

February 2015

UPCOMING EVENTS

WAWGG Annual Meeting & Trade Show

*February 10th - 13th
Three Rivers Convention Center
Kennewick, WA*

ORBC Annual Production Workshop

*February 18th
Wellspring Conference Center
Woodburn, OR*

Oregon Wine Symposium

*February 24th & 25th
Oregon Convention Center
Portland, OR*

OVS Southern Oregon Growers Meeting

*Thursday, March 5th
Belle Fiore Winery
Ashland, OR*

OVS Grape Growers Meeting

*Saturday, March 7th
McMinnville Community Center
McMinnville, OR*

Southern Oregon Grape Symposium

*March 16th
SOREC Auditorium
Central Point, OR*

OSU Blueberry School

*March 16th & 17th
LaSells Stewart Center
Corvallis, OR*

OVS 2014-2015 Update

Let me start by offering each and every one of you, our valued OVS customers, a very sincere thank you for your support and your business in 2014. We look forward to earning your continued business each and every day in 2015.

2014 was a large step forward for OVS in our unceasing goal of providing you, our customer, with the products, services, customer service, and unmatched employee knowledge you expect from OVS, and that elevates OVS above its competitors in Oregon and Washington. 2014 highlights include but are not limited to:

- Record-high customer participation in an OVS survey we asked you to take, whereby over 100 of you told us how OVS is serving you well and how OVS can serve you better.
- Our successful conversion to our new point of sale (POS) system, which amongst other benefits allows us to send you just one statement per month for all of your company purchases.
- The launch of a new and improved company website, still featuring a convenient feedback button that allows you with a click and a few keystrokes to tell us how we are doing, and still featuring weather by Rufus and our popular Overstock pages.
- The opening of our Salem Outlet Warehouse, a move designed specifically to make sourcing products from us easier, quicker, and more convenient to North Willamette Valley Ag. Supplies customers.

For 2015 the outlook looks strong for OVS and for the major cropping systems we serve.

The NW wine industry is growing as measured by wine sales, and vineyard planting and production is expanding as a result. Acreage in Oregon planted to vineyards has increased from approx. 19,400 acres in 2009 to 26,000 acres in 2014. Acreage in Washington planted to vineyards has increased from approx. 36,000 acres in 2009 to 50,000 acres in 2014. Oregon and Washington wines continue to emerge as “must have” offerings by mid-sized to large U.S. and foreign wine companies.

Hazelnut growers enjoyed record prices in 2014, continuing a multi-year string of financially successful years for Oregon hazelnuts. Acreage in Oregon planted to hazelnuts has increase from approx. 29,000 acres in 2009 to 47,000 acres in 2014. Large value-added nut distributors and processors increasingly view Oregon as a strategically critical hazelnut supplier to reliably fulfill their global product demand.

[Read more...](#)

OVS Annual Associate Meeting - Friday, Feb 20th

Both OVS retail store locations and distribution warehouses will be closing early on Friday, February 20th so that associates may attend our Annual Company Meeting



Aurora closed from 2:00pm to 5:00pm
 McMinnville closed from 2:30pm - 5:00pm
 Medford Distribution Warehouse closed from 10am - 5:00pm
 Salem Distribution Warehouse closed from 2:00pm - 5:00pm
 Umatilla Distribution Warehouse not available
 for pick ups or deliveries



Ron Benitz Joins OVS Agronomy Team Serving Eastern Washington and Oregon



Crop Advisor Ron Benitz recently joined the OVS Agronomy Team helping us to better serve the vineyard and tree fruit community of Eastern Washington and Oregon. Born and raised on the family farm in Prosser, Washington, Ron has worked as an experienced and respected Crop Advisor in the greater Tri-Cities region for many years. We are excited to work together identifying which of our high quality products and services can be fine-tuned to best meet the needs of customers in this region. OVS is well known for its premium formulations of crop-specific fertilizers, formulated and blended in our state-of-the-art hot liquid fertilizer facility. By focusing on crop specific blends, and then regionally adjusting these blends to maximize plant available nutrients. Ron joins the team of Dan Clark and Wayne Ackermann who have been actively working in this market already to fulfill many of your trellising needs. Our Eastern Washington and Oregon team is committed to enhancing our presence in this region, and we look forward to the opportunity to continue to earn your business. Cheers to an exciting 2015.

Wayne Ackermann - OVS Agronomy Team

OVS Service Departments - 2015 Brings A Renewed Focus on Customer Service

Over the last three months the OVS Service Departments in McMinnville and Aurora have been going through a much needed and positive transformation. Our goal is to earn your business by building a relationship based on professionalism, dependability, quality communication and great service. In this process OVS has hired new Service Managers in both McMinnville and Aurora that have the experience and knowledge to provide you with the customer service and quality repairs you expect from the OVS Service Department.

We would like to introduce you to Dennis Gubbels who was hired as the Aurora Service Manager in November 2014. Dennis was born and raised in the Willamette Valley and has been working in Agricultural dealerships for the past twenty years, most recently for Ag. West in Woodburn. For the last ten years Dennis has been working as a Service Manager. Due to Dennis's deep experience and strong reputation he's earned over the past years as a Service Manager we've been pleasantly unsurprised at how quickly and effectively he has already raised the bar of quality and customer service at OVS.

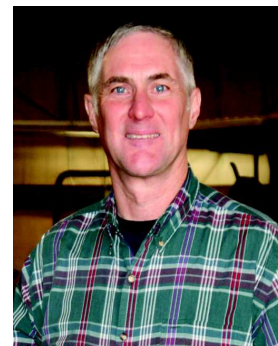
At OVS McMinnville Jim Stowell has been promoted to the position of Service Manager after working for OVS as a Service Technician for 3 years. Jim has been working with farm machinery since he was in high school and has spent the last thirty eight years working in Ag dealerships, including experience as a Service Manager. Many OVS customers are already familiar with Jim's methodical work and high standards of quality in servicing and repairing farm equipment. This same methodical quality is now being infused throughout the McMinnville shop by Jim.

Dennis & Jim bring with them a strong work ethic and an insistence to do right by our customers.

OVS is working hard to be your first choice for all your service and repair needs!



Dennis Gubbels
Aurora Service Manager
971-216-0111 store
971-701-5011 cell



Jim Stowell
McMinnville Service Manager
503-435-2700 store
971-237-4778 cell

Service Special! Popular Annual LIVE Sprayer Inspection Program

Avoid costly downtime by insuring your sprayer is properly maintained and calibrated. Our skilled technicians will clean and test your sprayer to meet L.I.V.E. compliance criteria and advise you of any repair recommendations.

\$375
Inspection Special

Includes the following:

- Testing sprayer operation
- Pump inspection
- Cleaning of nozzles and strainers
- Complete sprayer checkover
- Detailed list of repairs



Pickup & Delivery Services Available for a Reasonable Price

EQUIPMENT CORNER



Kubota M7040 Narrow Tractor
Rental Return, SN 95394
.99% for 60 months available
\$32,200



Kubota L3240DT Demo Tractor
SN 70353, 32HP, 12.4 x 24 tires,
telescopic draft arms, shuttle
shift transmission
\$15,500



**All remaining 2014 Honda
ATVs are 5% off through the
month of February!**

Cont'd from page 1...

The Pacific Northwest berry industry is also continuing its upward trajectory, albeit at a more conservative pace than two or three years ago. Warm summer temperatures in 2014 caused some grower challenges and periods of market saturation but in the end 2014 was a profitable year.

To watch in 2015 and beyond, Northwest cropping systems that are stable and rebounding include grass seed, ornamental nursery, and especially hops. 2015 looks to be a continuation of favorable economic conditions for NW specialty agriculture in general.

OVS initiatives for 2015 will be to continue to focus on the core cropping systems and core customers we serve. We have no aspiration to be all things to all people. On the contrary we are completely committed to being the product and service supplier of choice for our core cropping systems. We will continue to be your one-stop shop for equipment, supplies, and services, and we'll continue to bring our people and our facilities closer to you, making OVS more accessible, convenient, and responsive to your specific needs.

Matt Novak - OVS CEO



2015 OVS Grower Meetings

Southern Oregon Growers Meeting
Belle Fiore Winery - Ashland - March 5th
9am - 4pm
5 ODA Pesticide Credits!

Our next event will be our Southern Oregon Grower Meeting held on March 5th at the Belle Fiore Winery. Speakers include Doug Reese from Nutri-Ag and Barry Duerk from Bayer Crop Science. Register on-line or by contacting our Medford Team (Brian Wolf - 541-613-7330 and Jon Meadors - 541-613-0732)

OVS Grape Growers Meeting
McMinnville Community Center - March 7th / 9am - 4pm
2 ODA Pesticide Credits!

Our final seminar of the season is our annual OVS Grape Growers Meeting. This year it will be held on Saturday, March 7th at the McMinnville Community Center. Speakers include Mark Chien from OWRI and Patty Skinkis from OSU. The program runs from 9:00 am until 3:30 pm, with lunch included. Check-in is from 8:30 until 9:00 am.

Pre-registration to secure one of the available seats at either of the events can be done on-line, or by contacting any of our associates at 1-800-653-2216. Complete details of the events can be found at our newly revised website www.ovs.com.