

O R E G O N
B L U E B E R R Y



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2024-2025

NURSERY CATALOG





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8474 Hazelgreen Road NE
Silverton, OR 97381

Phone: (503) 873-1200
Fax: (503) 873-1300

Sales@OBlueberry.com
www.OBlueberry.com

ABOUT US

"Every success story is a tale of constant adaptation, revision and change."

—Richard Branson

From every corner of our industry, we are increasingly hearing about the challenging market conditions faced by growers. Consolidation, globalization and competition impact the whole blueberry industry and require an intense focus on quality and efficiency. As a blueberry farmer, we have first-hand experience with the changing market dynamics. As a blueberry nursery and plant breeder, we feel a critical need to provide our customers with the very best genetics and plants that allows them to be competitive in this market. While change is disruptive, we believe we can provide some of the tools that our customers need to be the best in the world.

NURSERY. We are constantly evaluating our nursery practices and inputs to optimize plant quality. After 50 years in our own blueberry fields and nearly as many years working with other blueberry farmers, we have a good understanding of what growers need and it is incumbent upon us to provide the best available cultivars for each region. "Grower Driven" is more than a marketing slogan. It represents our commitment to generations of satisfied customers.

**BEST WISHES AND THANK YOU
TO ALL OF OUR CUSTOMERS.**



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GENETICS UPDATE

We are pleased to report that our own Northern Highbush, Southern Highbush and Rabbiteye genetics will be released for trials beginning this year. Independent evaluators have provided excellent reviews and have found them to be superior to cultivars currently in the market.

We encourage interested growers to contact Doug McCann, manager of our sales department, at **(503) 873-1200** or **Sales@OBlueberry.com**.

SOUTHERN Highbush LOW-CHILL VARIETIES

Southern Highbush blueberries are specifically hybridized for **SUPERIOR FRUIT, SOIL ADAPTABILITY,** and **DROUGHT TOLERANCE.** This makes them popular among growers in climates where summers are generally hotter and winter chilling hours fall well below 1,000 per year.

Most Southern Highbush varieties are not fully self-fertile and require a companion variety in order to achieve the highest production and biggest berry size possible. We recommend alternating blocks of varieties to achieve cross-pollination.

The estimated chilling hours required is listed for each variety to give you a better understanding as to which blueberry plant will work best for your area.

If you have any questions about our Southern Highbush varieties listed on the following pages or online, please do not hesitate to contact a member of our sales team at **(503) 873-1200** or **Sales@OBlueberry.com.**

VARIETY	ROYALTY FEE	BERRY	BUSH	CHILLING HOURS	MARKETS	RIPENING PERIOD							
						MAY				JUNE			
						1	2	3	4	1	2	3	4
AVANTI™ Variety: 'FL06-203' SEASON Early U.S. PLANT PATENT: #26312	\$0.30	Medium berry, firm, small scar, sweet	Upright, high yield potential, evergreen	0+ per year	Fresh Process, U-Pick	█							
MEADOWLARK™ Variety: 'FL01-173' SEASON Early U.S. PLANT PATENT: #21553	\$0.30	Medium blue, large berry size, mild flavor, medium scar, firm; fruit hangs well when ripe	Very upright, strong canes, vigorous, high yield potential, machine harvestable	200 per year	Fresh Process, U-Pick	█	█						
VARIETY: SENTINEL SEASON Early U.S. PLANT PATENT: #33896	\$0.30	Large, light blue, firm fruit with a medium wax bloom, small scar. High flavor score. Huge yields	Vigorous early season cultivar with a high-yield. No known disease issues.	100+ per year	Premium Fresh	█	█	█					
VARIETY: ALBUS SEASON Early through Late in Evergreen Production U.S. PLANT PATENT: #20240130258	\$0.30	Medium, light blue, firm fruit with a heavy wax bloom, small scar. High flavor score.	Vigorous, high-yielding, early through late season cultivar for the evergreen production system, with no known disease issues.	0+ per year	Premium Fresh	█	█	█					

Ripening dates are average for the Central Valley, California area. Ripening will vary with locations and season, but the relative ripening periods between varieties should remain the same.

▶ More on next page



AVANTI



MEADOWLARK™



Variety: 'SENTINEL'



Variety: 'ALBUS'

VARIETY	ROYALTY FEE	BERRY	BUSH	CHILLING HOURS	MARKETS	RIPENING PERIOD							
						MAY				JUNE			
						1	2	3	4	1	2	3	4
INDIGOCRISP™ Variety: 'FL98-325' SEASON Early U.S. PLANT PATENT: #26523	\$0.30	Medium blue, large berry size, mild flavor, small scar, very firm	Upright, strong canes, vigorous, high yields, machine harvestable	300 per year	Fresh Process U-Pick								
VARIETY: 'SUZIBLUE' SEASON Early U.S. PLANT PATENT: #21167	\$0.30	Medium blue, large to very large berry size, good flavor, small scar, tight cluster, firm	Semi-spreading, vigorous, productive, machine harvestable	400 per year	Fresh Process U-Pick								
VARIETY: 'COLOSSUS' SEASON Early-Mid U.S. PLANT PATENT: #33802	\$0.30	Very large to jumbo sized, light blue fruit with very high fruit firmness. Small scar. Medium bloom.	Very upright, heavy-fruited variety. Blooms somewhat later with a short bloom-to-ripening period, and has performed well in machine harvesting trials. Concentrated ripening, good early natural leafing.	0+ per year	Jumbo Premium Fresh								

Ripening dates are average for the Central Valley, California area. Ripening will vary with locations and season, but the relative ripening periods between varieties should remain the same.



INDIGOCRISP™



Variety: 'SUZIBLUE'



Variety: 'COLOSSUS'



"I truly appreciate the authenticity of Oregon Blueberry when it comes to their varieties and genetics. They are remarkably transparent about the pros and cons of these varieties. This transparency ensures that there are no surprises when these blueberries are in the field, and that's something I truly value.

I have found them to be vital to our success."

— Long-time Oregon Blueberry Grower

In addition to those listed on pages 5–6, we have more Southern Highbush varieties available on our website, including the following:

- | | |
|----------------|----------------|
| ARCADIA | KESTREL |
| BILOXI | O'NEAL |
| ENDURA | REBEL |

Visit **OBlueberry.com** to learn more.





NORTHERN Highbush HIGH-CHILL VARIETIES

Northern Highbush blueberries are the most widely planted blueberries in the world. There are many varieties allowing growers to select a grouping that will **PRODUCE CROPS CONTINUOUSLY OVER THE SEASON**. They thrive in a climate where total chilling hours reach 1,000 or more per year.

Most Northern Highbush varieties are **SELF-POLLINATING** and do not require a companion variety. However, planting more than one variety is recommended to achieve the highest production and biggest berry size possible.

The estimated chilling hours required is listed in each variety description to give you a better understanding as to which blueberry plant will work best for your area.

If you have any questions about our Northern Highbush varieties listed on the following pages or online, please do not hesitate to contact a member of our sales team at (503) 873-1200 or Sales@OBlueberry.com.

VARIETY	ROYALTY FEE	BERRY	BUSH	CHILLING HOURS	MARKETS	RIPENING PERIOD								
						JULY			AUG			SEP		
						1	2	3	4	1	2	3	4	1
VARIETY: 'DUKE' SEASON Early	n/a	Light blue, large berry size, mild flavor, small scar, firm, uniform ripening, high quality	Moderately spreading, red wood, vigorous, high yields, machine harvestable	1,000+ per year	Fresh IQF Process U-Pick									
TITANIUM® Variety: 'OBF0622' SEASON Early U.S. PLANT PATENT: #26795	\$0.50	Light blue, large berry size, sweet-tart flavor, small scar, firm, uniform ripening, high quality	Upright, semi-compact, red wood, vigorous, consistently productive, machine harvestable	1,000+ per year	Fresh IQF Process U-Pick									
VARIETY: 'OSORNO' SEASON Mid U.S. PLANT PATENT: #26031	\$0.50	Light blue, large, small scar, firm, heat tolerant	Upright, semi-spreading, red wood, vigorous, consistently productive, machine harvestable	1,000 per year	Fresh Process U-Pick									
MEGASBLUE® Variety: 'OBF0604' SEASON Mid U.S. PLANT PATENT: #26796	\$0.50	Light blue, large to very large berry size, mild flavor, small scar, firm, high quality	Semi-spreading, red wood, vigorous, high yields, machine harvestable	1,000+ per year	Fresh IQF Process U-Pick									

Ripening dates are average for the Western Oregon area. Ripening will vary with locations and season, but the relative ripening periods between varieties should remain the same.

▶ More on next page



Variety: 'DUKE'



TITANIUM®



Variety: 'OSORNO'



MEGASBLUE®



VARIETY	ROYALTY FEE	BERRY	BUSH	CHILLING HOURS	MARKETS	RIPENING PERIOD													
						JULY			AUG			SEP							
						1	2	3	4	1	2	3	4	1	2				
VARIETY: 'MINI BLUES' SEASON Mid-Late U.S. PLANT PATENT: #28233	\$0.50	Light blue, very small berry size, excellent flavor, small scar, firm, high quality	Upright, vigorous, high yields, machine harvestable	1,000 per year	Process														
VARIETY: 'LEGACY' SEASON Late U.S. PLANT PATENT: #21167	n/a	Medium blue, medium to large berry size, excellent flavor, small scar, firm, high quality	Upright, light red wood, vigorous, very high yields, semi-evergreen, easy to grow	800–1,000 per year	Fresh IQF Process U-Pick														
VARIETY: 'CALYPSO' SEASON Late U.S. PLANT PATENT: #25995	\$0.50	Medium blue, large to very large berry size, excellent flavor, small scar, firm, high quality	Upright, vigorous, high yields, concentrated ripening, machine harvestable	1,000 per year	Fresh IQF Process U-Pick														
VARIETY: 'ELLIOTT' SEASON Very Late	n/a	Light blue, medium berry size, tart flavor, small scar	Upright, light red wood, very vigorous, high yields, easy to grow, machine harvestable	1,000 per year	Fresh Process U-Pick														

Ripening dates are average for the Western Oregon area. Ripening will vary with locations and season, but the relative ripening periods between varieties should remain the same.



Variety: 'MINI BLUES'



Variety: 'LEGACY'



Variety: 'CALYPSO'



Variety: 'ELLIOTT'

“After delivering plants, the team will follow back up on them six months or even twelve months later.

Not only are they extremely knowledgeable and provide great service but their follow up care is excellent.”

– SUHK BUBRA
*BRGG Holdings
Chehalis, Washington*



In addition to those listed on pages 9–10, we have more Northern Highbush varieties available on our website, including the following:

BLUECROP	EARLIBLUE
BLUEGOLD	REBEL
BLUEJAY	TORO
CHANDLER	

Visit **OBlueberry.com** to learn more.

RABBITEYE VARIETIES

Rabbiteye varieties have been commercially cultivated for nearly 100 years and are native to the southeastern U.S. While older varieties have a high seed content, resulting in a gritty texture, the **QUALITY OF NEWER VARIETIES IS VASTLY IMPROVED** and can be indistinguishable from northern and southern highbush varieties. Rabbiteyes tend to be **HIGH YIELDING**, have **FEWER PEST ISSUES** and **REQUIRE LOWER INPUTS**. Given these benefits, we encourage growers to consider whether these cultivars might be appropriate for their particular situation.

Generally, Rabbiteye varieties are not self-pollinating and must have two or more varieties to pollinate each other. We recommend a ratio of 70/30 in order to achieve maximum pollination.

If you have any questions about our Rabbiteye varieties listed on the following pages or online, please do not hesitate to contact a member of our sales team at **(503) 873-1200** or **Sales@OBlueberry.com**.

VARIETY	ROYALTY FEE	BERRY	BUSH	CHILLING HOURS	MARKETS	RIPENING PERIOD								
						JULY			AUG			SEP		
						3	4	1	2	3	4	1	2	3
VARIETY: 'KREWER' TM SEASON Late U.S. PLANT PATENT: #28623	\$0.50	Light blue, large berry size, mild flavor, small scar, firm	Upright, vigorous, high yields, machine harvestable	400 per year	Fresh Process U-Pick									
TITAN TM Variety: 'T-959' SEASON Late U.S. PLANT PATENT: #24135	\$0.30	Medium blue, very large berry size, good flavor, small scar, firm, great shelf life	Upright, narrow crowns, very vigorous, high yields, machine harvestable	500–550 per year	Fresh Process U-Pick									
VARIETY: 'PINK LEMONADE' SEASON Late	n/a	Berries begin green then change to pink when ripe. Medium berry size, sweet flavor	Very upright, vigorous, productive; needs high light levels and well-drained acidic soil	300 per year	Fresh U-Pick									

Ripening dates are average for the Western Oregon area. Ripening will vary with locations and season, but the relative ripening periods between varieties should remain the same.



Variety: 'KREWER'TM



TITANTM



Variety: 'PINK LEMONADE'



In addition to those listed here, we have more Rabbiteye varieties available on our website, including the following:

COLUMBUS

VERNON

Visit **OBlueberry.com** to learn more.



PRODUCT LIST

OREGON BLUEBERRY offers plants in a variety of sizes to meet the ever-changing industry needs.

Minimum order size is one pallet.

For more information, please contact our sales team:
(503) 873-1200 or Sales@OBlueberry.com.

6" PLUG LINER



Used to transplant into a larger pot or seed bed under optimum conditions. (Contract grown only.)

12-14" LITER POT

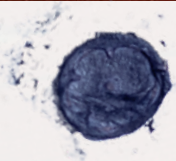


A premium field-ready plant that is upright and transplants extremely well. A popular size for long distance orders.

16-18" 2.6 LITER POT



A premium field-ready plant that is well-branched and sheared multiple times to create a strong root system with a vigorous top. A popular size for fast establishment, often ready for fruiting during the second season.



GROWER TIPS

PRUNING: We ship plants that are pre-pruned and **will not require** further pruning for the first growing season. We recommend stripping any blooms off at the “bloom stage” rather than pruning to avoid a point for disease to enter.

WATERING: When checking newly planted fields for moisture, be sure to check the root ball as it usually will be drier than the dirt around it.

FERTILIZING: Be careful not to burn newly planted fields with aggressive fertilizing. We **do not** recommend hand fertilizing due to concentration around the crown area.

SPACING: The following will assist you in choosing the correct number of plants for your site:

PLANTS PER ACRE:

1½ × 10 (2,904)	1½ × 11 (2,640)
2 × 10 (2,178)	2 × 11 (1,980)
2½ × 10 (1,742)	2½ × 11 (1,584)
3 × 10 (1,452)	3 × 11 (1,320)

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MAIN OFFICE

8474 Hazelgreen Road NE
Silverton, OR 97381

RIVER ROAD NURSERY

8375 River Road NE
Salem, OR 97305

For all inquiries, please contact us at:

(503) 873-1200 or

Sales@OBlueberry.com



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www.Oberry.com

GROWER DRIVEN SINCE 1973