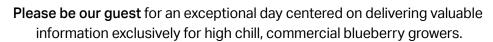


# You Are Invited to Our 2023 **High Chill Field + Forum in Oregon!**

Tuesday, August 1, 2023 7:45 am - 4:00 pm + Special Dinner Invitation

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



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

Ranjeet Randhawa Grower Support

Direct: 541.463.9287

Cecille Madriz

**Grower Support** Direct: 541.982.4060

micahw@fallcreeknursery.com ranjeetr@fallcreeknursery.com jakej@fallcreeknursery.com jakej@fallcreeknursery.com

Jake Johnson

**Grower Support** Direct: 541.685.2653

Val Shepler

Commercial Manager Direct: 541.359.2839 vals@fallcreeknursery.com

#### **Hotel Accomodations:**

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 Creeke'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

