While short-term impacts on plant growth do not appear problematic, other concerns with BMSB in nurseries selling non-fruiting crop should be further examined. *Does BMSB feeding make plants more vulnerable to pathogens? Are plants likely contaminated with BMSB eggs, nymphs, or adults?* Since nurseries may contain patches of ornamentals bearing fruits and are often surrounded by other preferred crops, BMSB are expected to move through nurseries. ☺

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References: Skillman, V.P. and Lee, J.C. 2017. Evaluating Impacts of Brown Marmorated Stink Bug on Non-fruiting Nursery Crops. *Journal of Environmental Horticulture*, in press.

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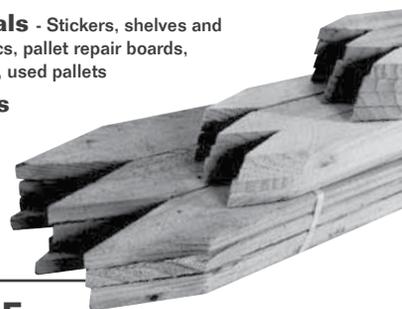


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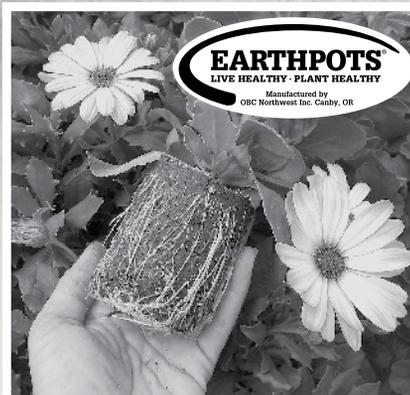
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Turning the page to 2018

I have had the pleasure of working for the association for a dozen years. I have worked for a United States senator, been chief of staff to a regional government, but this industry is something special.

I am a workaholic — our past president Mark Bigej endured well over 2,000 emails over the course of a year, many of which were after 10 p.m. The nursery and greenhouse industry works even harder. It is who you are, and I could not be happier to work for you.

The association has seen good times, followed by a deep and dark abyss, followed by a light out of that darkness. You are a story of keeping your focus, producing elite green goods, and rebounding to regain the top commodity spot in the state.

The association is only as good as its members. It only thrives as long as our diverse businesses — large and small; growers, greenhouse and retail operators alike — join forces with allied suppliers to create a sense of community and place.

Economic opportunities and challenges

The association spends a lot of time making sure that the business climate is as positive as it can be for the nursery industry. That takes many forms.

Collaboration is king. We build relationships with state and federal agencies, especially those that are engaged in pest and disease issues, setting agricultural water quality standards, funding research, and operating programs that promote and protect every operation in the state.

Last month, we coordinated a meeting with U.S. Rep. Suzanne Bonamici (D-Oregon) about trade. Also taking part were USDA Rural Development Director John Huffman, ODA Director Alexis Taylor, the OAN, Oregon Wine Growers

Association and several business and technology companies. We talked about how we can promote agriculture's important role in creating traded-sector employment.

Also last month, we hosted a meeting between U.S. Rep. Kurt Schrader (D-Oregon) and several specialty crop producers to support efforts to obtain federal research dollars, infrastructure development funding and pest and disease program funding.

We also work hard to defend against adverse regulation, both domestically and internationally. Two big examples come to mind.

You might remember that after the big 2008 snowstorm that resulted in state and federal emergency declaration, the Oregon Department of Revenue had a proposal to tax every hoop house on nursery property (\$2,000 per house). That did not happen because our association and volunteer leaders worked together to take the air out



Jeff Stone
OAN EXECUTIVE DIRECTOR

their investment in producing healthy plants.

We are all about protecting our members against unnecessary regulations, promoting their green goods through the *Nursery Guide* (in print and online), helping people connect through the Farwest Show, and promoting and educating the industry through publications that are the gold standard in the industry.

Digger goes to more than 7,500 subscribers, but it's just the beginning. Whether you do wholesale, retail or both, our retail map and our wholesale nursery map guide customers to your door.

Most of all, we want to support members where it counts — in the pocketbook. We look at everything we do, and if it doesn't help you, we don't do it. If you have a good year, we feel great. If you are facing challenges, we're ready to listen and act. Pretty simple.

Many voices lead to solutions

The coming year will have no shortage of challenges and opportunities.

We are facing labor shortages, the uncertainty of international trade, changing consumer buying habits, the challenge of marketing products and the need to build a preference for Oregon growers and retailers.

Your association engages on issues on many levels to help the industry.

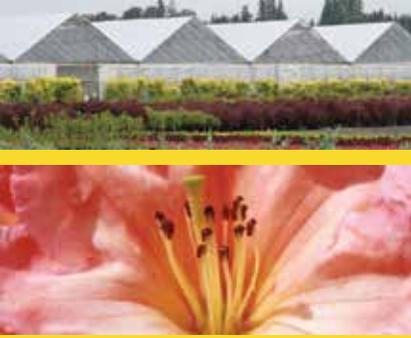
Your membership allows the association to be a strong voice on your behalf.

I am grateful for the last dozen years of working for some of the best people I know. I'm looking forward to a profitable and successful new year! ©



of this mind-numbingly bad policy.

More recently, the USDA imposed a prenotification requirement for certain material due to an era of overreaction to pest and disease threats. Had it stood, this would have crippled the industry at a time when the recession was just beginning to recede. However, the OAN jumped in and helped USDA rewrite the regulation to treat Oregon growers fairly and recognize



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