



## HERE WE GO

WRITTEN BY AMANDA STAFF

2022 wow... Where has the time gone? We hope everyone had a successful spring and summer! Our busy spring nursery shipping season ended in June and we are now concentrating on planting, propagation, expansion, planning, Christmas Tree care, plant maintenance, inventory, projects, etc. The nursery is filling up and plants are growing. Our Christmas Trees are being prepared for the upcoming Holiday Season... It will be here before we know it! We are loving the pleasant late-summer weather and can't wait to see the fall colors begin!

### Topics for this issue:

- Spring
- Brands Update
- Employee Highlight - Sonia
- Christmas Tree Update
- Nursery Update

### Contact us!

1-800-826-7094

[sales@northernfamilyfarms.com](mailto:sales@northernfamilyfarms.com)

<https://www.northernfamilyfarms.com>



Welcome Gnome Dec 2021



Winter Landscape



# SPRING

The spring warmup was more gradual this year and we had some very busy weeks in May! We didn't get any crazy early spring storms which was appreciated by all. Dealing with fluctuating temperatures is always a challenge in Wisconsin and we continue to improve our processes when weather issues arrive. With covid restrictions lifted and more consumers traveling, sales in the green industry were lower than in 2021. With the onset of inflation, high fuel prices, and interest rate hikes it's difficult to predict what the next few years will be like. We'll continue to produce hardy quality plants and increase our nursery availability as we can. If you are unsure about buying for 2023, please reach out to your salesperson or give our office a call. We are always here to help!



Nursery projects are still in progress as the summer comes to an end. Our loading dock is slotted for its roof construction and completion this fall. Our new fruit tree holding area is being completed. New greenhouses are under construction. Tags and other supplies are being inventoried and ordered for spring. Starter trees, shrubs and perennials are ordered for Spring planting. The fall seems to always be a hustle to complete tasks before the snow flies ... but we always get it done :)



*PJM Rhodo*



*Shrub lots June 2022*



*Coneflower*



*Nursery remodeling Aug 2022*



*Knock Out® Rose*





*Spireas*



*Corkscrew Willow*

## BRANDS

NFF is excited to now offer select Endless Summer® and First Editions® plants to our nursery program. The Endless Summer® collection of reblooming hydrangeas is well-known and are advertised nation-wide! Check Out <https://www.baileynurseries.com/brands/endless-summer/> for the complete collection. Summer Crush® is a best seller with its amazing hot pink blooms and Pop Star® is hitting the market in 2023 as a hardy reblooming lacecap! We plan on reserving several greenhouses for hydrangeas and offer them by Mother's Day. Check with your salesperson or call us about their status and availability.

First Editions® is a diverse group of trees and shrubs from Bailey Nurseries. There are over 100 different varieties in the collection. <https://www.baileynurseries.com/brands/first-editions/> NFF will be growing a select group for 2023 with a goal to add more in the future. Limited quantities are available so place orders early for spring. As of right now, NFF will no longer be growing PW - Proven Winners® plants.



*Summer Crush® Hydrangea*



*Amber Jubilee™ Ninebark*



# EMPLOYEE HIGHLIGHT - SONIA

Sonia is a member of our office administrative Team. Part of her job involves coordinating sales with our outside representative, Joe Eveland, for Michigan, Illinois, & Indiana customers. She brings a friendly charm to our office and is always up for a good story or joke. A native of the area, she knows just about everyone that walks in our door. Sonia is a big Packer fan and is a fierce competitor in our football pool. She lives in Black River Falls and is also a realtor with Clearview Realty. She will be retiring in 2023 and will be missed. Thanks for all you do Sonia!

## Q&A about Sonia:

- **When did u start at NFF?** I started working at Northern in February, 2009, part-time. As shipping seasons began, I worked more hours and by January, 2010, I became a full-time employee.
- **What work positions did you have before?** I previously worked for 38 years as a corporate treasurer, safety director and drywall estimator at Lewis Drywall in Black River Falls. I have also been a licensed real estate broker since 1979. I enjoy meeting great people and finding the perfect property for them.
- **What is your favorite plant?** My favorite plant is the tea rose – in every color, and I especially like the ones with the most fragrance.
- **What do u like to do in your free time?** I enjoy traveling with my husband and spending time with my daughters and their families. I also enjoy sewing, swimming, reading and going to sporting events.
- **What do you like about NFF? Favorite part of the job?** I like NFF's dedication to its employees and excellent farming practices. Watching the plants grow is so enjoyable. It's beautiful here! My favorite part of the job is working with our great customers and NFF staff.
- **Future goals/plans?** I am planning to retire from NFF in February and spend more time with my family. I will also continue working in my real estate career.
- **Sonia's contact info:**  
shicks@northernfamilyfarms.com or 800-826-7094.



# Christmas Tree Update

Our Team worked hard this summer planting, trimming, fertilizing, and spraying our Christmas trees. Unfortunately our inventory counts are expected to be similar to 2021 numbers (In 2021 we harvested about 1/3 less total trees). It was a good growing season but we are still dealing with effects of past droughts. Farms are planting more trees to meet demand but it will take some time for trees to reach desirable heights. A 7-8' Fir takes about 8-10 years to grow under good growing conditions! Don't worry ... they are well worth the wait :) <https://realchristmastreeboard.com/> is a great resource for supply info, downloading pics, or adding your business to the 'retail locator'. There is a lot of valuable information so take a look!

Our Team is currently tagging and counting trees in our fields, we should know final numbers within a few weeks. Current customer orders are now in and we'll reach out to potential new customers if we have trees to offer. We do have a 'waiting list' for Christmas Trees if you are interested when we have additional trees to sell. Email your contact info to [sales@northernfamilyfarms.com](mailto:sales@northernfamilyfarms.com). Call us ... 1-800-826-7094.



## Nursery orders for 2023

Our spring nursery availability for 2023 is now ready and live. Many items sell fast so place your order earlier than later! Ordering on our website is the quickest way! <https://www.northernfamilyfarms.com/wholesale-ordering/> Need help? Give us a call! Thank You for your continued business!



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