

Serres Farms Tree Types

Noble Fir Christmas Tree

A Noble fir Christmas tree is an evergreen tree in the True Fir family with gray green needles that often appear silver. It has long been considered an excellent Christmas tree because of its beauty, stiff branches and long needle retention, and is rapidly growing in popularity. The needles are generally twisted upward so that the lower, lighter colored, surface of the branch is exposed. The tree has a rounded crown and symmetrical shape. The needles grow to about 1 ½ inches. A cultured Noble fir Christmas tree is dense and grows slower than most other varieties.



Reasons for noble fir popularity include:

- Its Beautiful Shape
- Its Fragrance
- Symmetry
- It Exhibits Superior Needle Retention
- Its Durability

You can expect your Noble fir to stay fresh with proper watering for up to 6 weeks. This is our best selling species, it is the king of the lot, a must have variety.

Because of the trees durability, the Noble fir is also widely used in the greenery business to make wreaths, door swags, garland and other Christmas products.



Douglas Fir Christmas Trees

A Douglas fir Christmas tree is an evergreen tree with a pyramid shaped crown and blue green needles $\frac{3}{4}$ inch to $1\frac{1}{2}$ inches long. It is a very popular Christmas tree and western Oregon's predominant tree species. It is the most dominant species in the reforested area of our farm and left to grow can attain heights of up to 300' and live to be over 500 years old. Its thick bark helps it to survive forest fires. It is also used widely in construction for plywood veneers, cabinets, flooring and framing.

As a Christmas tree, its natural pyramid shape is enhanced each year through careful pruning and shearing. Limbs on the lower 6-8 inches of the tree are removed to allow easy entry into your tree stand. After being cut, the average life of a Douglas fir Christmas tree is 4-6 weeks.

One of the knocks of the Douglas fir is that it may be difficult to decorate if the branches have been sheared into a perfect conical shape, leaving too little space between branches to hang decorations.

Reasons for buying Douglas fir include:

- It is our most economical tree
- It has long soft blue-green needles and a sweet fragrance
- It holds up well during handling and shipping
- Plantation trees have excellent symmetry and density
- They display very well
- Douglas fir is Oregon's state tree



Grand Fir Christmas Trees

Grand fir Christmas trees are often chosen because of their unique beauty and absolutely wonderful scent. They are beautiful, thick foliated trees that attain their shape early and have lustrous shiny dark green needles.

The needles are blunt and notched on the end with two white bands on the lower surface. This gives the tree a “silvery” appearance. The needles spread horizontally in 2 distinct rows and are 1 ¼ to 2 inches long.

The branches appear flattened because of their arrangement on the twigs.

Grand firs are known to be very tolerant of cold temperatures, however, as is the case with our other tree species; they will not survive long if they are frozen after being cut.

Grand firs are cultured annually and will last 4-5 weeks with proper care after being harvested.



Nordman Fir Christmas Tree

Nordman fir Christmas trees have dark green glossy needles and dense foliage. They are native to Northern Turkey and the Republic of Georgia and can withstand temperatures as low as 40 degrees C. The Republic of Georgia seeds produce a fuller tree, darker in color with a heavier leaf. The Nordman fir has excellent needle retention qualities and is quickly becoming known as one of the “Hoover friendly” trees. We think it will make an excellent addition to our product list. These trees can be compared to the Noble fir but are not quite as symmetrical and tend to have a little more character. They have a stout and robust character. Our first Nordman, were planted in 2002. They have become one of our most favorite trees, we consider them to be the tree of the future. Handled properly after harvest, Nordman’s will last 6-8 weeks.



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Thank you for choosing Serres Farms, we know you have a choice.

Christmas, it comes every year..... I guarantee it..... Dan Serres

About Serres Farms:

From: Dan & Patti Serres

Our family farm began in 1902 when John and Margaretta Serres emigrated from Luxembourg. They purchased 80 acres in the Clackamas Highland area, east of Oregon City. John was active in general farming and built the first Serres greenhouses growing lettuce, tomatoes and cucumbers.

In the 1930's, his four sons, John, Mike, Ted and my father, Joe, each followed in the business. Operating independent greenhouses primarily growing salad cucumbers in the winter months. They sold their cukes to the Portland Farmers' early market, to large produce warehouses and grocery chains. Early on the brothers banded together to sell their produce, with John handling the marketing and selling functions and the others handling production. After their markets were established John joined his brothers in growing cukes. In addition to growing hothouse cucumbers the brothers farmed row crops, bedding plants, tomatoes, hay, grain and they raised cattle.

In the 1970's: Myself and Patti Serres purchased the family business. First Christmas trees planted in 1971. Our family grew with the arrival of three daughters, Julie (1973), Emily (1974) and Stephanie (1977). Our business has grown to include over 200 acres, owned in part by our daughter and son-in-law, Julie and Del Bullock, including over 100 acres dedicated to the production of Christmas trees and reproduction timber. 90 acres are in fresh market produce and fruit for our wholesale distributors and our retail produce market. We have over 200,000 square feet of greenhouses, growing spring plants for the leading retailers and independent garden centers in the Pacific Northwest. In 1995 we opened our own retail garden center, managed by Patti Serres and daughters, Julie and Emily.

If you have the opportunity to visit the Willamette Valley, we encourage you to contact us for a tour of our farms.

From: Del & Julie Bullock:

As we help lead the Christmas tree portion of our family business into 2011 and beyond, we feel that our investment in people and facilities enables us to deliver consistent quality that you, our customer have grown to expect. Our proprietary methods of seed selection and nursery production give our virgin fields in Carus and the Clackamas Highlands quality that is unsurpassed in the industry. Our mission, simply put, is to provide our customer "The perfect tree".

I guarantee it..... Julie Bullock