



BURCHELL NURSERY ROOT MATTERS

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Burchell Nursery's roots run deep. Retirement marks transfer to a new generation of leadership.



There is a hearty harvest of good news at Burchell Nursery this fall, and you are invited to join us in the celebration with this

first edition of our "Root Matters" newsletter. It seems a perfect way to share with you a milestone occasion for our business — the retirement of our leader, Bill Burchell, after a lifetime of devotion to loyal customers and friends. Bill is handing the reins over to son Tom, the third generation of Burchell nurserymen to direct operations.

Bill's retirement party was a fun-filled event, as the pictures featured here show. Held May 10th in Modesto, it was a chance to honor the man whose vision and hard work helped make Burchell Nursery the industry leader it is today. But Bill puts it more humbly saying, "This is a family business, and everyone who works here is family."

Bill took over the nursery from his father, Irvin, who founded it in 1942. Now Bill will enjoy a much deserved rest, while son Tom takes Burchell Nursery to the next level. While Bill continues to be available for sage advice, Tom will concentrate on more breakthrough research, introducing new hybrid crosses and varieties, and offering continued excellent service.

We hope you enjoy this newsletter as part of that service. Watch for future issues, and let us know what you think by calling 1-800-828-TREE or emailing Tom@burchellnursery.com.



Bill shares the limelight with the love of his life, wife Edith.



Dave Ramos from the Walnut Marketing Board congratulates Bill on his many years of service.



Bill shares a chuckle with fellow employee, Loren Baker.



Family gathers round to help Bill celebrate. Grandparents of Leah and Jake Burchell (Tom's parents and his wife Julie's parents).

Fellow colleague Bruce Harms and wife Cheryl ask Bill what's next?



The smiles stretch across three generations of the Burchell Family.



Bill wishes Tom well as he takes Burchell Nursery forward.



www.burchellnursery.com

All Stars



Lisa Barksdale, Aggie Extraordinaire.

Lisa Barksdale goes above and beyond the call. She answers customers' phone calls and questions with the ease that comes from 18 years of experience at Burchell Nursery. That, and a life-long love of agriculture.

Our A-plus Sales Administrator, Lisa is perfect for her job. It seems agriculture is in her blood. Her father is an ag teacher — Lisa took his classes for four years at Turlock High. And her grandfather owned a dairy. Lisa was an avid member of Future Farmers of America in high school, and showed stock four years in a row (winning Reserve Grand Champion) at the Stanislaus County Fair. So naturally, she went to work for the Fair. Burchell Nursery was lucky enough to hire her away.

Lisa enjoys working with customers, taking orders over the phone and in person, and coordinating deliveries, or as she puts it, "...getting trees to growers." And she works hard to do just that, placing 30,000 to 50,000 trees a year. Lisa's favorite part of her job? "I like to talk!" she says. So please, be sure and talk to Lisa soon.



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THE BURCHELL NURSERY, INC.

New Product Harvest

On fire with four new varieties

Burchell Nursery is proud to offer four new choices for your orchard this fall.



Summer Flare 35 Nectarine

This sweet, juicy, good traveler is a late-season and large nectarine that fits well into a tree-ripened program. With a good balance of acid and sugar, it's ready to pick the end of August (around the 25th in Fresno), making it a strong finisher in the summer fruit season.



Summer Flare 28 Nectarine

For an earlier harvest, choose this large and highly colored nectarine. Growers will appreciate its excellent set, and its harvest time — approximately July 17 in Fresno, with several pickings through the end of July.



Summer Flame 34 Peach

Flavorful, juicy and large, this peach has an excellent shape that lends itself well to packing lines. Harvested on or near August 30 in Fresno, it commands a high price in the market for the time of year.



Sweet Flame 33 Peach

This is a sweet, late-season peach. It tempts with yellow flesh that has more sugar than acid, and an 80% red color. It harvests approximately August 21, and will hang on the tree for several pickings after that.

Photography: Ron Boone Photography
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