



You Are Invited to Our 2023 High Chill Field + Forum in Oregon!

Tuesday, August 1, 2023

7:45 am – 4:00 pm + Special Dinner Invitation

Fall Creek® | 39318 Jasper-Lowell Road, Lowell, Oregon 97452

Please be our guest for an exceptional day centered on delivering valuable information exclusively for high chill, commercial blueberry growers.

We are thrilled to feature Keynote Speaker Matthew DeCeault, Innovation Manager for Produce from Sprouts Farmers Market. This Arizona-based, natural foods store retailer has nearly 400 stores across 23 states. Matthew will share his thoughts on creating alignment between growers and retailers.

Join our US team, along with our global high chill grower support team, to see the latest in Fall Creek's breeding. Taste the newest varieties compared to standards, hear the latest in high chill blueberry crop management, and variety-specific, applied research developments.

We'll close with a relaxing happy hour and barbecue dinner at the residence.

Event Highlights

Full Event Agenda on Back

Keynote Speaker: Matthew DeCeault, Innovation Manager for Produce | Sprouts Farmers Market

Research Farm Tours & New Variety Tastings

Machine Harvest Growers – Our Breeding Team has a Special Announcement for You!

Presentations by Industry Experts

Alternative Crop Inputs | Blueberry Virus Research | Fall Creek® Collection Variety-Specific Care

Closing Happy Hour & Summer Barbecue Celebration

Register Now! Space Is Limited.

[REGISTER HERE](#)

Each attendee must be individually registered. Thank you!

Questions? Email amyd@fallcreeknursery.com, or Contact Your Fall Creek® Representative:

Micah Weiss

Area Manager

Direct: 541.463.9264

micahw@fallcreeknursery.com

Ranjeet Randhawa

Grower Support

Direct: 541.463.9287

ranjeetr@fallcreeknursery.com

Cecille Madriz

Grower Support

Direct: 541.982.4060

cecillem@fallcreeknursery.com

Jake Johnson

Grower Support

Direct: 541.685.2653

jakej@fallcreeknursery.com

Val Shepler

Commercial Manager

Direct: 541.359.2839

vals@fallcreeknursery.com

Hotel Accommodations:

We have a special \$139/night rate for Fall Creek® guests here:

Hyatt Place Eugene

333 Oakway Road | Eugene, Oregon 97401 | 541.343.9333

[Booking Link](#)



2023 High Chill Field + Forum Agenda

- 7:45 am – 8:00 am **Arrive & Hospitality**
- 8:00 am – 8:45 am **Welcome & Fall Creek®'s Commitment to the Industry & A Special Announcement from Our Breeding Program**
Home Place Residence Lawn
Presented by: *Val Shepler, Commercial Manager, Fall Creek®, US & Canada + the US & Canada Commercial Team*
- Updates From Fall Creek®'s High Chill Breeding Program**
Presented by: *Jordy McCornack, Assistant High Chill Breeder, Fall Creek®*
- 8:45 am – 9:15 am **Transportation to Henry Research Farm** *Provided by Fall Creek®*
- 9:15 am – 11:45 am **Research Farm Tour & Variety Tastings** *Fall Creek®'s Henry Farm*
- 11:45 am – 12:15 pm **Transportation to Main Nursery – Home Place** *Provided by Fall Creek®*
- 12:30 pm – 1:30 pm **Hosted Lunch with Your Industry Peers & the Fall Creek® Team**
Home Place Residence Lawn
- 1:30 pm – 4:15 pm **Field + Forum Presentations** *Home Place, The Behlen Building "Theater"*
- 1:30 pm – 2:00 pm
"Fruit Yields & Quality Impacts of Alternative Crop Inputs – Kelp Extracts, Phosphites, Humic Acids & High Phosphorus Fertilizers"
Presentation by: *Eric Gerbrandt, Sky Blue Horticulture*
- 2:00 pm – 2:45 pm **Panel Discussion + Q&A**
"Blueberry Virus Research: A Panel Discussion"
Panel Members: *Thomas Walters, Walters Ag Research*
Dimitre Mollov, Plant Pathologist, USDA
- 2:45 pm – 3:15 pm
"Growing The Fall Creek® Collection High Chill Varieties – Water, Nutrients & More"
Presentation by: *Mariusz Padewski, Fall Creek® High Chill Applied Research Manager*
- 3:15 pm – 4:00 pm **Keynote Presentation + Q&A**
"Striking a Balance Between Upstream Traits & Downstream Traits – Aligning the Wants of Growers & Retailers."
Presentation by: *Matthew DeCeault, Innovation Manager – Produce, Sprouts Farmers Market*
- 4:30 pm – 6:00 pm **Happy Hour & Summer Barbecue Celebration**
Home Place Residence Lawn