



## The Meeting of October 20th, 2016

### Lassen Canyon Nursery



Lassen Canyon Nursery grows strawberry nursery stock for fruit growers and nurseries of all sizes throughout the world. Their largest customers are commercial growers in the three main growing regions of California, Oxnard, Santa Maria and Watsonville. Their open field production consists of over 1,000 acres of plants in Siskiyou County and 240 acres in San Joaquin County on three different ranches. The main office, laboratory

and screen houses are in Redding.

Lassen Canyon Nursery nationally has production in California, Florida, Louisiana, North Carolina and the Great Lakes Region. They sell robust plants that arrive in good condition for the buyers. This makes the plants produce lots of fruit, which makes money for the fruit growers and in turn gives LCN good word of mouth promotion. Most of the national sales comes from customers contacting LCN as they don't have a salesman specifically for that part of their sales.

In 2007 Lassen Canyon Nursery started international marketing company Lassen Canyon International, with headquarters in Valencia, Spain. All international sales of plants outside North America are brokered through Lassen Canyon International. In 2004 LCN started in central Mexico and in 2009 they incorporated as Lassen Canyon South. They moved the operation from Zacatacas to Ciudad Guzman in Jalisco, Mexico. Three years ago LCN began a partnership with another company in China. In 2011 Lassen Canyon Beijing was established. At present LCN is helping the Chinese Government prepare for the International Horticultural Society's Symposium that is set for February in Beijing.

An integral part of Lassen Canyon Nursery's production is their breeding program. The breeding program's manager is Jim Bagdasarian. This program produces several varieties of strawberry including Sweet Ann, Stella, Scarlet, Ruby June and Lucia. There are several other varieties produced in a couple other breeding programs.

A variant program called Bramble is the raspberry and blackberry program. This was started with a grow out for Naturipe. Lassen Canyon Nursery now has facilities to propagate their own raspberries and blackberries.

## Lassen Canyon Nursery Continued



The health benefits of strawberries are undisputed. They can be found in local markets, roadside stands, and farmers markets. Only the best strawberries come from Lassen Canyon Nursery. LCN starts with their own planting stock. They have some of the best nursery ground in the world in Macdoel and Manteca. The plants are maintained healthy meaning they are planted on fumigated soil and they are watered from well water. The plants are constantly monitored by well trained personnel always on the look out for disease or growth issues. Staff biologists walk the fields making sure everything is growing normally. LCN managers work closely with the irrigators to “finish the crop” so that it is ready for replanting in the fruiting fields to produce lots of fruit.

Customer service is Lassen Canyon Nurseries number one priority. LCN is quick to respond to any issue involving their plants. Anyone receiving LCN stock knows the parent company is behind their product 100 percent.

The local economy has benefited from local strawberry production. In the beginning everything was in Shasta County. The means the processing facilities, plants, labor and freezers were all local. As the business grew their needs changed. They moved to Siskiyou County for growing the California plants and San Joaquin County for growing their planting stock material. These new locations had lighter, sandier ground to grow on. There is a climate friendly environment for growing the plants. The storage capacities had grown so they needed bigger warehouses and freezer space. To accomplish that places were rented in Yuba City and Manteca.

There are several reason for Lassen Canyon Nurseries success. The first is having a product people want. Strawberry fruit consumption and the demand for plants is currently on the rise. The health benefits of strawberries is still being discovered. Most important is having a good product and backing that product with great customer service. When a problem arises LCN is there to help solve the customers issues. This is paramount for success.



## Student of the Month

Meet Willie our Redding Rotary Student of the Month. Willie is 13 years old and in the eighth grade at Sequoia Middle School. Principal of Sequoia Cynthia Bishop introduced Willie as an exceptional young man and student. Cynthia, Willie and President Ray Steward are shown in the picture.

## President Ray's Recognitions

First up for recognition is Judy and Lee Salter. Judy mentioned they had a fantastic trip to Ireland and London, England. Judy offered \$100.00 and mentioned Lee would be giving the same.

Doug Wright had a fantastic trip to Vancouver, British Columbia. This trip is going for \$100.00 these days.

Kristy Lanham is on the move. Seems she sold her home and bought a new home. The fly in the ointment is a third home in the transaction. The seller of the home they bought has to move into the home they bought so Kristy and Tyler are living in a trailer for now. As a side note, Kristy was in Las Vegas for business previewing some software connected directly to business. No monetary recognition for the business trip. The changing homes prompted \$100.00 to Kristy's Paul Harris and \$100.00 to the club. Kristy ear marked the foundation donation to Polio Plus.

Kristi Davis and Todd had a great trip to Maui for a week with family. Kristi wanted to mention that October 24th is Polio Plus Day around the world. Details can be seen below. Kristi donated \$100.00 to the Foundation to be ear marked for Polio Plus.

### Past president Dave Gerard made the first reading for the upcoming election of officers.



**President Elect Elect - Greg Dunbar**

**Secretary - Erik Poole**

**Treasurer - Trudy Tavares**

**Considered for the Board of Directors are:**

**Dar Barzin**

**Teresa Adams**

**Sherri Downard**

**Lisa Jeter**

**Todd Davis**

## Calendar

<b>October 27</b>	<b>Exchange Student Last Year and Outgoing Student Logan Cunningham</b>
<b>October 29</b>	<b>Catalyst Mentoring at The Stirring 2250 Churn Creek Rd. Redding</b>
<b>November 3</b>	<b>Veteran's Day Program</b>
<b>November 10</b>	<b>Steven Soloman</b>
<b>November 17</b>	<b>Paul Vienneau Shasta Land Trust</b>
<b>November 24</b>	<b>Thanksgiving Dark</b>
<b>December 1</b>	<b>Joe Wyse and Shasta College</b>
<b>January 28</b>	<b>Wild Game Feed</b>
<b>February 25</b>	<b>Bowlathon</b>

## World Polio Day is October 24th. Video Click [HERE!!!](#)

We are very close to eliminating polio from planet Earth. The video says it all. President Ray mentioned eradicating polio from the world was once thought impossible. Rotary is very close to completing the task. Your contribution to Polio Plus makes this possible. For every dollar donated Bill Gates of Microsoft will match your donation with two dollars.



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