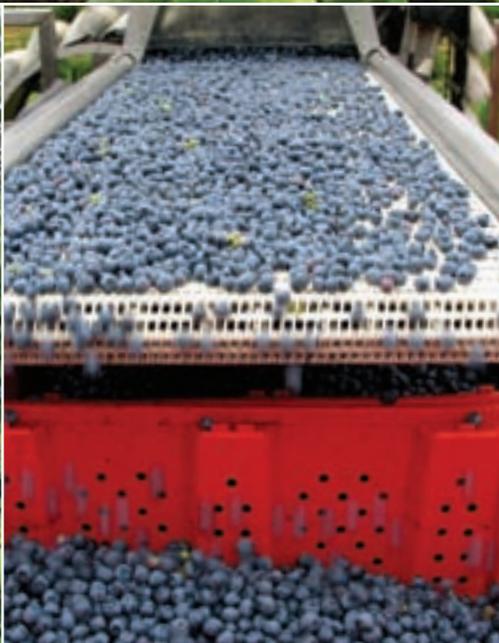


COMMERCIAL GROWERS EDITION



At Fall Creek, A Lot Has Changed Over The Past 30 Years.



Dave & Barbara Brazelton
Founders of Fall Creek Farm & Nursery, circa 1979



Gregg & Becky Vollstedt
Co-Owners of Fall Creek Farm & Nursery.

The beard and braids are long gone but our passion for blueberry plants remains the same. At Fall Creek Farm & Nursery™ we are pioneers in the blueberry nursery stock business.

In 30 years, our small fruit-focused farm has grown to be the world's leading research and production nursery with more than 140 acres in production growing the finest quality blueberry nursery stock. We've played a key role in the development of many of today's leading varieties as well as growing techniques.

We are immensely proud of our 30 year heritage and grateful to our loyal customers and vendors through the years.



Dear Friends,

In the modern history of agriculture, it is hard to find a crop that has been more profitable than blueberries. During our thirty years we have certainly seen ups and downs in grower profitability, but the market flexibility of the crop and the enviable position blueberries occupy as a “super food” makes blueberries a smart strategic choice for many growers, now and in the future.

A critical decision to get started right is carefully selecting your nursery stock. Here at Fall CreekTM, we have three key points of difference that make us your best choice:

Exceptional Plants - We are fiercely proud of our quality in every part of the nursery. We know that your acreage can be no better than the quality of the stock you are planting. Every department- Propagation, Production, and Crop Health- shares our vision for growing the very finest plants possible and incorporates this vision into daily practice.

Grower Support - Blueberries are a huge investment. You need the best information, straight and true. Our newly expanded Grower Support Team has the expertise, track record and global perspective that can give you a competitive edge.

Superior Varieties - Quite simply, Fall CreekTM offers the largest selection of blueberry varieties to be found anywhere in the world. We search the globe for the best new varieties, ideal for fresh or process markets, and test them extensively. After careful research we bring the best to you.

These three key points of difference define The Fall Creek AdvantageTM. We believe it is a winning combination that will bring you success.

To our many friends old and new, we would like to thank you for your business and wish you the very best for the coming year.

Sincerely,
David and Barbara Brazelton
Gregg and Becky Vollstedt



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Visit Our New Website

www.fallcreeknursery.com

We are continuing to expand our website. You will find our catalog, more grower support information and additional photo galleries. It is all part of our commitment to supporting our customers. We welcome your feedback and suggestions.



Our Grower Support Program™

At Fall Creek Farm & Nursery™ our focus is clear: To provide the finest quality, disease-free blueberry plants available anywhere. We work closely with research and growing programs around the world. You can be assured that extensive research and rigorous testing has gone into each selection to ensure it meets our high quality standards for disease-resistance, growth habit and fruit production. We are proud to offer more variety selection, including licensed varieties, than anyone.

There are many things to consider when selecting what varieties to plant. Climate, soil types, harvest methods and your markets are just a few of the key issues. There are also important decisions to be made in the realm of pre-plant planning as well as growing issues once the plants are in the ground. That's where our innovative Grower Support Program™ comes in. This program, developed over 30 years in the blueberry nursery stock business, is unsurpassed in the industry. It is the hallmark of Fall Creek Farm & Nursery™, Inc. We have the expertise, track record and global perspective that can give you a competitive edge.



Dick Mombell discusses a one year crop with a grower.



Fall Creek™ Grower Support checking a grower's new planting.



Dana Richards assessing growth and bud set with grower.

Our Grower Support Team.

We are proud to introduce our Grower Support Team. Each member of our team has extensive experience in this industry and stand ready to serve you, our customers.



Dick Mombell
Commercial Sales Manager
Grower Support
Washington, Canada, U.S.



Jon Umble
Grower Support Representative
Oregon



Dana Richards
Grower Support Representative
California



Cort Brazelton
Business Development & International Business

We can help in these areas:

Site Selection	Variety Selection
Field Design & Layout	Cost Accounting
Pre-Plant Preparation	Cultural Care
Soil Preparation	Industry Perspective

We are committed to our customers' success. Whether you are just starting out in the blueberry business or are an established grower adding acreage, we welcome your call. Let us show you what has made Fall Creek Farm & Nursery™ the industry leader for 30 years.

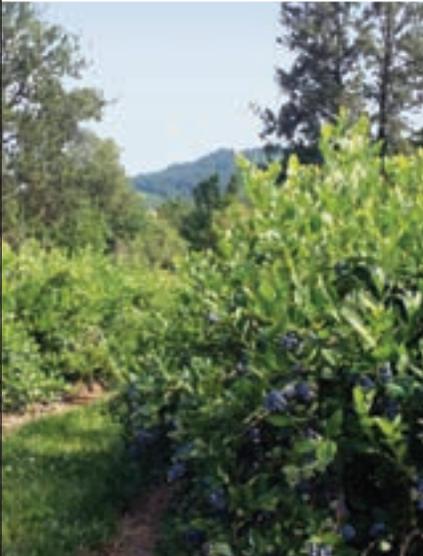
Fall Creek Snapshots



Welcome to our main nursery.



Spring view at our main container nursery.



A Fall Creek™ test block.



Employees dedicated and attentive.



2008 Liner crop.



A peaceful morning at Fall Creek's Windy Flat farm.



All loads are palletized for your convenience.



A Visual Guide to Field Design & Preparation



Raised bed, grass strip, overhead cooling



Flat top raised bed, incorporated sawdust



Raised bed, double line drip, two wire trellis



Fall planting, raised beds, incorporated sawdust, overhead irrigation, planting holes marked



Raised bed, double line drip, two wire trellis, heavy wood chip mulch



Pre-plant mulch application, side dress sawdust spreader



Raised bed, incorporated sawdust, weed mat

Planning Your Commercial Field

A properly planted blueberry field can last 30 years or more and be a great asset to the property. By having a good marketing plan, selecting the right varieties, planting disease-free stock and proper preparation of the field, a grower can realize the full potential of the crop. Call us if we can be of help in planning your project.

Site Selection

One of the first steps in successfully growing blueberries is to select an appropriate site. The field should offer easy access for equipment and workers. There should be good air drainage with freedom from late spring frosts. Complete soil and water analyses should be done to determine the suitability for blueberries prior to planting. The best blueberry soil is acidic, well drained, loose and friable. If these conditions are not present, soil modification will be necessary and can be successful. Ample, clean water is essential for growing blueberries. In some areas, irrigation water must be treated to ensure optimum plant performance.

Variety Selection

It is important to have a basic marketing plan prior to selecting varieties. Some types are better for fresh berry sales, while others are planted specifically for the process market (frozen, juice, dried, etc.). What will be their end use? Will the berries be sold wholesale or retail? Will the berries be hand harvested or machine harvested? Is your best target market early, mid, late or season-long availability?

Climate is also important to variety selection. Blueberries have been developed for most climates, from warm semi-tropical areas to the coldest zones of the U.S. Your local extension service can be a good source to determine which varieties do best in your area.

There are specific varieties that tolerate difficult conditions such as heavy snow loads, high summer heat, spring frosts, etc. Take time to identify the limiting conditions in your area and choose varieties that best address the limitations. Once you have identified the key requirements for the varieties you want to grow, use our catalog to find those that best match your needs and marketing plans. We are happy to assist in this essential step. It is important to choose varieties as soon as possible, as plants may sell quickly each year. Many growers place their orders a year or more in advance to ensure obtaining desired varieties.

Field Design and Pre-plant Preparation

We offer numerous information sheets to help you with the basics of preparing your field. Look also to the Fall Creek Bookstore on page 21. Below is some helpful information to assist you in laying out your field.

Planting and Cultural Care

Fall Creek provides a detailed Grower's Guide with all commercial orders at no charge. This guide covers important details from receiving your plants through first year cultural care. We recommend that you read the guide thoroughly before unpacking your plants.

Plant Spacing	Plants Per Acre	Organic Matter Volume Requirements	Common Irrigation Statistics
2.5 ft. by 10 ft.	= 1,742	1 cubic yard = 27 cubic ft.	<p>Overhead irrigation: A 40 ft. x 40 ft. riser spacing totals 27 sprinklers in one acre. Typical sprinkler orifice size for blueberries is 1/8", which delivers approximately 3 gpm per sprinkler or 80 gpm per acre.</p> <p>Drip irrigation: A typical drip system uses a line on either side of the plant row, commonly using .5 gph emitters spaced 18" apart. The gpm per acre would be 48 on a 10 foot row.</p>
3.0 ft. by 10 ft.	= 1,452	7.5 cubic yards = 1 unit	
3.5 ft. by 10 ft.	= 1,245	A strip 3 inches deep by 36 inches wide on 10 foot rows uses about 15 units per acre of sawdust or ground bark.	
4.0 ft. by 10 ft.	= 1,089	A semi-trailer typically holds from 10 to 14 units of sawdust depending on moisture levels.	
2.5 ft. by 11 ft.	= 1,584		
3.0 ft. by 11 ft.	= 1,320		
3.5 ft. by 11 ft.	= 1,131		
2.5 ft. by 12 ft.	= 1,452		
3.0 ft. by 12 ft.	= 1,210		



Northern Highbush

Variety Listings on Pages 9-13

Northern Highbush varieties are the most widely planted blueberries in the world. They grow best in temperate climates where total winter chilling is 1,000 hours or more. Except where listed, most Northern Highbush varieties are relatively self-pollinating. Varieties are listed in order of ripening. Our subjective evaluations are compiled with the most recent information from growers throughout the world.



Draper

Southern Highbush

Variety Listings on Pages 15-17

Southern Highbush varieties are considered best suited for southern climates where summers are hotter and chilling hours fall well below 1,000 per year. The varieties are listed in order of ripening for the San Joaquin Valley of California. Ripening time will vary depending on the climate in which they are grown. The estimated minimum chilling requirement (number of hours under 45°F in winter) is listed for each variety. Our subjective evaluations are compiled with the most recent information from growers throughout the world. Most Southern Highbush varieties are not self-fertile. For highest production and largest berry size, alternate rows of varieties to achieve cross-pollination.



Snowchaser

Rabbiteyes

Variety Listings on Pages 18

Rabbiteye varieties are native to the southeastern states. They have been commercially cultivated nearly 100 years. With firmer berries and thicker skin, southern growers machine harvest Rabbiteyes for both the fresh and process markets. The seeds tend to be slightly more pronounced than Highbush. In Oregon, Rabbiteyes ripen quite late, with some varieties starting at the end of August and continuing through October. Their post-harvest shelf life is outstanding. Rabbiteyes are available by custom order.



Ochlockonee



Northern Varieties: Listed below are the relative ripening periods for the Northern Highbush varieties we offer. Actual dates are average for Western Oregon. Ripening will vary with location and season, but the relative ripening periods between the varieties should remain the same.

Fruiting Season* (Month/Weeks)	JULY				AUGUST				SEPTEMBER			
	9	10	11	12	13	14	15	16	17	18	19	
EARLIBLUE	█											
DUKE	█											
REKA	█											
SPARTAN	█											
PATRIOT	█											
NORTHLAND	█											
BLUEJAY	█											
BLUERAY	█											
TORO	█											
HARDYBLUE	█											
FC DRAPER	█											
BLUEGOLD	█											
BLUECROP	█											
CHANDLER	█											
RUBEL	█											
LEGACY	█											
JERSEY	█											
DARROW	█											
FC LIBERTY	█											
ELLIOTT	█											
FC AURORA	█											

Southern Varieties: Listed below are the estimated ripening periods for the Southern Highbush varieties for the Fresno, California area. Actual dates, as well as the relative timing between varieties, will vary with location, season and previous winter chilling hours.

Fruiting Season* (Month/Weeks)	MAY				JUNE				JULY
	1	2	3	4	5	6	7	8	9
FC SNOWCHASER	█								
FC PRIMADONA	█								
FC SPRINGHIGH	█								
FC REBEL	█								
FC STAR	█								
FC PALMETTO	█								
ONEAL	█								
FC JEWEL	█								
FC ABUNDANCE	█								
FC EMERALD	█								
FC CAMELLIA	█								
MISTY	█								
BILOXI	█								
SHARPBLUE	█								
FC SOUTHMOON	█								

Rabbiteyes: Listed below are the relative ripening periods for the Rabbiteye varieties we offer. Actual dates are average for Western Oregon. Ripening will vary with location and season, but the relative ripening periods between the varieties should remain the same.

Fruiting Season* (Month/Weeks)	AUGUST			SEPTEMBER				OCT.
	14	15	16	17	18	19	20	21
FC VERNON	█							
FC ALAPAHA	█							
POWDERBLUE	█							
FC OCHLOCKONEE	█							



Photo Gallery Northern Highbush



Legacy - Widely adaptable



Bluecrop - Easy to grow



Liberty - Outstanding flavor, high yields



Aurora - Latest ripening Northern Highbush



Chandler - Gigantic berries, excellent flavor



Duke - Leading early variety in the PNW



Reka - Fast growth, high productivity



Draper - Concentrated ripening



Draper - Highly productive with firm, sweet berries



Liberty - Quick to pick

Variety	BERRIES			BUSH	PRIMARY USE		
	Season	Size	Qualities	Habit	Commercial Fresh	Process	Local Market & U-Pick
Northern Highbush Earliblue	 Very Early	 M-L	Light Blue Sweet	Upright Compact			

Earliblue continues to be popular as it produces the first quality berries on the market and is easy to grow. Not as heavy a producer as the mid-season varieties but the gross dollar return per acre can be excellent since the early season price is usually higher. Avoid frost pockets and poorly drained soil. Mechanical harvesting is quite successful with Earliblue when targeted for the process market.

Northern Highbush Duke	 Early	 L	Light Blue Very Firm Mild Flavor	Stocky Upright			
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Duke, a very productive cultivar, is the leading Northern Highbush variety in the West and many other parts of the world. It is known for its high, early yields and excellent quality fruit. The berries remain evenly sized throughout harvest. The mild flavor improves with cold storage. We find the only disadvantage to Duke is that it can be a challenge to maintain plant vigor over a long period of time. Growers must choose a quality growing site and continually employ good cultural practices. With a proven track record as one of the best varieties for mechanical harvest, Duke remains one of the top choices of all Highbush varieties.

Northern Highbush Reka	 Early	 M-L	Dark Blue Excellent Flavor	Upright Vigorous			
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A release from New Zealand, Reka is one of the fastest growing, most adaptable varieties we have evaluated. Reka grows well in a number of different soil types and is more tolerant of wet, heavier ground than many other varieties. Growers are especially enthusiastic about Reka's extreme production. The yield curve is quite steep, out-producing most others in the early years and surpassing most at maturity. Although it has found reasonable success in the fresh market, Reka is a preferred variety of process growers for its superior machine harvest characteristics and high yields.

Northern Highbush Spartan	 Early	 VL	Medium Blue Superb Flavor	Moderately Vigorous Upright			
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Spartan was introduced on the West Coast in 1981 and it has been popular ever since. It is moderately productive, blooms late but ripens early, and is frost resistant. Spartan's flavor makes it a front runner of all Highbush varieties. Spartan can be site specific, preferring light, well drained soil. Once established in a favorable site it can be hard to beat.

Northern Highbush Patriot	 Early	 L	Medium Blue Slightly Flat Good Flavor	Slightly Spreading Short Stature			
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Patriot, a super hardy variety, is also one of the heaviest producers. The berries hang in large clusters like grapes. The bush is of low to medium stature with pliable branches that will yield to heavy snow loads in winter. Plants are easy to establish, tolerating less than ideal conditions such as wet or heavy soils. Berries are very large with a small, dry scar and fair fresh quality. Patriot is well-suited for U-pick or farm sales in areas with colder winters or shorter growing seasons.



Variety	BERRIES			BUSH	PRIMARY USE		
	Season	Size	Qualities	Habit	Commercial Fresh	Process	Local Market & U-Pick
Northern Highbush Northland	 ▲ Early-Mid	 M	Medium Blue Sweet	Vigorous Spreading			

Northland performs quite well in cold climates or where extreme winter and summer temperatures may preclude other varieties. One of the heaviest producing varieties grown, Northland is doing well in Canada, the inland areas of the West and other regions with cold winters. Northland is recommended for processing, local farm sales or blueberry growing areas with very cold winter temperatures.

Northern Highbush Bluejay	 ▲ Early-Mid	 M	Light Blue Firm Mild Flavor	Upright Extremely Vigorous			
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Bluejay is recommended for growers requiring a variety suited to mechanical harvesting. The bush grows rapidly and is easy to establish. Berries are formed in loose clusters that will hang for long periods of time so that most of the fruit can be harvested in one picking. The medium-sized berry with a small dry scar and thick skin is acceptable for fresh, but is best suited for the process market. Excellent overall production can be sustained year after year under good growing conditions. In some colder regions, Bluejay has shown some vulnerability in yield, possibly due to poor pollination and frost during bloom.

Northern Highbush Chippewa	 ▲ Mid	 M-L	Light Blue Firm & Sweet	Compact Upright			
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Chippewa is a 1996 Half-High release from the University of Minnesota. Parentage incorporates some of the most cold-hardy selections known. Production and fruit size has been similar to Northblue. Fruit of Chippewa is larger than Polaris, lighter blue, with milder flavor. Recommended in all areas where a super cold hardy variety is desired.

Northern Highbush Northblue	 ▲ Mid	 L	Dark Blue Wild Flavor	Open Semi-Dwarf			
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Northblue was released as a Half-High commercial variety by the University of Minnesota. Quite productive for its size, Northblue has produced between 3 and 7 pounds per bush in Minnesota tests. Initial observation in Oregon indicates a high yield potential in milder climates. For commercial plantings, 2' to 3' by 8' spacing is recommended. Very little pruning is needed for Northblue the first few years, then regular thinning of old wood is recommended. Northblue is suggested for colder winter climates for commercial, U-pick and local farm sales.

Northern Highbush Blueray	 ▲ Mid	 VL	Light Blue Excellent Flavor	Upright Open			
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Blueray excels in marginal Northern Highbush blueberry growing areas where winters are more severe. Its large berry size with medium to large scar and superior flavor makes Blueray a good choice for u-pick and local farm sales. Blueray produces best in intensive plantings with severe pruning; its tight clusters discourage machine harvest of the first picking.



July was proclaimed National Blueberry Month by the USDA on May 8, 1999.

Variety	BERRIES			BUSH	PRIMARY USE		
	Season	Size	Qualities	Habit	Commercial Fresh	Process	Local Market & U-Pick
Northern Highbush Toro	 Mid	 L	Medium Blue Firm Mild Flavor	Upright Spreading			

Toro produces outstanding fresh market quality fruit. The easy-to-pick, medium scar berries form in large clusters that hang like grapes. Production has been consistent and quite high in Oregon. Toro is highly recommended for fresh market and local sales. The large, tight clusters discourage machine harvest of the first picking.

Northern Highbush Hardyblue	 Mid	 M	Light Blue Very Sweet	Upright Vigorous			
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Hardyblue is a time proven variety with many acres planted throughout the Northwest. It is more adaptable to heavier soils than most varieties and it is a heavy producer with consistently high brix (sugar) content. The bush shape, open cluster and concentrated ripening characteristics make it one of the best for mechanical harvesting. It is excellent for local fresh sales but is not suitable for long distance fresh shipping. This variety is highly recommended where a heavy producing process berry is desired.

Northern Highbush Draper U.S. Plant Patent 15,103	 Mid	 L	Light Blue Firm, Crisp Sweet Flavor	Stocky Upright			
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Draper, an early to mid-season cultivar, is highly productive with outstanding fresh market quality berries. Draper's machine harvest characteristics include exceptional firmness, concentrated ripening, and easy release of ripe fruit from loose clusters that bear fruit on a strong, small stature bush. The berries have excellent post-harvest color retention and superior shelf life. 2008 signaled the first commercial harvest of Draper in the Pacific Northwest. Field and pack house reports noted exceptional concentration of ripening, record hand pick rates, great machine harvest potential and good yields. We continue to believe that Draper may be a cultivar that can be consistently harvested mechanically and shipped to fresh or process markets. Fall Creek™ is the exclusive licensed nursery for states west of the Mississippi River and Canadian provinces excluding British Columbia.

Northern Highbush Bluegold	 Mid	 M	Sky Blue Round Very Firm Flavorful	Compact Spreading			
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When first released in 1990, Bluegold was thought to be late ripening. We later learned that this cold-hardy variety was actually mid-season, ripening most of its fruit within the first two pickings of Bluecrop. A pleasant surprise was the very high production of truly superior fruit. The berries are very firm, flavorful and evenly-sized with a small recessed scar. Bluegold's shelf life is outstanding. Particularly exciting is its concentrated ripening, making Bluegold one of the most economical varieties for hand and mechanical harvesting. We recommend Bluegold for growers desiring a superior quality mid-season berry for fresh or processed sales.

Northern Highbush Bluecrop	 Mid	 L	Light Blue Firm Flavorful	Upright Open			
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Bluecrop remains the industry's standard of excellence, most reliable and the most widely planted of any cultivar. An easy bush to grow, Bluecrop has very few problems. It can withstand spring frosts quite well, resulting in high, consistent yields. The fruit can be tart and show a large percentage of "red backs" if picked too early. Machine harvesting of Bluecrop has become more feasible with the implementation of color sorters in the processing lines. Bluecrop is recommended for all facets of blueberry production.



Variety	BERRIES			BUSH	PRIMARY USE		
	Season	Size	Qualities	Habit	Commercial Fresh	Process	Local Market & U-Pick
Northern Highbush Chandler	 ▲ Mid-Late	 G	Medium Blue Excellent Flavor	Slightly Spreading			

Chandler is a 1994 USDA release noted for its exceptionally large, high quality fruit. Chandler berries are often as large as a quarter and sometimes even bigger. A key to this large size is the long ripening season. Chandler can be picked regularly over 4-6 weeks. It is perfect for U-pick and direct market sales where a hand picked standout berry is needed. Yields have been good to excellent. It is recommended for production in areas with milder winters where high-chill varieties do well.

Northern Highbush Rubel	 ▲ Mid-Late	 S	Dark Blue Intense Flavor	Upright Medium Vigor			
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Despite the hundreds of new varieties released since 1912, this wild selection continues to be grown in many areas. Rubel offers consistent yields of small fruit in loose clusters, perfect for machine harvest. Rubel is well liked by processors because of its clean harvest, uniformly dark color and low stem count. Food manufacturers covet the small fruit as one of the best for muffins, yogurts and dried products. Of additional interest to growers and marketers is Rubel's extremely high content of antioxidants, compounds that have been identified as playing a major role in improving eyesight, lowering cholesterol levels and preventing cancer, as well as many other health benefits. This research opened new markets for blueberries in general and Rubel in particular. We recommend Rubel for growers looking to mechanically harvest yet diversify their product line for the process market.

Northern Highbush Legacy	 ▲ Mid-Late	 M-L	Light Blue Excellent Flavor	Upright Open Vigorous			
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Legacy is a 1993 USDA release from New Jersey. Observations at Fall Creek and numerous sites across the country indicate that Legacy is highly adaptable to numerous climates, including many southern and moderate-climate northern regions. This variety tends to be a little slower to produce in the first couple of years, but then responds with very high yields once established. Legacy has received top ranking reviews for its fruit quality, superior scar and flavor. Mechanical harvest suitability is good since the ripe berries detach very easily and green berries hold well. Legacy is a Northern-Southern cross, including 25% V. darrowi. It will keep its leaves through most of the winter. We recommend Legacy for planting in mild climates and for trial only in colder areas for both fresh market and process sales.

Northern Highbush Jersey	 ▲ Late	 M	Medium Blue Sweet	Upright Vigorous			
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Jersey is one of the oldest and most dependable varieties. It grows well in most types of soil, producing consistent yields of very sweet fruit. The loose clusters and upright bush are well-suited for mechanical harvesting. Jersey is best suited and a good choice for the process market where a small to medium sized berry is desirable.

Northern Highbush Darrow	 ▲ Late	 L	Light Blue Excellent Tart Flavor	Upright			
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In milder blueberry growing areas such as Oregon, Darrow is a fast growing, consistent producer of good quality late season fruit. Darrow is picked 4-6 times through the season, with the first pick yielding fruit that is the size of a quarter and has a large scar. The slightly tart flavor is outstanding for cooking or eating fresh. Recommended for U-pick and farm sales. Not suitable for machine harvesting.

Variety	BERRIES			BUSH	PRIMARY USE		
	Season	Size	Qualities	Habit	Commercial Fresh	Process	Local Market & U-Pick
Northern Highbush Liberty U.S. Plant Patent 15,146	 Late	 L	Sky Blue Very Firm Flavorful	Upright Vigorous Slightly Spreading			

Liberty is a selection from a Brigitta x Elliott cross and seems to have inherited the best characteristics of both. First harvest is about a week before Elliott, ripening over two to three pickings. The berries are slightly flat with an attractive sky-blue color, and have outstanding flavor and firmness. Liberty is proving to be a fast growing upright bush, and has produced good yields during the establishment years. Testing in our trial blocks show good potential for mechanical harvest as the cluster is loose and ripe berries detach easily. The flavor is reminiscent of Brigitta but the production is notably better. Consistent high yields in Michigan indicate that the buds and wood of Liberty are tolerant to fluctuating late fall and spring temperatures and cold winters. We highly recommend Liberty for late season fresh and process markets. Fall Creek™ is the exclusive licensed nursery for states west of the Mississippi River and Canadian provinces excluding British Columbia.

Northern Highbush Elliott	 Very Late	 M	Light Blue Firm, Tart	Upright Open			
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For the last decade, Elliott has been the leading late season blueberry for the fresh market. It is used extensively in controlled atmosphere storage programs to extend shelf life for up to 8 weeks. The berries are medium sized, with a small, dry scar, with high acid and slightly tart flavor that ripen over a long period of four to five weeks depending on location. Elliott can be vulnerable to high temperatures during harvest, resulting in soft and wrinkled berries. It is consistently rated as one of the highest producers in most Highbush trial sites around the world. Elliott has moderate vigor and must be adequately pruned to retain bush growth and berry size.

Northern Highbush Aurora U.S. Plant Patent 15,185	 Very Late	 L	Medium Blue Firm Slightly Tart	Moderately Vigorous Spreading			
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Aurora is the latest ripening new release from Michigan State University, offering northern growers an opportunity to extend the fresh fruit season. Our observations here in Oregon find Aurora to have an extremely high yield capacity. The berries ripen over three to four pickings and average in size about 25% larger than Elliott with a slightly darker color. Aurora seems to be more resistant to cracking than most varieties. The post-harvest problems that can plague Elliott do not seem to be apparent with Aurora. Aurora berries can be tart and must be harvested when fully ripe. Early reports indicate that the flavor is superior to Elliott. In controlled atmosphere storage studies, Aurora stored slightly longer than Elliott. We recommend Aurora for growers where a cold hardy, hand harvest berry is desired to extend the fresh market harvest season. Fall Creek™ is the exclusive licensed nursery for states west of the Mississippi River and Canadian provinces excluding British Columbia.

Memberships

We actively support the following organizations:

U.S. Highbush Blueberry Council
North American Blueberry Council
Oregon Blueberry Growers' Association
Oregon Blueberry Commission

Oregon Association of Nurseries
American Nursery & Landscape Association
California Blueberry Association



United States Highbush Blueberry Council (USHBC) is a non-profit association representing cultivated blueberry growers & marketers in the United States. This website is a great information resource: www.ushbc.org.



Photo Gallery | Southern Highbush



Jewel - Exceptional flavor, round berries



Camellia - Mid-season with superior flavor



Abundance - High production



Springhigh - Very early ripening, heavy yields



Primadonna - New, early, low chill



Emerald - Extremely productive



Star - Early ripening, a proven winner



Snowchaser - Extremely early



Emerald, Star and Jewel during California winter

Variety	BERRIES			BUSH	CHILLING			
	Season	Size	Qualities	Habit	Hours Required			
Southern Highbush Snowchaser U.S. Plant Patent Pending	 ▲ Extremely Early	 M	Medium Blue Firm Good Flavor	Rounded Medium Vigor	0			1000
					200 hrs. or less			

Snowchaser is the earliest ripening Southern cultivar, ripening 15 to 20 days before Star in Florida. For California, this could mean harvest in April for early regions if the relative ripening times hold true. With its very low chill requirement it has a tendency to fall-flower, and also bloom quite early in the spring. Springhigh, Primadonna and Emerald are anticipated to be the best pollination companions. Although just medium size, we have been quite impressed with the berry quality and flavor. Even though Snowchaser is unproven in the West, we recommend it in limited commercial plantings for growers positioning in the earliest market window. Fall Creek™ is licensed to sell Snowchaser throughout the United States and is the exclusive licensed nursery for the western states.

Southern Highbush Primadonna U.S. Plant Patent Pending	 ▲ Very Early	 L	Medium Blue Firm Excellent Flavor	Rounded Medium Vigor	0			1000
					Estimated 200 hrs.			

Primadonna was named for its unpredictable response to environmental and management conditions in Central Florida. It was released because when it performs, the variety is one of the best for quality and early ripening. The issues with Primadonna involve difficulty with spring leafing if the bush defoliates in the winter. We are introducing the variety to California for grower trial and recommend growers use evergreen techniques rather than defoliation. As with other Florida varieties, leafing and plant performance may be enhanced with the drier climate and higher chill of California. If this proves true, Primadonna may become the leading early variety in the lineup with Snowchaser and Springhigh. Fall Creek™ is licensed to sell Primadonna throughout the United States and is the exclusive licensed nursery for the western states.

Southern Highbush Springhigh U.S. Plant Patent 16,404	 ▲ Very Early	 L-VL	Dark Blue Medium Firm Pleasant Flavor	Upright Highly Vigorous	0			1000
					Estimated 300 hrs.			

Springhigh adds to the "super-early" collection, reaching 50% ripe about nine days before the mean for Jewell and Star. The large, flavorful berries tend to be dark in color, similar to Oneal, and should be harvested when just ripe to retain firmness. In the 2008 harvest season, Springhigh was a top performer in California. It yielded fruit of excellent quality and size and withstood heat well. We continue to recommend Springhigh for new plantings where the earliest fresh markets are targeted. Fall Creek™ is licensed to sell Springhigh throughout the United States and is the exclusive licensed nursery for the Western States.

Southern Highbush Rebel U.S. Plant Patent 18,138	 ▲ Very Early	 L-VL	Light Blue Firm Mild Flavor	Spreading Vigorous	0			1000
					Estimated 400 hrs.			

Rebel is a new release from the University of Georgia breeding program. It has gained interest in Georgia due to its strong growth and reliable early harvest, ripening 6-8 days before Star. Production with young plants has been very good, surpassing Star. The main question with Rebel has been with its flavor, as the berries can become quite bland if allowed to hang on the bush too long. We recommend Rebel for trial in California to test its performance in the West.

Southern Highbush Star U.S. Plant Patent 10,675	 ▲ Early	 L	Medium Blue Sweet Outstanding Quality	Upright Moderately Vigorous	0			1000
					Estimated 400 hrs.			

Star is currently the leading southern cultivar. It is strong growing, has dependable berry quality and ease of hand harvest, with most berries removed in the first two pickings. Drawbacks with Star are the susceptibility to botrytis during wet springs and fruit cracking with heavy rains during ripening. Recommended for commercial planting wherever Southern Highbush can be grown. Fall Creek™ is licensed to sell Star throughout the United States and is the exclusive licensed nursery for the western states.



		BERRIES			BUSH	CHILLING
Variety	Season	Size	Qualities	Habit	Hours Required	
Southern Highbush Palmetto U.S. Plant Patent 16,756	 ▲ Early	 M	Medium Dark Unique Flavor	Upright Medium Vigor	0	1000
					Estimated 500 hrs.	

If flavor and aroma are of paramount importance, this 2003 University of Georgia release should be considered for trialing. Early observations in California show Palmetto to be of medium vigor, ripening with Star. Berry scar and firmness are acceptable if harvested on time. Yields have been promising, but care must be taken when pruning as the individual branches can easily over produce, resulting in smaller fruit. More testing must be done to determine its market niche, but Palmetto could be a hit with direct market growers seeking something special for flavor.

Southern Highbush Oneal	 ▲ Early	 L	Medium Blue Firm Very Sweet	Upright Medium Vigor	0	1000
					Estimated 600 hrs.	

Oneal has been planted extensively in California, Chile and Argentina, and is still a leading variety in its home state of North Carolina. Recently, its popularity has waned as newer varieties have been introduced. Good cultural practices are needed for optimum performance, but once established; yields have kept pace with other Southern Highbush. Growers and sellers would agree that Oneal is one of the best flavored berries, with exceptionally reliable quality throughout the harvest.

Southern Highbush Jewel U.S. Plant Patent 11,807	 ▲ Early-Mid	 L-VL	Light Blue Slightly Tart Flavor	Upright Highly Vigorous	0	1000
					Estimated 200 hrs.	

Jewell has become one of the leading varieties in California due to its site adaptability, exceptional growth, record yields and large quality fruit. First harvest is usually a few days after Star and lasts around four weeks. It should be planted with other midseason varieties for best pollination. Jewel is recommended for commercial production in areas of low to medium chill where early, high quality fruit is desired. Fall Creek™ is licensed to sell Jewel throughout the United States and is the exclusive licensed nursery for the western states.

Southern Highbush Abundance U.S. Plant Patent 16,476	 ▲ Early-Mid	 L	Medium Blue Crisp Firmness Excellent Flavor	Upright Highly Vigorous	0	1000
					Estimated 400 hrs.	

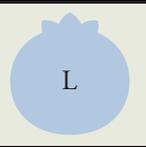
Abundance is a new early-midseason release from the Florida program, selected for its very high production and vigorous, upright growth. Plants of Abundance leaf out strongly in the spring enabling them to carry a very large crop and still size and ripen the fruit. Abundance re-grows vigorously after post-harvest hedging, indicating good adaptability for mechanical pruning. Abundance may have potential for mechanical harvesting as it presents the crispy-textured berries in long, exposed clusters with concentrated ripening, similar to the best of the Northern Highbush. Abundance is highly recommended for trials and limited commercial plantings as an improved early-midseason variety. Fall Creek™ is licensed to sell Abundance throughout the United States and is the exclusive licensed nursery for the western states.

Southern Highbush Emerald U.S. Plant Patent 12,165	 ▲ Mid	 VL	Medium Blue Firm Mild Flavor	Spreading Vigorous	0	1000
					Estimated 250 hrs.	

Emerald yields from California are setting production records. This highly productive variety will leaf and grow well despite supporting incredible crops of the largest Southern Highbush berries. Intermittent fall flowering does not appear to reduce the spring crop, although the very early spring bloom can be vulnerable in areas of early spring frosts. The long harvest period requires multiple pickings but the mild-flavored fruit keeps its size well throughout harvest. We highly recommend Emerald for commercial plantings in all climates where it is suited. Fall Creek™ is licensed to sell Emerald throughout the United States and is the exclusive licensed nursery in the western states.

	BERRIES			BUSH	CHILLING
Variety	Season	Size	Qualities	Habit	Hours Required
Southern Highbush Camellia U.S. Plant Patent 18,151	 Mid	 L	Sky Blue Excellent Aroma Excellent Flavor	Upright Moderate Vigor	 Estimated 500 hrs.

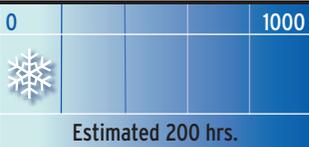
This new University of Georgia midseason variety was selected for its uniformly large, sky blue berries that have excellent flavor and aroma. Our early observations here in Oregon show Camellia to be a moderate producer of medium vigor with a nice upright shape. Camellia is recommended for planting with Jewel, Abundance, and Misty as possible pollination choices. We recommend Camellia for trial where a superior flavored variety is desired.

Southern Highbush Misty	 Mid	 L	Firm Mild Sweet Flavor	Upright Vigorous	 Estimated 250 hrs.
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Misty has been planted extensively in California because of its' fast growth, high yields and exceptional quality berries. The long harvest season and smaller fruit have reduced its popularity in recent years. In the West we find Misty to be quite adaptable, growing very well both on the Coast and in the inland heat. It must be pruned heavily to avoid over-cropping. Misty is recommended for commercial production in areas with chilling as low as 250 hours and all areas with mild winters and hot summers.

Southern Highbush Biloxi	 Mid	 M	Light Blue Very Firm Excellent Flavor	Spreading Vigorous	 Estimated 300 hrs.
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Biloxi is a 1998 USDA release from Mississippi, notable for its bushy growth habit and high quality berries with excellent flavor. Yields of Biloxi have been disappointing in areas with chilling above 400 hours, but it may find a niche in the low or no-chill regions where the bush can be grown fully evergreen. Biloxi is recommended for trial in very low chill areas where evergreen culture is desired.

Southern Highbush Sharpblue	 Mid-Late	 M	Medium Blue Excellent Flavor	Spreading Vigorous	 Estimated 200 hrs.
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Sharpblue has been largely replaced by newer varieties but is still planted as a pollinator in low or no-chill regions or where other varieties are not licensed. The harvest season is quite long and the berries can be smaller and difficult to pick. The bush is one of the most adaptable of all the low chill types, performing well from the heavy soils of coastal Australia to the sandy soils of Florida. Care must be taken to harvest frequently to keep the quality high in hot weather as the berry can get soft.

Southern Highbush Southmoon U.S. Plant Patent 9834	 Mid-Late	 L	Sky Blue Firm Outstanding Flavor	Upright Low Vigor	 Estimated 500 hrs.
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Southmoon is one of the earlier Florida releases that is performing well in the West in suitable sites with adequate pruning. In Florida's exacting climate, mortality has been a problem, but this has not been an issue in California when planted in suitable soils. Southmoon's berries are some of the prettiest we have ever seen, and the eating quality supports their appearance. The berries ripen about 14 days after Star, with peak harvest after Memorial Day in California. We recommend Southmoon for limited commercial plantings, particularly in lighter sandy soil. Chilling requirement is listed at 500 hours. Fall Creek™ is licensed to sell Southmoon throughout the United States and is the exclusive licensed nursery in the western states.



Powderblue - A leader in late ripening with high yields



Ochlockonee - Large, flavorful berries

Variety	BERRIES			BUSH	PRIMARY USE		
	Season	Size	Qualities	Habit	Commercial Fresh	Process	Local Market & U-Pick
Rabbiteye Vernon U.S. Plant Patent 18,291	 Very Late ▲		Light Blue Firm Sweet Pleasant Flavor	Open Long Branches Extremely Vigorous			
Vernon is an early ripening Rabbiteye released in 2004 from the University of Georgia. The berries are large for a Rabbiteye, light blue, quite firm, with small seeds, and a sweet, pleasant flavor. Vernon is extremely vigorous, with long branches and an open growth habit. In California, Vernon will ripen around mid June and harvest for 30 days or more. In Oregon Vernon ripens in early August along with Elliott. Vernon should be planted with Alapaha for best pollination. We recommend Rabbiteyes in warmer climates where growers wish to extend their season past highbush varieties.							
Rabbiteye Alapaha U.S. Plant Patent 16,266	 Very Late ▲		Medium Blue Firm Excellent Flavor	Upright Narrow Vigorous			
This early Georgia variety ripens with Vernon. The bushes are vigorous, narrow, upright and highly productive. Alapaha berries are medium size, with small dry scars and excellent favor. In California, we recommend Alapaha to be planted as a companion to Vernon for season extension where temperatures may be too high for quality highbush production. For growers interested in machine harvesting for fresh, Rabbiteyes should be trialed as possible candidates due to their excellent firmness and thicker skin.							
Rabbiteye Powderblue	 Very Late ▲		Sky Blue Firm Mild Flavor	Upright Vigorous			
Powderblue is currently the leading variety for late season Rabbiteye production in Oregon. The bush is easy to grow and has high yields. The berries are quick to pick and resistant to cracking from fall rains. We recommend Powderblue for Rabbiteye plantings where a quality, late season, fresh market berry is desired.							
Rabbiteye Ochlockonee U.S. Plant Patent 17,300	 Very Late ▲		Medium Blue Good Sweet Flavor	Moderately Upright Vigorous			
Ochlockonee, a 2002 release from the University of Georgia, is a flavorful berry with a pleasing skin texture and unobtrusive seeds. The good yields of large, firm berries ripen later than other Rabbiteyes. Early observations indicate that Ochlockonee may be more resistant to bacterial canker than other Rabbiteyes and the fruit is more resistant to cracking than most other Rabbiteyes, but not as resistant as Powderblue. It is recommended for commercial plantings where late fresh market fruit is desired. Fall Creek™ is licensed to sell Ochlockonee throughout the U.S., and is the exclusive licensed nursery in the western states.							

Terms & Conditions

Fall Creek Farm & Nursery, Inc.™ (Fall Creek™) and the purchaser named on the Acknowledgement or Invoice agree that all terms and conditions set forth herein shall constitute an agreement between the parties (the Agreement), with respect to the plants to be provided by Fall Creek™ to the purchaser. This agreement shall be binding upon purchaser whether or not signed by the purchaser or purchaser's agent unless written notice of objection to the contents of this Agreement are given to Fall Creek™ within 10 days after the date the Agreement is received by purchaser.

Fall Creek™ shall not be bound by any additional or different terms unless such additional or different terms are reduced to writing and signed by an authorized representative of Fall Creek™. The Agreement is for the benefit of Fall Creek™ and purchaser and not the benefit of any other party. Prior course of dealing and verbal agreements not reduced to writing regardless of when made, shall not modify any of the terms of the Agreement. The Agreement may be terminated by Fall Creek™ or purchaser at any time by written notice of termination delivered to the other party. Notwithstanding the foregoing, a notice of termination shall not terminate the Agreement with respect to any plants previously shipped. Notwithstanding the foregoing, Fall Creek™ shall have the right to stop shipment at any time purchaser is in default in any obligations to Fall Creek™ and to withhold performance until such defaults have been remedied to Fall Creek's™ satisfaction.

Warranty

Fall Creek™ warrants that all plants sold by Fall Creek™ are as described in the invoice. Fall Creek™ will replace, at its expense, any plants not meeting such description or, at Fall Creek's™ option, refund any portion of the purchase price paid provided that purchaser notifies Fall Creek™ of such nonconformity in writing within ten days of delivery.

What Is Not Covered by This Warranty

All nursery stock carries a State Department of Agriculture certificate, indicating that the plants have been inspected and are visibly free from injurious insects and plant diseases. Fall Creek™ cannot assure detection of non-visible plant diseases, viruses or defects. Because growth of nursery stock is determined to a large extent by the care it receives from the planter and grower due to conditions beyond Fall Creek's™ control, including, but not limited to, soil, weather, purchaser's negligence and improper use of chemicals and fertilizers, Fall Creek™ cannot and does not warrant or guarantee growth or fruit production.

FALL CREEK™ MAKES NO EXPRESS OR IMPLIED WARRANTIES CONCERNING THE PLANTS, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR SUITABILITY FOR ANY PARTICULAR PURPOSE, EXCEPT AS EXPRESSLY SET FORTH ABOVE.

Limitations of Remedies:

IN NO CASE SHALL FALL CREEK™ BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, DAMAGES SUCH AS LOST PROFITS, LOSS OF USE OF THE PLANTS, COST OF LOST FRUIT OR INJURY TO ANY OTHER PROPERTY INCLUDING CLAIMS ARISING FROM LATENT DEFECTS IN PURCHASED ITEMS. UNDER NO CIRCUMSTANCE SHALL FALL CREEK™ BE LIABLE FOR ANY AMOUNT GREATER THAN THE ORIGINAL PURCHASE PRICE.

Contingencies

Plant availability is subject to crop conditions and/or errors in count. Furthermore, the parties understand and agree that Acknowledgements shall be void in the event injury, disease or any other cause beyond Fall Creek's™ control damages the plants.

Delivery

All sales are F.O.B. Fall Creek's™ authorized dock. Fall Creek™ is not responsible for loss, damage, delay, or any other event while the product is in transit. Risk of loss is on purchaser from the time of delivery of the product to the contracted carrier. In the event any product is damaged in transit Fall Creek™ shall bear no responsibility and purchaser must deal directly with the contracted carrier.

Payment Terms

Purchaser agrees to pay Fall Creek™ the stated price for the plants. Purchaser is to make payment in full on or before delivery unless prior credit arrangements are made. All credit arrangements must be approved by Fall Creek's™ credit manager at least thirty days in advance of shipment in order for credit terms to apply. Any sums not paid when due shall be subject to a late payment penalty of one percent (1%) of the unpaid balance for each calendar month and any portion of a calendar month during which payment is delinquent. Any taxes, franchise fees or other government charges or assessments imposed by Federal, State or local authorities, whether in the form of sales tax or otherwise as a result of the Plants shall be added to the contract price and purchaser agrees to pay such sums as part of the price.

Deposits and Order Cancellations

For all regular orders to commercial growers placed one year in advance of shipment, a 25% deposit is due in October. For all regular orders to commercial growers placed two years in advance, an initial 10% deposit is due in October of the first year, and an additional 15% is due in October the year before shipment. For all custom grown orders, a minimum deposit of 25% is required. If deposits are not received within 30 days of issuance of written Acknowledgements, orders may be cancelled without further notice to purchaser. If purchaser reduces the quantity of plants contained in a regular order by 20% or greater, the order shall be treated as a cancellation as to the quantity reduced. If purchaser reduces the quantity of plants contained in a regular order by less than 20%, the reduction shall not be treated as a cancellation and purchaser's deposit shall be applied in full to the remaining quantity of plants contained in purchaser's reduced order. Deposits shall be fully refundable for regular orders that are cancelled providing the plants can be resold in accordance with Fall Creek's™ standard prices, terms and conditions, and within the original specified shipping season. This determination will be made by Fall Creek™ at the end of each delivery year in June with deposit refunds, if any, made at that time. Orders that are custom grown and subsequently cancelled are not subject to a deposit refund.

Applicable Law, Venue, Type of Action

Oregon law shall apply to this Agreement except for Oregon's conflict of law rules. All litigation shall be commenced in either the Lane County Circuit Court or the Federal District Court in Eugene, Oregon. Any arbitration or mediation shall be commenced in Lane County, Oregon. The parties agree that in the event a dispute arises, Fall Creek™ shall have the sole right to determine whether litigation, arbitration or mediation will be the type of appropriate dispute resolution (ADR) process used. In the event purchaser fails to allow Fall Creek™ to select the type of ADR process, purchaser agrees to convert its action to the type of ADR process desired by Fall Creek™. In the event any litigation, arbitration or mediation is commenced in order to enforce the provisions of this Agreement, the prevailing party shall be entitled to recover its reasonable attorney's fees, court costs and other expenses incurred, as determined by the trial court, arbitrator, mediator and/or appellate court as the case may be. The prevailing party shall also be entitled to recover any reasonable attorney's fees, costs and/or expenses incurred in order to enforce or collect any judgment previously rendered.



Product Descriptions

We grow Blueberry Nursery Stock in a variety of sizes and forms to meet your commercial growing needs. Following is a description of the plant products offered including specific product details, along with shipping and order information.

Finished Stock

No. 1 Container – Our Growers 1st Choice!

Fall Creek's™ No. 1 Field Ready blueberry plants are the result of many years of our staff's combined efforts and horticultural expertise. The consistent quality and predictable performance exemplifies the core of our commitment to customer success.

Our premium field-ready container grown plants include No. 1 grow bags and No. 1 1-gallon size pots. Most Northern varieties finish as 18" to 30" size while some Southern varieties can be slightly shorter. Depending on the customer needs and the time of year the plants may be sheared to 22 inches prior to shipping. Fall Creek™ plants transplant with little shock to the root system and in ideal field conditions are often ready for fruiting the second season.

No. 1 Containers (which average 4 ½ lbs. each) are carefully packed and palletized in Fall Creek™ bin boxes for convenient pick up, delivery and handling by planting crews. Full bin boxes hold between 300-340 containers. Available September – June.



Bed Grown, Bare Root

Our unique system of growing Fall Creek™ liners in a fumigated community bed combined with careful harvesting techniques produces finished plants with large tops, extremely fibrous root systems and an optimum amount of the soil-less growing media remaining with the roots. We grow a selection of Northern varieties. All plants are expertly bundled in multiples of 10. The roots are wrapped with stretch film and the top growth is tied for protection during storage and shipping. This ensures easy handling and successful transplanting. Bed Grown stock is available for shipping in January and February direct from the nursery. Orders that remain after February will be held in rented cold storage.

Bed Grown bundles (which average 15 lbs/10 plants) are carefully packed and palletized in Fall Creek™ bin boxes for convenient pick up, delivery and handling by planting crews. Full bin boxes hold 750 - 1,000 full-size plants.



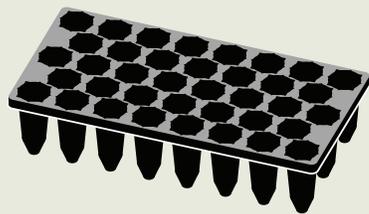
Liter Pot



This Liter Pot container measures 4 ½" across the top and 5" deep. The plant is vigorous, strong, and transplants quickly. Most Highbush varieties average 12" to 18" height. Liter pots (which average 2 lbs/pot) are carefully packed and palletized in Fall Creek™ bin boxes for convenient pick up, delivery and handling by planting crews. Full bin boxes hold up to 750 pots. As a custom-grown special order item, plan to order Liter Pots 18 months in advance. Available September – May.



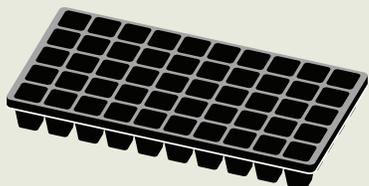
2 x 5 Field Liner



Our one-year field-ready plants are designed for direct planting into fields in a few select, carefully managed growing areas. The 2x5 Field Liner (38 plants per tray) is a deep rooted, grooved cell designed for mechanical transplanting and long distance shipping. Plant height averages 6" to 10". Average weight is 34 lbs. per 100 plants. As a custom-grown special order item, plan to order 2x5 Field Liners 18 months in advance. Available October through April.



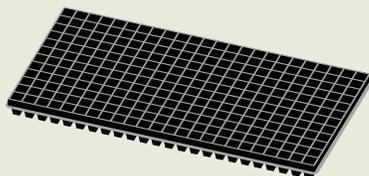
2" Cell



These liners are started as greenhouse cuttings, then transplanted into 50 cell trays, finished and hardened off outside. Most Highbush varieties are shipped at a sheared of 6" to 7". These plants are suitable as liners for transplanting to a No. 1 pot or nursery bed. As a custom grown special order item, plan to order 2" cells 18 months in advance. Available October-March.



1/2" Plugs



As a custom-grown, special order item, these cuttings are grown in a 406 cell tray. Special terms and conditions, longer ordering timelines, larger minimums apply. See our website www.fallcreeknursery.com for more information.



Our Bookstore

As a part of our commitment to you, our growers, we offer a selection of the best blueberry publications available. Our goal is to always provide you with the best information to give you the competitive edge. Here is a brief listing of some of those publications:

Blueberry Nutrient Management Guide

Oregon State University

PNW 215 Highbush Blueberry Production Guide

Contributions by 25 authors, Bernadine Strik, OSU, regional editor, 2003

A Pocket Guide to IPM Scouting in Highbush Blueberries

Annemiek Schilder, Rufus Isaacs, Eric Hanson & Bill Cline, Michigan State University Extension, 2004

The Highbush Blueberry and Its Management

Robert E. Gough, PhD, 1994

A National Blueberry Production Guide

Northeast Regional Agricultural Extension Service, 1992

Blueberries for Growers, Gardeners, Promoters

Edited by Norman F. Childers & Paul M. Lyrene, 2006

A Grower's Guide To Pruning Highbush Blueberries (DVD)

Oregon State University

For a complete list, publication details, prices, ordering information and an order form, please visit our website:

www.fallcreeknursery.com

(click on "Bookstore" under the commercial tab)



How to Order

Please contact our sales team at 1-800-538-3001.

Phone: (541) 937-2973

Fax: (541) 937-3373

Email: blueberries@fallcreeknursery.com (Please put the words "Blueberry Inquiry" in the subject line of your email.)

Custom Orders

Special products and variety selections may be available by custom order. Requests must be received in advance to allow adequate production time. Please inquire for details.

International Inquiries

We welcome international inquiries and encourage you to visit our website www.fallcreeknursery.com for more in-depth information regarding Fall Creek™ Programs. Ordering timelines, dollar minimums and many special considerations must be all taken into account as international orders warrant added attention to important administrative details.

Acknowledgements/Deposits

Once you have placed an order, you will receive an Acknowledgement. A 10-25% deposit is due within 30 days of our deposit request. We reserve the right to cancel any order if the deposit is not received within 30 days of issuance of the deposit request. Upon receipt of your Acknowledgment, please review the details such as ship date, variety, quantities, product types and sizes and deposit due. Please notify us

immediately of any discrepancies or changes to your request. Please also review Terms and Conditions located on page 19 or on the back of each Order Acknowledgement.

Packing & Shipping

Freight, packaging materials and refrigerated storage are charged at cost. For freight and shipping information, please inquire. We can help to arrange shipment of your order by the most appropriate means, via common carrier, LTL or other available options. We will be glad to load your vehicle at our nursery with advance notice. Loading and receiving hours are 8am to 3pm, Monday through Friday. Plants become property of the purchaser when they are picked up by the carrier. We are not responsible for loss, damage or delay in transit.

Customer Service & Sales Support Team



Roanne Lavelle
Customer Service
& Inside Sales



Denise Lake
Customer Service
& Sales Support



Kristi Cramer
Shipping Coordinator

Visiting Us

Customers are welcome by appointment.

Please call ahead and make arrangements.

Our business hours are: Monday – Friday, 8:00am – 5:00pm.

From the North:

Travel south on I-5 approximately 2 hours from Portland to the Springfield Exit 194A. Go East on Highway 126, 6 miles, to the intersection with Main Street. Cross over Main Street and proceed south onto Bob Straub Parkway (New as of August 2008) 4 miles to Jasper. Pass the Jasper Store and continue 3.8 miles to first and only left turn lane. Turn left on Jasper-Lowell Road. Don't miss this turn! Go 2 miles to Fall Creek. Approximately 300 yards past the Fall Creek Market, turn right. Go approximately ½ mile. Entrance to the nursery is on the right. Please slow to 5 miles per hour.

From the South:

Take the Oakridge exit 188A. Travel east on Highway 58 approximately 6 miles to Pleasant Hill. About ¼ mile past the school, turn left at the flashing yellow light onto Parkway Road. Go 3 miles to Jasper. Turn right onto Jasper Road. Pass the Jasper Store

and continue 3.8 miles to first and only left turn lane. Turn left on Jasper-Lowell Road. Don't miss this turn! Go 2 miles to Fall Creek. Approximately 300 yards past the Fall Creek Market, turn right. Go approximately ½ mile. Entrance to the nursery is on the right. Please slow to 5 miles per hour.





Give Yourself The Fall Creek Advantage™

When growing blueberries commercially, there are countless decisions to be made. One of the most important is choosing your blueberry stock source. This decision deserves careful consideration. At Fall Creek™, we don't just sell plants. For three decades, we have committed ourselves wholly to the blueberry industry and the immense advancements that have been made in plant superiority, variety development and commercial growing protocols. We have extensive expertise in all realms of commercial blueberry production and a global perspective that we share with our customers. It is our mission to help our customers develop and manage profitable blueberry ventures.

Before you make a decision, talk to us. Let us show you The Fall Creek Advantage™



Exceptional Plants

- Dedicated Total Quality Control
- Reliable, Consistent Grading Standards
- Disease Free and True to Type
- More Uniform Commercial Fields
- Higher Productivity
- Faster Payback on Investment

Superior Varieties

- Unequaled Selection of Licensed Varieties for every Market Strategy
- Worldwide Breeding Program Alliances Assure Variety Solutions for the Future
- Extensive Performance Evaluation in Commercial Growing Areas
- Certificate of Origin Program to Protect Customer Investment

Grower Support

- Strategic Planning using Fall Creek™ Expertise of Local and Global Industry Trends
- Comprehensive Grower Support Program™
- Regional and International Representatives in the field
- Dedicated In-House Customer Service & Support Team
- Sharing Networking Opportunities with Industry Vendors and Experts





Fall Creek Farm & Nursery,™ 2007



Fall Creek Farm & Nursery,™ circa 1987



Windy Flat & Warner Farm



Pleasant Hill Nursery



St. Christopher Nursery



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Lowell, Oregon 97452

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E-mail: blueberries@fallcreeknursery.com

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Fall 2008- Spring 2009

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