

Digger

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OREGON
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NURSERIES

Terra Nova heuchera and heucherella varieties adorn a rustic arch in Southwest China.

PHOTO COURTESY OF TERRA NOVA NURSERIES

extra seedlings will be needed.

Landowners must replant trees if they salvage time within two years under the Oregon Forest Practices Act, unless the landowners can't obtain seedlings. The shortfall will trickle down to Christmas tree growers, too.

"We grow Douglas fir, just like the timber folks," Oregon State University Christmas tree specialist Chal Landgren said. "I think all the nursery capacity from California to British Columbia has already been taken up with people trying to get seedlings from the fires. And that'll affect Christmas tree growers as well." For more information, visit tinyurl.com/y58e52oa.

DESTRUCTION OF WILDFIRES IMPACTS AGRICULTURAL LABOR

Farm laborers are leaving Southern

Oregon areas devastated by wildfire because there's not enough work and economical housing options are limited, according to a report by *Capital Press* (Salem, Oregon). Some 2,482 residential structures in Jackson County alone were burned down — including 18 mobile home parks and other low-income housing options — displacing hundreds of families in the process.

Aid is not keeping all farmworkers afloat, as many undocumented Latino families did not apply for FEMA assistance. However, local charities and businesses like Fry Family Farm and Harry & David have supported employees who lost

their homes.


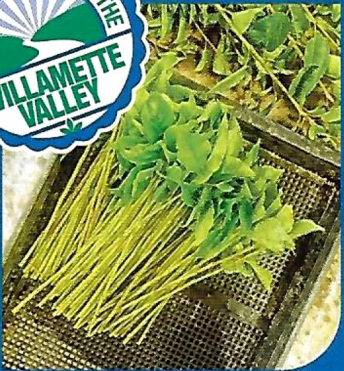
The effects of a housing shortage, insurance claims, and rebuilding efforts will be felt for years. Growers in the area fear it will severely damage the agricultural economy of the region.

Visit tinyurl.com/y5cyh4gd for details.

TERRA NOVA HELPS REVITALIZE SOUTHWEST CHINA MOUNTAINS

Canby, Oregon-based Terra Nova Nurseries has been helping their licensee Chongqing Tianmu Agriculture com- ➤




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The company to grow with

bat the degradation of the Damu Flower Valley in the Wuling Mountain range of Southwest China. According to a release from the company, Terra Nova *Begonia*, *Echinacea*, *Heuchera*, *Heucherella*, and *Kniphofia* varieties were chosen to revitalize the plant life in the area for their vegetative propagation and projected performance.

The rugged and remote wooded area once suffered from dredging by people searching for medicinal plants and mushrooms. Chongqing Tianmu Agriculture has been helping to restore the region. The colorful Terra Nova plants have tolerated of cooler temperatures of the mountains and so far have provided attractive color during the summer and fall.

Through the collaborative efforts of the companies, the Damu Flower Valley achieved the coveted 4A level national tourist site classification, and it has stopped further man-made sabotage to the mountainous area.

Log on to www.terranovanurseries.com to learn more.

Announcements

TREETOWN USA REBRANDS ITSELF AS EVERDE GROWERS

TreeTown USA — a major tree, shrub and plant grower with 14 farms in four states, including Oregon — has rebranded itself as **Everde Growers**, the company announced in December.

CEO Jonathan Saperstein and his family purchased TreeTown USA in 2015 and have been expanding it since then. The various acquisitions included various brands, and this change unites them.

“We have spent several years refining our processes, combining our policies, and setting a strong foundation for the future,” Saperstein stated. “Now is the time to truly bring the company together as one.”

According to Executive Vice President David Kirby, the change is part of creating



a consistent buyer experience. “By organizing our national customer service team, our customers across the country will now have one point of contact to access our 14 farms,” he stated, “as well as access to an updated national availability list with a consistent look and feel.”

The company’s one Oregon farm is located in Forest Grove, west of Portland. Its other locations are in Texas, Florida and California. For more information, visit the company website at www.everde.com.

BIOSAFE LAUNCHES NEW CAT TECHNOLOGY PRODUCT

CalOx®FT, a calcium-focused crop enhancement product for horticultural crops has been released for sale by **BioSafe Systems**, according to the company. The nutrient product uses patented CaT™ technology to distribute calcium evenly throughout plant systems.

Plants experience improved growth, development and a longer shelf life with liquid product, as well as reduced calcium-related disorders. For more information, visit biosafesystems.com.



PETERS COMPANY LAUNCHES LEAN FOUNDATIONS COURSE

The **Peters Company** has released an online course, “Lean Foundations,” for industry professionals seeking to reduce waste and improve productivity. The project is the company’s first on-demand training course and is available on learn.petersco.net for individual subscribers.

The interactive course introduces the critical principles of the Toyota Production System — or Lean — which has routinely improved many organizations’ efficiency, production, and work culture. More courses will be added in January, including a Spanish version of the foundations course.

BAILEY ADDS TO EXECUTIVE LEADERSHIP TEAM

According to a release from **Bailey**, the company has promoted and hired several new members to its executive leadership team.

Shane Brockshus has been appointed as chief operations officer. He has been with the company for 20 years and most recently served as West Coast general manager, based in Oregon. Brockshus will stay in Oregon for now, but will relocate to the Minnesota headquarters in the future.

Alec Charais will serve as chief marketing and product development officer. He has also been with the company for nearly two decades and will be based out of Minnesota.

Ofelia Wegley has been hired as the chief human resources officer. She has nearly 20 years of industry experience and will be located in Minnesota.

Marc McCormack has been promoted to serve as chief sales officer, and he will continue to lead the company-wide sales direction and sales leadership development.

The team will work with existing leaders Chief Executive Officer Terri McEnaney, Chief Financial Officer John Bailey, and Chief Information Officer Pat Bailey. Visit www.baileynurseries.com to learn more.



MONROVIA HIRES NEW CHIEF EXECUTIVE OFFICER

Jonathan Pedersen has been appointed chief executive officer (CEO) at **Monrovia Nursery Company**, according to a release from the company. He previously served as the company’s vice president of sales and business development since 2019, and vice president of business development and intellectual property in 2013. Pederson has prior experience from Bailey Nurseries and Linder’s Greenhouses in sales, marketing, and operations.

