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Welcome to Nursery Country

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PRESIDENT'S MESSAGE

An immersive experience

Last month, Las Vegas showcased its newest attraction. The Sphere at The Venetian Resort was turned on for the very first time.

The sphere is 366 feet high and 516 feet wide. With a total of 875,000 square feet, it will be the largest spherical building anywhere in the world. The exterior uses 1.2 million small, programmable LED lights. This feature was showcased when the switch was flipped and tourists and residents alike were astonished to see realistic renderings of a giant life-size basketball, a human eyeball, and the American flag displayed on the exterior of the sphere. I imagine it really was an incredible sight to see.

The interior of the sphere will have the largest 16K resolution LED screen in the world. It will also feature over 150,000 speakers. Sound will even be delivered through the floorboards. Additional 4-D technologies will be used to mimic scent and the wind. All of these sophisticated resources are being used to create a more immersive experience for the consumer.

As humans we want to connect with the things around us through sight, taste, sound and touch. This idea is what makes Disney theme parks stand out above many of their competitors. They focus on the small details that allow you to feel a part of the story in a personal way.

Fifty years ago, a group of trailblazers in the Oregon nursery industry had an idea to create a trade show locally. The first Farwest Show took place in 1973 with targeted ads proclaiming, "All Roads Lead to Portland." The goal was to create a world-class trade show that allowed growers, customers, sales reps and business partners to come together; to create an immersive experience with the people and places that produce the quality plant material they have come to expect.

I have attended the Farwest Show since I was a child. I followed my Dad around, mesmerized, watching him in his element. It seemed like he would interact with every person in every booth.

The relationships created and built upon at the show were critical for him as an individual and a business owner. Through these interactions, Dad would leave with a better barometer of the health of the nursery industry in Oregon. He would see upcoming business trends that would excite him, and come away more edified and engaged from having spent time interacting with the best this industry has to offer.



Todd Nelson
OAN PRESIDENT

Dad has since passed on, but I still look for the familiar faces of those great people he would visit with — folks like Bob Fessler of Woodburn Nursery & Azaleas, Mark and Jolly Krautmann of Heritage Seedlings and Liners, and Ray Klupenger of Klupenger's Nursery and Greenhouses.

Ray passed away in 2022, but we are fortunate to have Karen, his daughter, work as one of our managers.

Following my father's example, I bring my family to the Farwest Show. It's an event we look forward to every August. When they were young, my children would race from table to table collecting as much swag as possible and often would come away with way more candy than what they could score on Halloween.

The Farwest Show marked the last few days of summer break. It gave our family the perfect opportunity to connect and reflect.

Usually, after the final show, we would treat the children to dinner at a special restaurant and talk about the upcoming school year. We would share our hopes and dreams, make plans and goals, and renew our commitment to helping each other be our best. This became the highlight of summer break, and we looked forward to it each year.

Fifty years later, and all roads STILL lead to Portland. The Farwest Show this year, as it has been in the past, will be an immersive experience. Throughout the week, there will be tours, networking events, social events, guest speakers, seminars and specialized training for you to participate in. There will be continued opportunities to sell nursery stock, visit with old friends and make new friendships that could very well last for generations.

And just maybe, if you're lucky, you will see a young child following their dad — or a bunch of kids racing from booth to booth searching for the best swag and candy.

One thing's for certain, it will be the highlight of summer! I look forward to seeing you there. ☺

Todd Nelson



CALENDAR

Get the word out about your event! Email details to Calendar@OAN.org.

AUGUST 8-10

THE GARDEN CENTER SHOW

This annual trade show and networking event for independent garden center owners will take place in Milwaukee, Wisconsin, and includes an education program sponsored by Garden Centers of America. For more information, visit www.GardenCenterShow.com.



AUGUST 9-11

NURSERY/LANDSCAPE EXPO

San Antonio, Texas, is the site for this annual expo presented by the Texas Nursery & Landscape Association. For more information, visit www.NurseryLandscapeExpo.com.



AUGUST 13-16

TREES + TECH SUMMIT / ISA CONFERENCE

The International Society of Arboriculture will host its annual conference and trade show in Albuquerque, New Mexico, from August 14-16. A new pre-conference event, the Trees + Tech Summit, will take place the day before on August 13. The summit will bring together thought leaders from around the world to learn about the latest technology and strategies to solve common urban forestry challenges. Log on to www.ISA-Arbor.com for more information.



AUGUST 17

CNGB BUYERS EXPO

The Colorado Nursery and Greenhouse Association (CNGB) is hosting an outdoor Buyers Expo at Adams County Fairgrounds (9755 Henderson Road, Brighton, Colorado). The expo is designed for buyers and specifiers who are interested in purchasing or sourcing plant



AUGUST 23-25 | FARWEST SHOW

Cheers to the biggest green industry trade show in the West! Celebrating its 50th anniversary this year, the annual horticulture extravaganza is produced by the OAN and brings together more than 300 exhibitors and 4,000 attendees — growers, retailers, wholesale buyers, suppliers and landscape professionals — to the Oregon Convention Center in Portland, Oregon. For more information and to register, visit www.FarwestShow.com.



material, including retail nurseries, garden centers, landscape contractors, municipal parks and recreation departments, landscape architects, property management companies and other relevant industry professionals. To register, please visit www.ColoradoNGA.org.

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Electric, hydrogen and hybrid trucks, tractors, excavators and other vehicles will be on display at the West Coast's premier fleet modernization and sustainable transportation event, taking place at the Greater Tacoma Convention Center in Tacoma, Washington. The Great Western Carbon Conference will take place on Thursday, August 24. Hear from policymakers, industry stakeholders, academia and NGOs about the state of carbon policy in the country, the next

phase to reduce emissions, the impacts of these policies, and how to adapt to this transitional era of decarbonization. To learn more and register, log on to www.GTSummitExpo.com.



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OCTOBER 27-28

OAN CONVENTION

Save the dates for the Oregon Association of Nurseries' Convention, taking place over a long weekend at a location to be announced soon. This annual gathering is a special opportunity to discuss the state of Oregon's nursery and greenhouse industry in a relaxing, celebratory setting. Contact Allan Niemi, OAN Director of Events, at ANiemi@OAN.org or 503-682-5089 for information about sponsorship opportunities. ☺

Farwest turns 50

Ever since the first Farwest Show in 1973, right up to this year's 50th anniversary, the nursery industry that comes together, grows together

BY KYM POKORNY



J. Frank Schmidt & Son Co. were one of the first growers to exhibit at the Farwest Show. Above: Dave Fleming (wearing cowboy hat) and Paul Lotherman man the booth. Below: J. Frank Jr. promoted Nursery Country and the show's original home at Memorial Coliseum.



EVERY AUGUST, thousands of nursery professionals kick the dirt off their boots and head for the Oregon Convention Center, where the Farwest Show offers them a chance to show off their best products, plants and people.

Over the last 50 years, the Farwest Show, produced by the Oregon Association of Nurseries, has grown into the largest nursery trade show on the West Coast.

As it celebrates a half-century, the show continues to demonstrate its relevance, drawing people from around the country, Canada and the world. Walking the aisles, checking out new products and visiting with old friends has become a tradition for many, including those original exhibitors who have attended every year without fail.

J. Frank Schmidt III, the second-generation co-owner of Boring, Oregon-based **J. Frank Schmidt & Son Co.**, along with his sisters Jan Barkley and Jean Webster, learned the ropes by attending with their father, J. Frank Schmidt Jr., who founded the nursery more than 75 years ago. As the Farwest Show has grown, so has the Schmidts' >>

Farwest turns 50

Below: Former Oregon Gov. Barbara Roberts (second from left) attended the Farwest Show and posed for this photo with Rod Park of **Park's Wholesale Nursery LLC** (far right), Kathie Femrite of **Femrite Nursery Company** (second from right) and an unidentified person (far left).

Above: The scene from the Silver 25th Anniversary Farwest Show.

business. From humble beginnings, J. Frank Schmidt now ranks as one of the largest shade and ornamental tree growers in the U.S. with 1.5 million plants sold each year.

Schmidt remembers many hours spent in the large booth, now featured prominently at one of the entrances to the show with a 10-foot-tall banner proudly announcing their line of trees. Farwest was where he met the late, great Ted Van Veen Sr., the famed rhododendron grower from **Van Veen Nursery**; Don Howse, owner of **Porterhowse Farms**; and Raymond Klupenger, owner of **Klupenger's Nursery and Greenhouses**, who died in 2022 and was instrumental in the creation of the Farwest Show.

"I spent a lot of time in the booth and learned a few things over the years," Schmidt said. "I remember meeting all of those guys. They all knew so much and were respected."

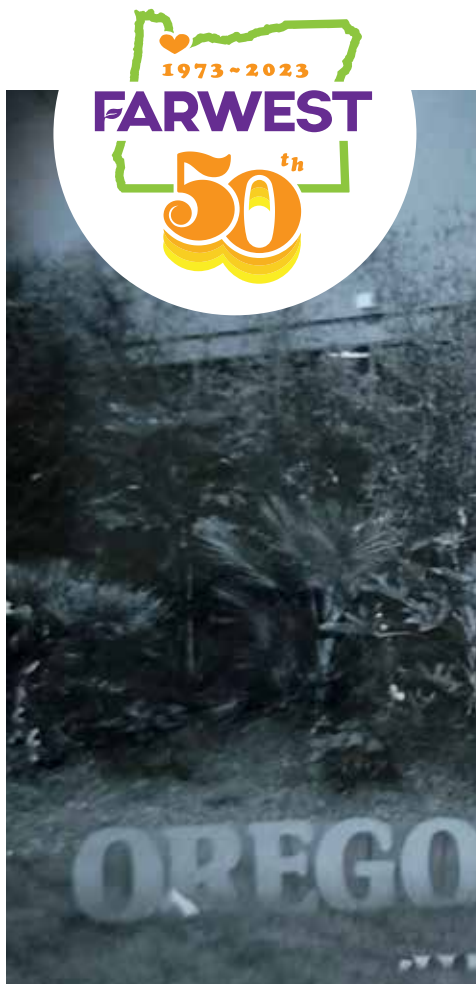
How it began

Jim Heater — the first manager of the Farwest Show — was one of those guys. To this day, Heater remembers exactly that the first show in 1973 had 121 exhibitors and 1,462 attendees. He also remembers there were some who didn't immediately jump on board. But nurserymen like Klupenger, Van Veen, Schmidt and Howse believed in it from the start and threw their weight behind the show.

"All roads lead to Portland," an ad

trumpeted for that first Farwest Show. Heater and Ray Klupenger, president of the OAN in 1972, donned white cowboy hats and took their show on the road to the five big trade shows at the time.

"We got reservations for those shows and had a booth advertising Farwest," Heater said. "We invited everyone to Portland — kind of like (newspaper editor) Horace Greeley, who said 'Go West, young man' (in 1871). We were looking for national attention." ➤



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Farwest in the 1970s saw its fair share of Chia Pets and polyester slacks.

The industry began to respond.

From afar, people had seen the quality of Oregon plants they were buying and were eager to see examples of the millions of plants shipped to the Northeast and other regions, and meet the women and men who produced them. Every subsequent year the Farwest Show grew bigger.

The show, which started at Portland's Memorial Coliseum, moved to the Portland Expo Center and then relocated to the shiny new Oregon Convention Center in 1991, where it eventually spilled onto two floors. Booths and, back then, display gardens, lined the packed aisles.

"It took off with such a bang once it got its feet," Heater said. "It's just the place to go now. No one has to travel all over the county with white cowboy hats anymore."

Heater, who also led the Northwest



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Hines Nursery and its successor, Everde Growers, have been part of the Farwest Show since the beginning.



Agricultural Show for many years, remembers driving the 50 miles or so to get to Portland from his seven-generation farm. It wasn't fun for a farm boy.

"It was a challenge at times, but an awful lot of fun," Heater said. "I was working with this group of nurserymen who were smart people. They'd been around the world. They guided as much as I did. Most of them are now good friends. That was one of the best parts."

Pat Hughes, Northwest director of independent garden center sales for **Everde Growers**, started working the show in 1995 when he was with **Hines Growers**, which was purchased by Everde in 2018. Today, Everde, with 15 farms in Oregon, Florida, Texas and California, is licensed to grow First Editions, Bloomin' Easy, Proven Winners, Encore Azaleas and Bushel and Berry.

"Farwest is part of the DNA of Everde," said Hughes, who wore a sports jacket and tie before fashions changed and formality went by the wayside. Nowadays, it's polo shirts. "We call it 'old home week.' It's like the red carpet at the Oscars when they ask, 'Who are you wearing?' We do the same thing, but it's 'Who are you with now?' You look at their badge to see if they've

moved to another company. There's a lot of hugging and handshakes going on. There's such great value in renewing relationships and keeping them strong. All the people you know in the industry — customers and peers — are at the show."

How it's going

Education was and still is an important part of the Farwest Show experience, according to Shane Brockshus, chief operating officer for **Bailey Nurseries**, the Minnesota-based grower with extensive operations in Oregon and another farm in Washington. In 2018, Bailey purchased **Carlton Plants LLC**, one of eight exhibitors who have had a footprint at Farwest since the very first show.

Whether it's looking for improvements and innovations, checking out how others do business, or visiting the New Varieties Showcase and New Products Showcase, where nurseries and businesses introduce new plants or products to the green industry market, the Farwest Show offers much in the way of knowledge.

Not least in learning opportunities is Farwest's educational sessions, which Bailey's plant health employees attend for continuing education and certification.

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Farwest turns 50

keting and sales, writing orders is rare nowadays. Bailey, which sells more than a million trees, shrubs and container plants annually, once had employees sitting at tables with pen and order form in hand. Nowadays, Brockshus feels building relationships is more important. “With technology evolving, the business is becoming more automated,” he said. “But a handshake is still worth a lot.”

Bill Moyer is sales manager for **Briggs Nursery**, a pioneer in growing woody ornamentals, including top-of-the-line rhododendrons, *Kalmia* and unusual plants their customers can’t find anywhere else. He thinks the show is still the best way to connect with current or potential customers.

“We may get a few orders, but attendees see what’s new and that often inspires future sales,” Moyers said. “Getting orders online doesn’t offer the opportunity to make contact with customers. Now, Farwest is about customer service, rather than seeing how many orders are written.”

A family affair

The hustle and bustle as exhibitors rushed around getting booths set up, not an uncomplicated proposition, was a formative part of childhood for Steve and Joe Gold, owners of **Gold Family Farms Inc.**, a third-generation nursery in Hillsboro, Oregon, that specializes in containerized conifers, deciduous and evergreen trees, and shrubs and topiary. For years the nursery had two booths, and the boys would help build and break them down.

“It was a big thing for us kids; it was something we did with Dad,” Steve Gold said. “I remember my dad would tell us what to get ready and we’d get it in the truck. He did the design, we helped set up and then we’d go to dinner. Just the kids with Dad. It was good family time.”

Farwest was party time, too. Nurseries shuttled attendees from the Oregon Convention Center to nursery country for operational tours, food, drinks, merriment and, of course, plants.

Starting in 1996, J. Frank Schmidt & Son Co. celebrated its 50th anniversary by inviting Farwest attendees to a plant



50 and counting

Farwest Show exhibitors since 1973:

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Briggs Nursery

Gold Family Farms Inc.

Everde Growers (via Hines Growers Inc.)

Iseli Nursery

J. Frank Schmidt & Son Co.

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Farwest turns 50

Farwest has always been the place to connect with fellow growers and to see the latest plant trends and fashions.

tour, dinner and dance for more than 500 guests. As the special event continued over the years, the Schmidt Arboretum became the place to network away from the Farwest trade show floor. But most of all, these parties were fun, with memorable themes like Augtoberfest and Fiesta Farwesta.

Susie Usrey, retired vice president of customer relations at **Monrovia Growers**, which grows more than 4,000 varieties, remembers many good times, too. People came to Monrovia's farm in Dayton, Oregon, for more fun. "It was just so good to see people you didn't see a lot. We would invite people to our house. We did a lot of that. It was pretty much our life, which was wonderful. I really miss it."

The future of Farwest

Starting in 2008, the Great Recession put a damper on the number of Farwest attendees and exhibitors. Then the COVID-



19 pandemic cancelled the show in 2020. But since coming back in 2021, Farwest continues to show its immeasurable value to the growth of the green industry.

For 2023, more than 300 exhibitors will converge on Portland, along with more than 4,000 attendees. Farwest is, like Hughes said, in Everde's DNA, and so it is in the other stalwart exhibitors (see sidebar, "50 and counting").

"It's our tradition. It always turns a profit for us," said Rick Anderson, president of **Anderson Pots** in Portland, Oregon, an innovative business that produced the first plastic nursery pot in 1957. The company

has concentrated more on the nursery industry in the years since they showed up at the very first show..

"Businesswise it's still good, and it's something to carry on. We're part of the nursery industry and we need to support it. It's a very good show, still the biggest on the West Coast." ☺

Kym Pokorny is a garden writer with more than 20 years' experience writing for The Oregonian (Portland, Oregon) and other publications. She is currently a communications specialist with Oregon State University Extension Service.

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Mike Darcy

Head “plant nerd,” longtime speaker, host of gardening shows on radio and TV, and author of the *In the Garden* email newsletter. You can reach Mike, or subscribe to his newsletter, at ITGMikeDarcy@Comcast.net.

Once thought to be the southernmost-growing tree on earth, *Nothofagus antarctica* grows very well right here in the Pacific Northwest, as Mike discovered during a recent visit to a local garden in Lake Oswego, Oregon. Native to Chile, South America, the tree grows to a mature height of 20–30 feet tall with an airy appearance. Small, dark green, glossy green leaves have crinkly margins, and a trunk with small white ridges that look like steps.

PHOTOS BY DAVE ECKERDT

VISITING GARDENS is a great way to see how other gardeners use plants in unique combinations, and also for socializing with other gardeners. But probably my favorite reason to go is to see and learn about plants that are new to me.

Fortunately, the Hardy Plant Society of Oregon (HPSO) offers members like me the opportunity to visit gardens through its “Open Gardens” program (www.hardyplantsociety.org/open-gardens). HPSO members provide access to their gardens so fellow members can stroll through and see new plants and unique plant combinations, view garden art and learn about new garden products, all while socializing with fellow gardeners. It is a delightful way to spend a day, as I did recently.

In mid-June, I visited the garden of Jeffrey Herbst and Marge Erwin. It was my first visit to see their garden, located along the Tualatin River in West Linn, Oregon. I was immediately impressed by the giant firs and cedars that formed the perimeter around the house and the gar-

den. Jeff is a serious plant person with a passion for plants. He has created a true collector’s garden.

As we toured the garden, Jeff told me about the plants and their history. I asked him about a tree that was unfamiliar to me and he identified it as a *Nothofagus antarctica*. For many years this tree was thought to be the southernmost-growing tree on earth. A native of southern Chile and Argentina, it was introduced to the United States in 1830. However, in 2019 another species, *N. betuloides*, was found growing farther south on the Chilean island of Hornos, which then became the southernmost-growing tree on earth.

The *N. antarctica* growing in Jeff’s garden has an airy appearance. The glossy leaves are small, dark green with crinkly margins, and the trunk has small white ridges that look like small steps.

Since this is a relatively rare species of tree, I was surprised to see another *N. antarctica* during a different visit to the garden of Pat and Dave Eckerdt in Salem, Oregon. About 10 feet tall, the Eckerdts’


tree grows in an open area and has the same airy appearance as the one in Jeff’s garden, which stands about 20 feet tall. Both appear to be growing well here in the Pacific Northwest, far from their native land.

As usually occurs, a visit to an open garden resulted in learning about a new plant, and also a lesson on the value of time.

Farwest is one big open garden

As a fan of open gardens, I’m reminded of the biggest open garden of them all — the annual Farwest Show. For me, Farwest has always been a place to discover new plant introductions and new garden products. It’s also a wonderful opportunity to socialize with other green industry professionals. Plus, seminars keep me up to date on the latest industry information.

The Farwest Show turns 50 years old this year and it promises to be a grand celebration. So much has happened during these past 50 years in every aspect of the garden business, and that reflects in the actual structure of the event itself.

At last year’s Farwest Show, 

WHAT I'M HEARING

Remember the days of dialing "0" to talk to an operator for help looking up a phone number, making a collect call or dialing long-distance? Those days weren't so long ago, as this photo from the 2003 Farwest Show floor shows.

while walking down an aisle of cubicles, I thought back to the days of pay telephones. During past shows, these cubicles were used as telephone booths and they were all in use. Usually there was a line waiting to use the next available one. Today, those pay telephones are gone.

A few years ago, I was watching a movie with my 10-year-old grandson and there was a scene with a man in a phone booth. He asked me what it was, and what was that man doing? How times change! It's hard to believe pay telephones were once the most direct line of communication method for making sales on the Farwest Show floor. Now, cell phones rule!

There are many reasons why I've attended the Farwest Show for many years. For me, it is the plants — seeing the new introductions and the tried-and-true favorites in person. There is really no better way to stay current than seeing plant varieties up close.

The Farwest Show connects the greater growing community. Gardeners are always looking for something new, and the Farwest Show is the place where garden centers can learn about the latest plants plant buyers will be asking for. Perhaps, a *Nothofagus betuloides*!

Of course, the garden centers of today do not look or oper-



ate like the garden centers of 50 years ago. Hopefully, the one constant from yesterday to today is customer service. Gardeners appreciate that social connection, now more than ever.

Whether small like HPSO or big like Farwest, open gardens offer the opportunity to make these vital connections.

Enjoy the Farwest Show and learn about a new plant! ☺

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Hot for Hinoki

Hinoki cypress is hotter than ever for use in modern landscapes

BY EMILY LINDBLOM

IN JAPANESE, Hinoki literally translates to “fire tree.” Like its namesake, Hinoki cypress (*Chamaecyparis obtusa*) lights up the landscape. An evergreen conifer with an upright form that resembles a burning fire, Hinoki has a slow growth habit that fits well in small landscapes, including residential gardens.

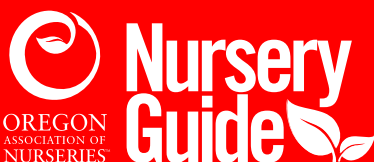
Kevin Borts, nursery manager at **Bizon Nursery Company** in Hubbard, Oregon, said the market for Hinoki is hot. Over the years, he’s seen demand for them increase as homeowners and landscapers look for plants that will fit into tight spots — and shine.

“Today in most residential neighborhoods, houses have a smaller footprint with not much of a yard, so the plants used have to go vertical or stay smaller in growth habit to utilize the space better,” Borts said. “Hinoki works well.”

While some varieties can grow 40 to 75 feet tall, the nurseries offering Hinoki cypress for residential landscaping tend to carry smaller cultivars. Bizon, a wholesale grower of primarily evergreens, sells about [»](#)

Hinoki cypress fits well in small modern landscapes and residential urban gardens.

PHOTO BY PETER SZYMCAK



Scan QR code to
connect with
19 nurseries that carry
Chamaecyparis obtusa
'Nana Gracilis'



Hinoki cypress

Chamaecyparis obtusa 'Chirimen'

PHOTO COURTESY CONIFER KINGDOM

30 different cultivars of *C. obtusa* to other wholesale nurseries and garden centers.

Iseli Nursery, a wholesale grower in Boring, Oregon, grows 27 cultivars of Hinoki cypress, ranging significantly in color, habit and growth rate, but all categorized for hardiness zone 5.

Jock Demme, sales manager at Iseli, said growth rate preference for landscaping is predicated on the size of the garden and the architectural function desired.

"Hinoki cypress range in size from the very dwarf to fairly fast-growing tree forms," Demme said. "The most popular in the garden center trades are the slow-growing and intermediate-growing clones, in either dark green or gold variegated."

Size matters

Rare Tree Nursery, a grower based in Silverton, Oregon, specializes in conifers. They process thousands of orders of Hinoki cypress every year, many of which are sold directly to homeowners for use in their gardens through a direct-to-consumer website, **ConiferKingdom.com**.

Larry Stanley of Rare Tree said that customers should know the difference between miniature and dwarf varieties. A miniature variety will grow less than one inch per year, reaching about 2 feet tall after 10 years. A dwarf variety could grow between 1 to 6 inches per year, and reach 5 feet tall in 10 years. "I can list 40 of them that don't get bigger than 2 feet for 20 years," Stanley said.

Linda Hannan, owner of Linda Hannan Garden Design in Portland, has been using *Chamaecyparis* extensively in her garden design projects for more than 35 years. While she uses different varieties of the genus, she usually chooses *C. obtusa* (Hinoki cypress).

"Most of the time when we're placing plants, we use *Chamaecyparis obtusa*, which really gives the Hinoki look that so many people like. We use them because they last," Hannan said. "For our client's gardens, we want hardcore survivors that are not going to die. They're expensive shrubs, so I don't want to put something in that's not going to make it."



Chamaecyparis obtusa 'Fernspray Gold'
 PHOTO COURTESY ISELI NURSERY

Nursery Guide



Scan QR code to connect with 8 nurseries that carry this plant



Hannan designs residential gardens and has done some commercial work as well as public gardens.

“*Chamaecyparis* can come in any size you want, they’re evergreen and textural plants and people love Hinoki cypress,” Hannan said. “Even if they didn’t know about them before we started, they love them after that, and I have several in my own garden.”

Demme said Iseli Nursery meets a steady demand for Hinoki cypress in retail garden centers and re-wholesale firms in the U.S. and Canada.

“They are a very popular landscape plant and frequently requested by home gardeners and garden designers and landscape architects,” Demme said. “They are also fairly able to reproduce ‘true to type,’ so good populations of reliable plants are generally available to the trades.” ➡

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Hinoki cypress

Chamaecyparis obtusa

PHOTO COURTESY BOUNTIFUL FARMS

Popular selections

Stanley said Rare Tree Nursery has several miniatures available, including the bun-shaped variety known as ‘Green Cushion’.

“At 20 years old, it will be 20 inches across and 8 inches high, like a wheel on its side,” Stanley said. “It’s rare but we have some gallon cans out there now.”

Before joining Rare Tree Nursery, Stanley sold many different cultivars of Hinoki cypress through his own business, Stanley and Sons Nursery. One of the dwarf cultivars that caught Stanley’s attention in the 1990s is called ‘Chirimen’ (*C. obtusa* ‘Chirimen’), referring to the silk fabric that kimonos are made of in Japan.

“It grows straight up but all its needles are crushed around the stem, so it doesn’t take up much room,” Stanley said. “I had the first three that came to America and



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Chamaecyparis obtusa 'Hage'
PHOTO COURTESY RARE TREE NURSERY

Nursery Guide



Scan QR code to connect with 2 nurseries that carry this plant



after 20 years they were 4 to 5 feet tall.” One popular cultivar today is ‘Kosteri’, a dwarf variety that grows 4 to 6 inches per year. Stanley said it has beautiful netting in its fans that fill out the space around it.

Another is ‘Fernspray Gold’, which has a fern-like appearance with juvenile foliage growing on top of adult foliage.

But perhaps the most commonly grown variety is ‘Nana Gracilis’. “It is a dwarf but I’ve had them grow to 65 years old at my place and it’s over the eaves of my house,” Stanley said. He noted that its dark green color and medium growth habit have made ‘Nana Gracilis’ a mainstay at just about every garden center and is always a crowd pleaser.

Borts said Bizon Nursery’s top sellers are ‘Nana Gracilis’, the yellow-green ‘Verdoni’, and the ornamental mid- ➤



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Hinoki cypress

Chamaecyparis obtusa 'Green Cushion'

PHOTO COURTESY RARE TREE NURSERY

size Hinoki called the 'Wells Special', which can be used as a focal point.

"The 'Wells Special' I grow are great for landscaping and are great foundation-type plants," Borts said. "They set the scene for everything else."

Some of the dwarf cultivars can be popular for bonsai as well. Rare Tree Nursery occasionally sells bonsai that have been pre-started over a year or two with wire or have the limbs cut so customers can follow the pattern to continue the practice themselves. The distinct platform limbs of the 'Reis Dwarf' cultivar can be precisely tiered in bonsai work.

Slow and low

While the demand for *C. obtusa* remains high, Hannan said she's seen a change in supply since the pandemic. "Most shrubs are much less available than



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Chamaecyparis obtusa 'Nana Gracilis'

PHOTO COURTESY RARE TREE NURSERY

**Nursery
Guide** 



**Scan QR code to connect with
19 nurseries that carry this plant**

they were,” she said. Even before COVID-19 and the supply chain issues that followed, nurseries had already been through a difficult time of low availability.

“During the 2008 financial crisis we lost hundreds of nurseries,” Hannan said “The selection since then has been much more difficult with every kind of plant.”

Besides lack of availability, another consideration, according to Stanley, is for homeowners to know when choosing Hinoki cypress for their landscaping how much the plant is expected to grow per year. “It’s about knowing your space and how long you want to have it there and how to plant for the area,” Stanley said.

‘Nana Lutea’ is an excellent understory plant that can tolerate shade very well, but other cultivars, like ‘Verdoni’, prefer to grow in full sun. Demme said most of the green cultivars grow well in full ➤



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Hinoki cypress

sun, while the yellow and gold selections prefer morning sun with afternoon filtered light or shade.

Landscaping considerations

With origins from east Asia, the Hinoki cypress is a staple of traditional Japanese gardens. It has become popular in the United States in USDA hardiness zones 5–8. While a majority of Hinoki go to the East Coast (zone 6), from Ohio to New Jersey, the prime states for growing Hinoki are Oregon and Washington.

“This is the best place for them,” Borts said. “They need rainfall and nighttime temperatures to dip down.”

Borts added that all the Hinoki cypress cultivars work well in a Northwest landscape, but their success still depends on the placement of the tree and the exposure it will get. When choosing which cultivar to plant, a landscaper needs to consider whether a shorter shrub or something with more height would make sense in the space.

Since Hannan designs residential areas, she works in all sizes of gardens, some huge and some that she referred to as “pocket gardens.”

“You pick your plant according to size,” she said. “Some you would never put into a small garden but some of the smaller plants you would put multiple in a large garden.”

Hannan said the specific cultivars she chooses to use depend on the conditions of sunlight, shade, moisture in the soil, and shape of each garden she works with.

“Every garden design is completely unique,” Hannan said. ☺

Emily Lindblom is an Oregon-based freelance journalist covering business, environmental and agricultural news. She has a background in community reporting and a master's degree in multimedia journalism. Visit her website at EmilyLindblom.com or reach her at Emily@EmilyLindblom.com.



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Ice adorns a fountain in Charleston, South Carolina, on December 24, 2022, when a winter storm blanketed much of the Southeast United States with frigid temperatures, fierce winds and snow as far south as Atlanta, Georgia.

PHOTO COURTESY PHYS.ORG

The (not so) big chill

Plant sales have cooled off since the highs of the COVID era, but 2023 is shaping up strongly so far for the green industry

BY JON BELL

IT GOT COLD in Atlanta this past winter. One day in December, the mercury topped out at a frigid 7 degrees.

“I can’t ever remember a single-digit day since I moved here in 1989,” said Danny Summers, managing director for The Garden Center Group (www.TheGardenCenterGroup.com), an alliance of garden centers, service providers and vendors that works together on business solutions designed to help garden centers improve operations. “It was a horrendous December.”

That Atlanta chill would cast a cool shadow well into the spring all across the country. The spring months were wet and cold, giving nurseries and growers a bit of a slower, longer start to the growing season. With that came a little worry that 2023 might be the year that the boom of the prior three years might finally taper off.

But while there has been some softening since the height of the stay-at-home-and-garden-because-of-COVID trend, 2023 is turning out to be another solid year for nurseries. Inflation has tapered a bit, prices remain solid, housing is holding, and high shipping costs and supply chain slowdowns have eased up. Nurseries are being a little more conservative lest they get burned like they did during the Great Recession, but overall, there is optimism on the outlook for 2023.

“The nursery industry is in a really healthy spot right now. Nurseries are being cautious and really smart about the economic outlook for the next couple years,” said Todd Hatley, a relationship manager at **AgWest Farm Credit**, an agricultural lending cooperative serving farmers, growers and other related businesses in the West.



Danny Summers

Loosening up

As anyone in the industry knows, nurseries fared well during the COVID years, fueled by record sales as people stayed close to home, tended to their landscapes and delved into gardening.

According to The Garden Media Group, more than 18.5 million new gardeners gave it a go during the pandemic. As people returned to work and their more normal lives, that phenomenon dropped off some, but sales remained strong.



The (not so) big chill

Here in Oregon, nurseries rode that wave as well. In 2022, nursery sales hit nearly \$1.4 billion, topping the list of the state's agricultural commodities. That happened even though inflation was at a record high, fuel and shipping prices were soaring, and global supply chains were backed up.

Now, some of those challenges have loosened, making the way at least a little smoother for growers here.

"We are actually going to be up from last year a little bit," said Tom Fessler, owner of **Woodburn Nursery & Azaleas Inc.**, an azalea and nursery stock production operation in Woodburn, Oregon. "We've increased production of some key items, and we ship throughout the U.S., so the diversity helps spread that out for us."

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The (not so) big chill

Leveling off

Retailers and garden centers are off to a decent start this year as well. According to Summers, retail sales among the more than 120 centers in The Garden Center Group were up just over 2% year to date in mid-June over the same time period last year. The Gulf Coast region was up more than 6%, the Mid-Atlantic was up almost 5%, and Ohio was up nearly 8%. Here in the Northwest, sales were up less than 3%.

“I think we’d be up more overall if it wasn’t for you guys in the West,” Summers said. “You had such a late winter, tons of rain, tons of snow. I was talking to someone in Colorado who said they had so much snow that the aquifer where they are has enough to last three years. It’s just been a tough spring for the industry out West.”

Summers added that, contrary to 2022, sales transaction counts are up in 2023 while average sales prices are down, likely



the result of easing inflation and other factors. “Most of the inflationary effects on pricing really happened either in late 2021 or into 2022,” Summers said, “but that, along with fuel pricing and importing costs ... much of it has leveled off now.”

Housing help

The strong sales so far in 2023 are being helped by the lingering effects of the COVID lockdowns. However, as he noted in his “2023 Outlook for the Green Industry,” Charlie Hall, professor and Ellison Chair in International Floriculture at Texas A&M University, is unsure just how much longer that might last. One question he cannot answer, Hall wrote, is “whether or not consumers will continue to spend on lawn and garden products and services at the same elevated rate as they have during the pandemic.”

“Historically, their consumption has retreated back to trend levels as the industry has not been successful in retaining many of the new consumers that engaged in gardening and landscaping when they stayed at home more during periods of downturns (or now pandemics),” Hall wrote. He also noted that supply chains impacting the industry have been improving and should be

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2023 Outlook for the Green Industry

www.FarmCreditEast.com/en/Resources/Industry-Trends-and-Outlooks/Reports/20230201KEP_GreenIndustryOutlook



“functioning closer to normal by late 2023.”

While not nearly booming, the housing market has also been fairly good for nurseries. According to the National Association of Homebuilders, a lack of existing inventory and stabilizing mortgage rates helped drive single-family home production up to its highest point of 2023 in April. That month, housing starts were up about 2% over the same time in 2022 and on pace to hit 1.4 million starts this year. While still an increase, the association did note that the overall number of starts for 2023 is expected to be 28% lower than 2022.

Even so, other signs of housing strength are showing in the multifamily sector and in home remodeling, both of which can help drive demand for nursery products.

From a higher level, Summers said Millennials continue to impact the nursery industry as well. Not only are they buying or building homes in both urban and rural areas, but they are getting into gardening as part of their overall lifestyles. >>

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The (not so) big chill

“They are more bought-into nature and organics and recycling than the Boomers ever were,” Summers said. “The Millennials are more truly built around our customer profile.”

Costs and caution

Looking out over the rest of 2023, nurseries can probably expect more of the same: some easing of demand compared to past years but steady sales in the near term.

Fessler said he is concerned about interest rates remaining high, and also new regulations in Oregon. Among the latter are new rules that require employers to provide workers with more breaks and access to shade during hot weather, which adds time and money to a nursery's operations. Additionally, a new Oregon law will phase in overtime limits so that employers must pay overtime to farmworkers who work more than 55 hours a week. That limit will drop to 40 hours per week in 2027.

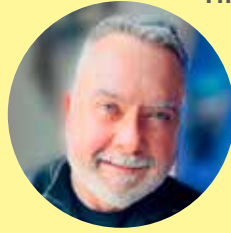
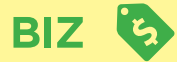
“That's going to cost us more money,”

20/24 Vision for Garden Retailing

FARWEST SEMINAR

Wednesday, August 23 | 9:45-10:45 a.m. | Room B110

Danny Summers, Managing Director/Chief Instigator,
The Garden Center Group



Garden retailing has experienced major growth in new customers and sales since 2019. As we look forward to 2024, Danny will share insight of the The Group's 150+ Garden Centers performances and the Best Practices Benchmarks from The Group's Annual P&L Studies of 2020, 2021, and 2022 plus additional observations and trends to help you prepare for 2024 — and beyond.

Fessler said, “and so our costs are going to go up. Our pricing isn't built for that.”

One thing that's not likely to happen amidst the continuing strength for nurseries — overconfidence that leads to a collapse like the one that happened in 2008. Then, nurseries were overproducing to keep up with demand from the housing market tidal wave. When that crashed, many nurseries did too.

“A lot of them were expanding pretty heavily and things went south in 2008,” Hatley said. “There were a lot of burn piles back in those days.”

This time around, however, nurseries are being more cautious. Hatley said nurseries seem to be holding on to their profits

and not over-investing in expansions or large capital projects. They're maintaining their lines of credit but not using them and otherwise being mindful about the present and the future.

“I think the industry is very cognizant about the fact that we have come through some really, really good years,” Hatley said. “They're being smart about planning so that they can continue to have healthy operations in the future.” ☺

Jon Bell is an Oregon freelance journalist who writes about everything from Mt. Hood and craft beer to real estate. His website is www.JBellInk.com.

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2023 FARWEST SHOW GUIDE

SHOW
GUIDE
INSIDE

- Information
- Floor Map
- Exhibitor Directory & More!

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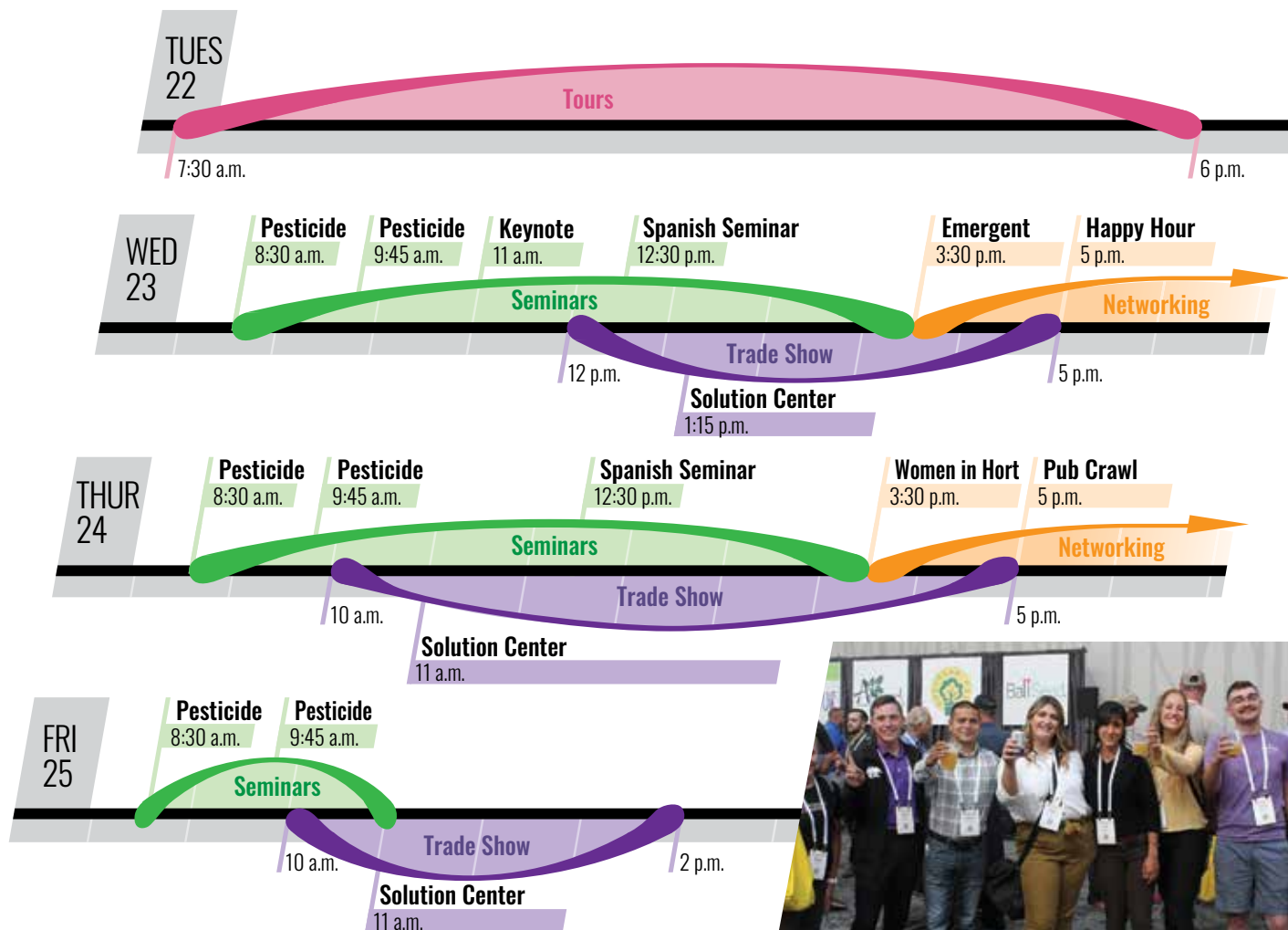


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Show Schedule



Looking for new ideas to increase efficiency, sales and profitability? We know you are! Farwest is your ticket to the nursery and retail garden center industry. Whether you're a grower, retailer, wholesale buyer, supplier or landscape professional, you'll find that Farwest offers you the complete trade show and conference experience.



Show Features

FARWEST TOURS

TUESDAY, AUGUST 22

Check in at 7:30am; buses leave at 8am. Pre-registration required.

The Farwest Show is truly the gateway to Nursery Country. This is your time to engage with other nursery professionals for an entire day, make new friends and gain valuable knowledge to enhance your career and/or business. There will be time for questions and answers, so bring your curiosity!

TOUR 1: Wholesale Grower Tour **SOLD OUT**

Buckle up, as this day will be packed with innovation, ideas and shared knowledge! We'll start at **Rio Verde Plantas** with coffee, refreshments and a display garden tour. Smaller groups will then tour various sections of the farm with presentations from lead growers along the way, including their new integrated irrigation. Stop 2 takes us to **Fisher Farms**, which specializes in woody shrubs offering more than 700 varieties of plants. Next, **Everde Growers** will host lunch, a new plant presentation, a display garden tour and a nursery tour. From there, we'll visit **Blooming Nursery**, where 2,200 varieties of perennials, flowering shrubs, herbs and more are grown. The grand finale takes us to 350-acre **Eshraghi Nursery** for a tour and finally, a Happy Hour reception to enjoy beverages and light appetizers. The day will not disappoint!

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TOUR 2: Garden Center Retail Tour

This tour will visit six garden centers, where you'll collect ideas on merchandising, design, store layout and business leadership. We'll begin at **Garden Fever!**, a neighborhood nursery offering plants, tools, soil and more with an emphasis on sustainable gardening practices. Next is **Hughes Water Gardens**, one of the region's premier water garden centers where visitors can learn about water plants, fountains, fish and more. At **Dennis' 7 Dees Urban Plant Shop**, we'll get creative ideas on small spaces, decorative containers and plant-related gift items. Then we'll visit fifth-generation **Cornell Farm** for lunch and a tour. The day will end with two nurseries on Sauvie Island along the Columbia River: **Cistus Design** will walk us through their remarkable retail, growing and research facilities, and **Sauvie Island Native Plants** will highlight their plant propagation station, explaining how they make bocashi and biochar to boost plant health.

KEYNOTE ADDRESS: KATIE TAMONY

WEDNESDAY, AUGUST 23, 11am in Room C123

FREE to all registered Farwest participants



Monrovia Chief Marketing Officer **Katie Tamony** will share techniques and ways of leading and innovating with fresh perspective in her keynote address — **"How to See Differently."**

With more than 25 years of expertise in the lifestyle, leisure and horticulture industries, Katie has been tracking trends to help companies prepare

for the future since her days as editor-in-chief of *Sunset Magazine* and *Sunset Books*, the premier authority on lifestyle and gardening in the West. Today, Katie leads Monrovia's marketing team, using her intuitive sense of what drives consumer lifestyle interests and their relationships to brands.

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"Many of us have spent years in our industry, and it's easy to forget what it's like not to know what we know," Katie said. "It's also natural to fall into habits of seeing problems and patterns a certain way. But holding a 'beginner's mindset' can help us solve problems more effectively, adapt to change more easily, and actually create more original ideas. So how do we change our perspective and see things with fresh eyes? Looking at the familiar in an unfamiliar way can help us be better leaders and refresh our teams and our approach to our business. Using examples from throughout a career where I have been forced to be a 'beginner' operating at a high level."

MORE SHOW INFORMATION

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NEW VARIETIES SHOWCASE

See the best and newest plants for 2023

Come explore the next generation of problem-solving plants that are sure to turn heads in garden centers across the nation! This popular show feature gives you the first look at a wide variety of newly introduced plants, trees, shrubs and grasses gardeners will be unable to resist. With easy-to-read Hip Labels tags providing plant and licensed grower information, you will have no problem finding the Farwest exhibitors offering them for sale. A panel of distinguished industry judges will select the New Varieties Showcase Best in Show award winners. Meanwhile, attendees can vote for their top three plants, which will determine the People's Choice awards. **Don't forget to walk through and vote for your favorites!**

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NEW PRODUCTS SHOWCASE

Inspiring products to improve your business

Discover innovative solutions and the latest new or improved green industry products for 2023. From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find hot new products to grow your green industry business. These featured products are new to the U.S. market, and introduced in either 2021 or 2022. Some are even making their debut at the Farwest Show!

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RETAILERS' CHOICE AWARDS

Calling all trendsetters!

Take part in a journey to uncover hidden treasures as you scour the Farwest Show in search of unique and innovative plants and products with the potential to become best sellers in the garden center!



Sponsored by The Garden Center Group and hosted by Danny Summers, managing director.

Participating in this talent-scouting mission is easy and fun! Here's how:

- 1. Participating retailers must pre-register.** Go to the Farwest website (www.FarwestShow.com) and click Show Features to access the Retailers' Choice Awards registration link to participate in the judging.
- 2. Wednesday, August 23, Noon:** Meet Danny Summers at the show registration area in Lobby C under the Dragon Boat to receive your guidelines and nominating form.
- 3. Walk the show floor at your pace!** Make note of what catches your eye and what you think your customers will love.
- 4. Reconvene with Danny at 5pm in Room A103:** Turn in your nominations, compare notes with your fellow retailers and select the winners.
- 5. Thursday, August 24, 2:45pm:** Danny will announce the winners at the Solution Center stage at the end of aisle 10000 on the trade show floor.

Our awards presentation on Thursday afternoon will recognize products deserving special recognition for their vision, new products retailers plan to add to their inventory and products/services with a new approach to an old formula. You won't want to miss it!

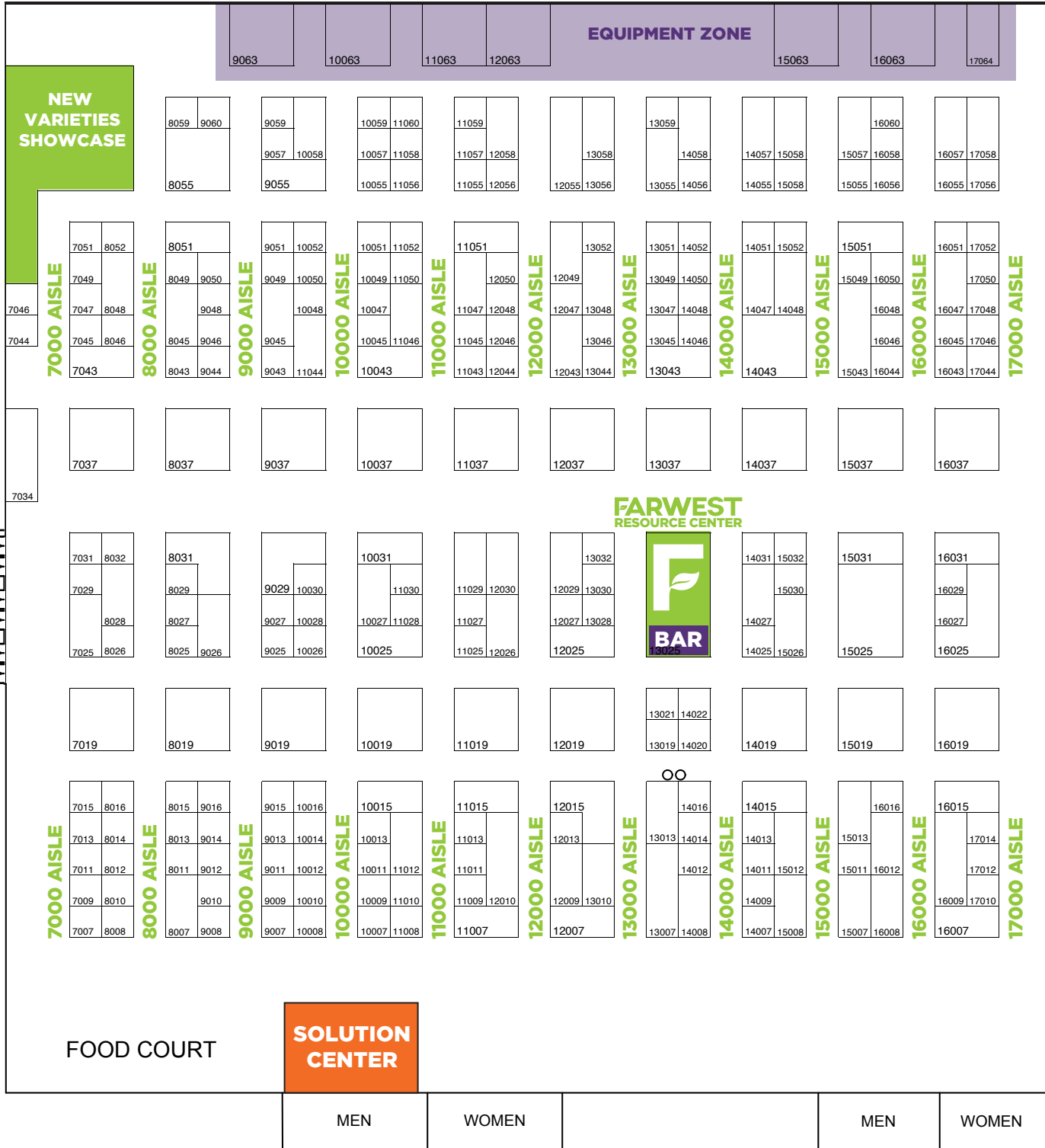


Show Map

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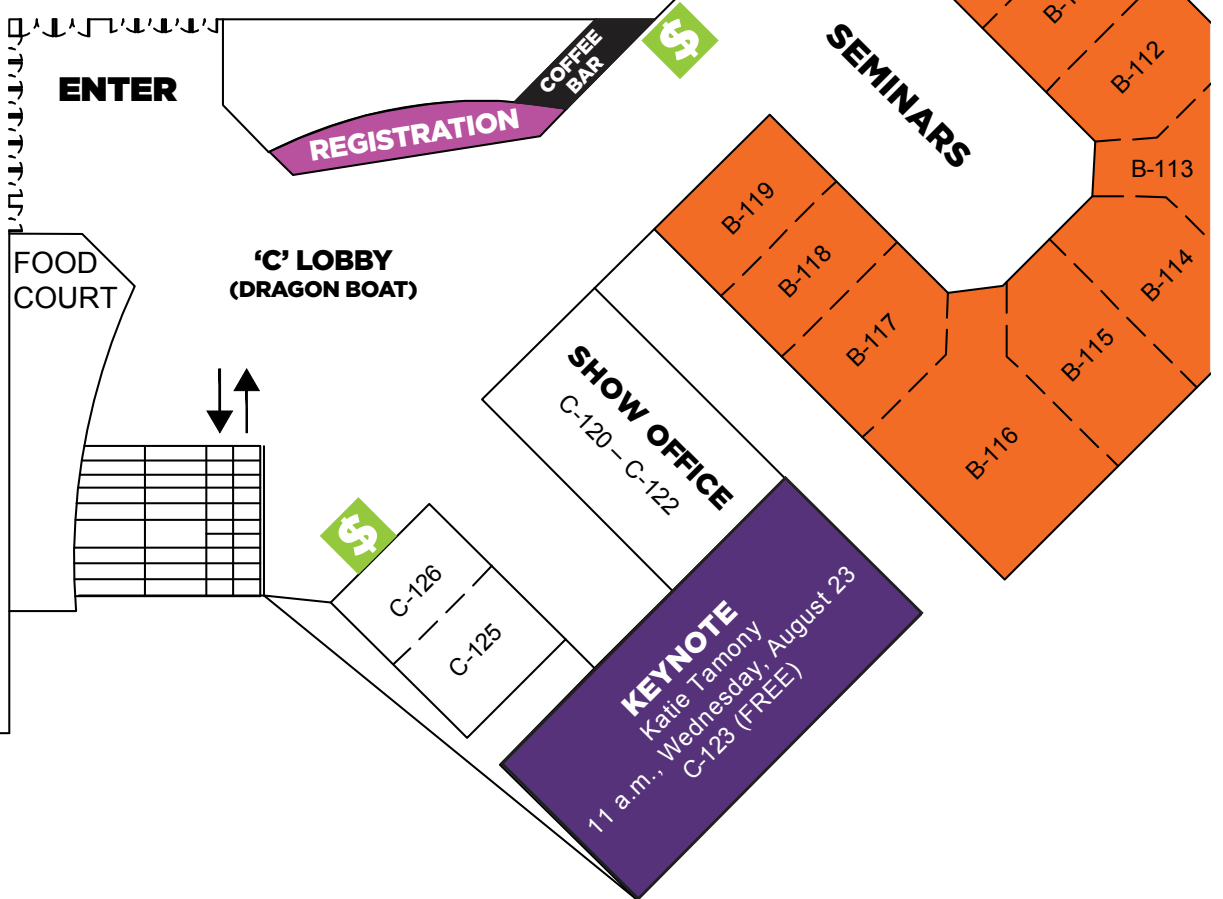
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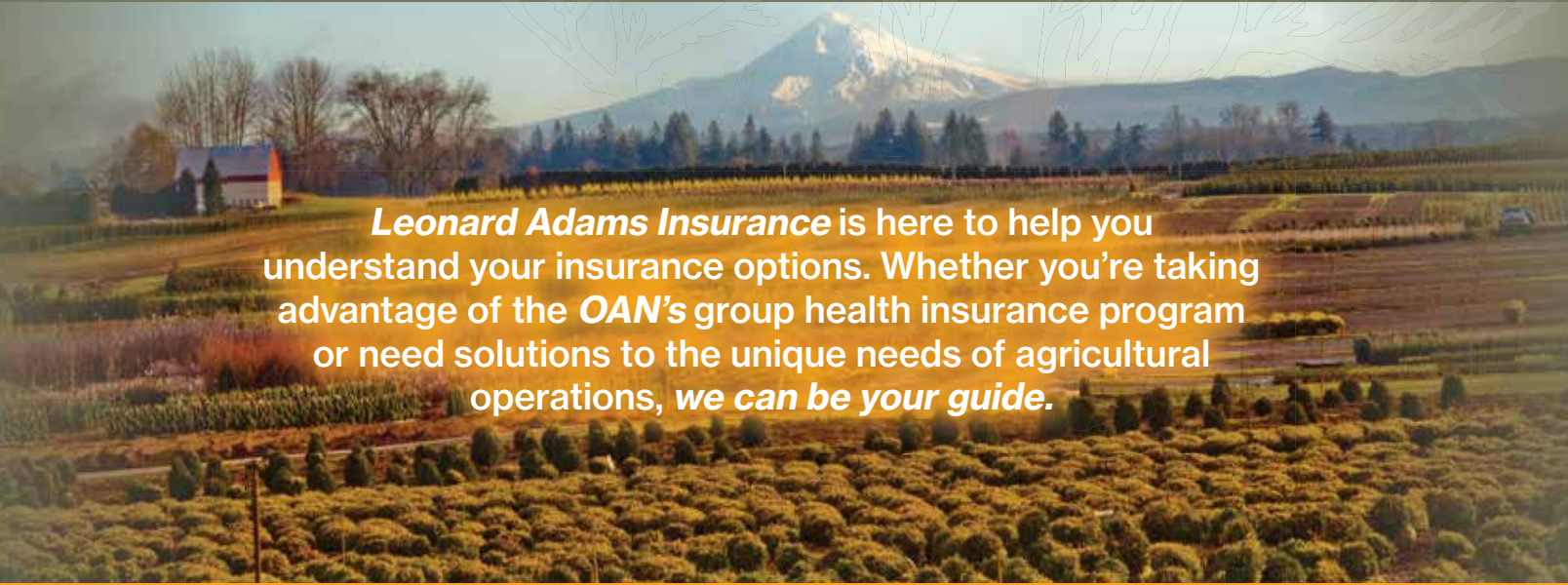
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Networking and Social Events

Don't miss these FREE Events. You're invited!

EMERGENT NETWORKING EVENT

WEDNESDAY, AUGUST 23, 3:30-5 p.m., Lobby A

Support our industry's Emergents!

Join us for this free event open to all horticulture professionals. Enjoy free appetizers and a complimentary beverage as you mingle with the brightest and most enthusiastic faces in the green industry — our future leaders. Emergent began in 2011 with a handful of eager and talented horticulture professionals and continues to expand year after year.

The conversation continues where it began on the Facebook group, Emergent: A Group for Growing Professionals. Check out the ever-expanding community of more than 5,000 horticulture professionals sharing information, job postings and inspiring ways we can build the future of the industry.

WOMEN IN HORTICULTURE

THURSDAY, AUGUST 25, 3:30-5 p.m., Lobby A

Join us as we celebrate over 10 years of connecting women in the green industry!

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This is an inclusive event and any advocate for women in horticulture is welcome, regardless of gender! Since its inception in 2010, the Women in Horticulture networking event at Farwest has been a place for women to share their experiences, build connections and strengthen career skills. Together, we can build a strong support network for women across the green industry!



Other styles and colors available.

Wear your support for Women in Hort

Back by popular demand, this year's Women in Horticulture shirt is available for purchase via Bonfire. All proceeds will help provide food and beverage provisions for this year's event.

Find details to purchase Women in Horticulture shirts at farwestshow.com/event/women-in-horticulture/

HAPPY HOUR — 50TH CELEBRATION PARTY

WEDNESDAY, AUGUST 23, 5-7pm, Lobby A

Let's have a party! Join us to celebrate 50 years of good times! Come to party central to enjoy delicious beverages and free appetizers as you mix and mingle with friends and colleagues to celebrate this great show. Farwest exhibitor booth awards will also be announced during Happy Hour festivities, including the winner of Best of Show! Open to all Farwest participants. *Cheers to the next 50 years!!!*

PUB CRAWL

THURSDAY, AUGUST 24, 5pm-Late Night, starting at Spirit of 77

Let's hit the town! Socialize and network with new and old friends while snacking and relaxing. Join us on our Farwest Pub Crawl for a fun-filled night of laughter and witty banter. The merriment starts at **Spirit of 77** (500 N.E. Martin Luther King Jr. Blvd., Portland), just a short journey across the street from the Convention Center, where light appetizers will be provided. The first 50 people to Spirit of 77 will receive a complimentary beverage. See Farwest website for the next stop of the evening. This lively event is not to be missed and is open to all Farwest participants! .

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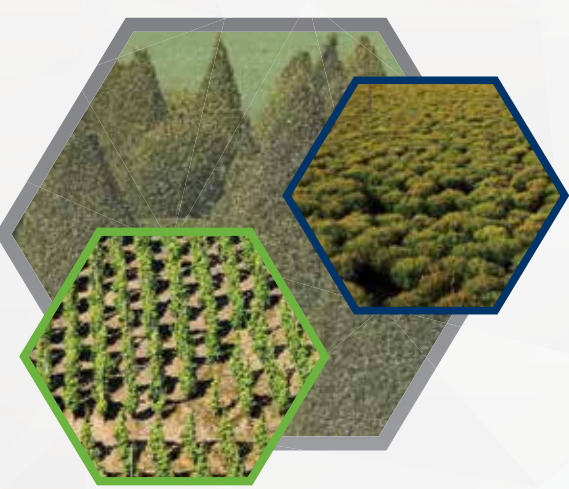


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Seminars at a Glance

EDUCATION SEMINARS, PESTICIDE CLASSES AND FEATURED SPEAKERS

Advance your career by registering for the Farwest Show's industry-focused seminars! We have put together an extraordinary schedule of new and in-demand speakers to share the latest developments and business opportunities for growers, retailers, landscapers and business professionals. Ticket holders will hear directly from the thought leaders in our network who are coming up with creative business innovations, launching new technologies, and sharing their solutions for fixing our most significant business concerns.

Find session descriptions in the Farwest Planning Guide available at the Farwest Resource Center (Aisles 13000-14000 at the center of the show floor). You can find out even more at www.FarwestShow.com.

WEDNESDAY SEMINARS Mark your schedule



THURSDAY SEMINARS



Mark your daily plans!

	Business Trek Pathways for Green Industry Businesses B110	Landscaping Trek Scouting Advice for Design and Maintenance B116	Grower Trek Navigation for Growing Operations B119	Pest Management Trek Guidance for Horticulture Professionals B113
8:30 a.m.	10 Effective Ways to Communicate the Value of Your Products Katie Tamony	People Plants and Backyard: An Exploration of How and Why We Interpret Urban Landscapes Alan Shay	Soil Oxygen: The Real Limiting Factor For Trees Wei Zhang, Ph.D.	SPANISH TRANSLATION Resistance is Real: What It Takes to Build a Robust IPM Program Broch Martindale
9:45 a.m.	The Shoppers Journey Bridget Behe, Ph.D.	The UC Landscape Plants Irrigation Trials (Part One) Lorence Loki, Ph.D.	Trial Garden Report: Best in New Annuals and Perennials for Spring 2024 Allison Pennell	SPANISH TRANSLATION Phytophthora Root Rot: Understanding a Complex Problem Jerry Weiland, Ph.D.
11:00 a.m.				Green Pests that Plague Production: Algae, Moss, Liverworts and Nostoc Ann Chase, Ph.D.
12:30 p.m.			SPANISH ONLY: Definir y desarrollar su cultura para crear un equipo exitoso Elizabeth Peña	Butterfly Bush: Sterility and Availability Ryan Contreras, Ph.D. Kara Mills, Ph.D.
1:30 p.m.	Marketing to Capture Consumers Environmental Focused Purchasing Habits Andony Melathopoulos, Ph.D.	The Climate Ready Landscape Plants Project (Part Two) Lorence Loki, Ph.D.		
2:30 p.m.			Above and Under-ground Partners: What Urban Trees are Missing Wei Zhang, Ph.D.	Pesticides and Water Quality Kathryn Rifenburg David Gruen

FRIDAY SEMINARS



Mark your daily plans!

	Business Trek Pathways for Green Industry Businesses B110	Grower Trek Navigation for Growing Operations B119	Pest Management Trek Guidance for Horticulture Professionals B113
8:30 a.m.	Values as a Business Model: The Story of Botanical Interests Curtis Jones	Mycorrhizae: Benefits and Use in Grower Operations and the Landscape Jason Padden	SPANISH TRANSLATION Biopesticides: The Ideal Team Players in Plant Health Programs with a Focus on Biofungicides Michael Brownbridge
9:45 a.m.	H-2A Drop-in Office Hours Chelsea Ibarra FREE	A Plantsman's Notebook: New Plants and Reminders of Some 'Smokers' We Nearly Forgot About Nicholas Staddon	SPANISH TRANSLATION Flathead Borers in Nursery and Orchards Melissa Scherr

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Solution Center

WEDNESDAY, AUGUST 23 - FRIDAY, AUGUST 25

THESE FREE MINI-SESSIONS ARE INCLUDED WITH YOUR TRADE SHOW PASS.

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Throughout the expo hours each day of the Farwest Show, you can attend free live mini-sessions, demos and workshops from top industry speakers and experts. Find the answers you need to a wide range of topics designed to help you grow and improve your operation. These sessions compliment the main education program and pesticide classes, so make sure to find the topics especially relevant to you and gather quick insight that's conveniently located on the show floor!

Located on the show floor at the end of aisle 10000.



Mark your daily plans!

	Wednesday, August 23	Thursday, August 24	Friday, August 25
11:00 a.m.			
11:15 a.m.		Prune Clematis Like a Pro! Pruning Demo Linda Beutler	Pollinators of the Rogerson Clematis Garden Linda Beutler
11:30 a.m.			
11:45 a.m.			
12:00 p.m.		Indoor Gardening: The Hottest in Lawn and Garden Retail Joe Farinacci	Discover the 50% Off Solar Project USDA REAP Grant Program Zachary Peek
12:15 p.m.			
12:30 p.m.			
12:45 p.m.		Topiary with Bountiful Farms Nursery Inc. Todd Nelson	Reduce the Cost of Spraying Your Nursery Timothy Schaal
1:00 p.m.			
1:15 p.m.			
1:30 p.m.	Profiting With Integrated Pest Management (IPM) Mary Choate	Profiting With Integrated Pest Management (IPM) Mary Choate	
1:45 p.m.			
2:00 p.m.	Make Signs People Will Read Bridget Behe, Ph.D.	50th Celebration Ceremony	
2:15 p.m.			
2:30 p.m.			
2:45 p.m.			
3:00 p.m.	Pruning/Topiary Demo Bountiful Farms	Retailers' Choice Awards Danny Summers	
3:15 p.m.			

Experience Portland

Dining and Hotels

August is the perfect time of year to dine around Portland. Not only is the Farwest Show in full gear, but all the best summer produce is at its peak of ripeness.

Portland's dining scene has it all, from familiar comfort food classics to exotic cuisines from around the world. What unites the city's best menus is a passion for locally grown, seasonal ingredients.

Following is a sampling of some of our favorite restaurants in Portland's close-in neighborhoods. Most are located within a 15-minute walk, car or bus ride from the Oregon Convention Center. So after a long day touring Nursery Country and making new connections on the show floor, pull up a seat and get down to business satisfying your hunger and thirst.

For more dining recommendations, log on to www.TravelPortland.com or www.TravelOregon.com.

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545 NE Couch Street; 503-477-8911
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787 NE Holladay St.; 503-477-6829
www.LittleBigBurger.com

With several locations around town, you're never far from burgers and truffle fries.

METROPOLITAN TAVERN

1021 NE Grand Ave., Suite 600
503-963-3600

www.MetTavern.com

Upscale brasserie and bar atop the Hotel Eastlund with a sweeping view of downtown.

NOBLE ROT

1111 East Burnside Street, Fourth Floor,
503-233-1999

www.NobleRotPDX.com

Panoramic city views and farm-to-table plates featuring seasonal, local ingredients.

NORTH PORTLAND

EEM

3808 N Williams Ave., #127
971-295-1645

www.EemPDX.com

Acclaimed Thai barbecue joint popular for curries, fried rice and tropical drinks.



Enoteca Nostrana is a wine bar next door to iconic Italian eatery Nostrana in Southeast Portland's Central Eastside District. Opened in 2018, this bright space boasts a two-story glass wine cellar, regional Italian dishes, full bar and Italian and local beers. Photo by NashCo Photography, Travel Portland

¿POR QUE NO?

3524 N Mississippi Ave.
503-467-4149

www.PorQueNoTacos.com

There's always a line, but this taqueria is worth the wait for tasty Mexican fare featuring local produce and meats.

EASTSIDE

LAURELHURST MARKET

3155 E Burnside St.
503-206-3097

www.LaurelhurstMarket.com

Steaks, house-cured meats and craft beverages on Burnside Street (across from Music Millennium for the vinyl lovers out there).

NOSTRANA

1401 SE Morrison St. #101
503-234-2427

www.Nostrana.com

Chef Cathy Whims serves robust salads, bowls of pasta and wood-fired oven pizza you cut with scissors, the Italian way.

SCREEN DOOR

2337 E Burnside St.
503-542-0880

www.ScreenDoorRestaurant.com

Diners queue up for dinner and week-end brunches featuring country-style buttermilk-fried chicken and substantial vegetables sides.

DOWNTOWN

DEPARTURE

525 SW Morrison St., 15th floor
503-802-5370

www.DeparturePortland.com

Stylish restaurant and bar atop the Nines Hotel in the heart of downtown with a rooftop deck overlooking Pioneer Square.

ELENI'S PHILOXENIA

112 NW 9th Avenue
503-227-2158

www.ElenisRestaurant.com

Greek classics like grape leaves, saganaki, moussaka, lamb and seafood, paired with ouzo and wine.

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www.MothersBistro.com

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126 SW 2nd Ave.

www.PineStreetPDX.com

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NORTHWEST PORTLAND

DESCHUTES BREWERY PORTLAND PUBLIC HOUSE

210 NW 11th Ave.

503-296-4906

www.DeschutesBrewery.com

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115 NW 22nd Avenue, Portland, OR 97210

503-299-6304

www.ElephantsDeli.com

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701 NW 23rd Ave, Portland, OR 97210

503-228-7317

www.papahaydn.com

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PINE STATE BISCUITS

1717 NW 23rd Ave.; 971-407-3621

www.pinestatebiscuits.com

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TwigsBistro.com/Vancouver

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2 COURTYARD by MARRIOTT
435 N.E. Wasco Street, Portland, OR 97232, **503-281-6111**

3 DOUBLETREE HOTEL
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4 HOTEL EASTLUND **NEW**
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PRODUCTS BY CATEGORY

ANNUALS, PERENNIALS AND BULBS

	BOOTH
A.D.R. Bulbs Inc.	15013, 15015
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Dynamic Ag Solutions.....	21052
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wafila.....	15030

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**American Root
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With over 20+ years of industry innovation, the Big Foot Microbes team continues to push the standard of what quality and affordable microbial gardening products should be. Based in Grants Pass, Oregon, owner Zack Amaranthus continues to carry the torch that his father, Dr. Mike Amaranthus, ignited almost 40 years ago when the first mycorrhizal fungi products came to market. Paving the way for the mycorrhizal industry, the Amaranthus family continues to research and develop the world's top microbial products. Dr. Mike will be on hand to promote his new book "Fry, Thrive, or Die," a fun pocket guide for mushroom lovers.

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Anderson Die & Mfg Co.....19043, 20044**Rick Anderson**

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Anderson's Polycan nursery containers, greenhouse pots, deep tree bands, propagation flats and saucers are all made in Oregon. Anderson Pots have long been the nursery industry standard for quality and durability. We believe your quality plants deserve Anderson Pots. **Please see our advertisement on the Back Cover.**

Aqua Dream USA \$.....10009**Joyce Chen**

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 sales@evansfarms.net
 www.evansfarms.net

Wholesale grower of conifers, broadleaf and deciduous ornamentals.

Everde Growers..... 14037
Patrick Hughes
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 Forest Grove, OR 97116
 503-495-2250, FAX 503-359-5634
 phughes@everde.com
 www.everde.com

Trees, woody shrubs, palms, vines, perennials, citrus and tropicals.

Evergreen Growers Supply..... 11025
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EVL Nursery Inc......11047, 11049
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 Langley, BC V2Y 2N8 Canada
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 sales@evlnursery.com
 www.evlnursery.com

EVO B2B..... 13021
Paige Wittkop
 4455 LBJ FWY
 Farmers Branch, TX 75244
 866-514-0149
 OANpay@evopayments.com
 www.evopayments.us/b2b

Merchant services.



F & B Farms..... 7025, 7027
Regina Fischer
 10498 Geschwill Ln. NE
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 503-931-2944, FAX 866-608-3709
 sales@fandbfarms.com
 www.fandbfarms.com

Wholesale growers of finished annuals, certified organic herbs and vegetables, perennials, potted indoor plants and hanging baskets for independent garden centers, florists and retailers.

F & L Lumber Inc...... 11059
Michelle Elliott
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 Molalla, OR 97038
 503-803-1175
 flumber@aol.com
 www.flumber.com

Please see our advertisement on Page 28.

Fisher Farms..... 13043, 14044
Linda Tellez
 9650 SW Hardebeck Rd.
 Gaston, OR 97119
 503-985-7561, FAX 503-985-3495
 Linda@fisherfarms.com
 www.fisherfarms.com

Flier Systems USA Inc...... 23043
Michiel van der Waal
 3939 Royal Dr. NW, Ste. 131
 Kennesaw, GA 30144
 678-662-7055
 m.vanderwaal@fliersystems.com
 www.fliersystems.com

Flowers Canada Growers 8049
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 Guelph, ON N1H 1J2 Canada
 519-836-5495
 flowers@fco.on.ca
 www.flowerscanadagrowers.com

Flowers Canada Growers (FCG) is the Canadian national trade association representing growers of cut flowers, potted plants, bedding plants, and propagative material. FCG represents over 300 flower growers across Canada on several issues including government relations, crop management, environment, research & development, international trade, human resources, and marketing. To promote the quality and availability of Canadian floral products to buyers FCG produces the well-known publication "The Canadian Greenhouse Growers' Directory and Buyers' Guide" which is also available on www.theflowerdirectory.com. You will also find top suppliers and services for all your industry needs.

Freestyle Logistics..... 18059
Lance Little
 9407 NE Vancouver Mall Dr., Ste. 104
 Vancouver, WA 98665
 800-588-4152
 lance@freestylelogistics.com
 https://freestylelogistics.com

Full Circle..... 10011
Samantha Petrin
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 Seattle, WA 98108-0000
 208-297-0771
 spetrin@fullcircle.com
 www.fullcircle.com

**BOOTH****BOOTH****BOOTH****Garden Center Marketing.....16050
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919-577-9901
timothy@clarity-connect.com
www.gardencentermarketing.com

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contact@gardengatetrees.com
https://gardengatetrees.com

Garden Gate Nursery is a wholesale container tree nursery growing trees for retail centers and landscapers throughout Washington, Idaho, Montana, California, and Oregon. We have a location in Pasco Washington and Boring Oregon making it easy for you to pick up trees or us to deliver to your site in Spokane, Coeur d'Alene, Seattle WA, Portland OR, Boise ID, Tri-Cities, and beyond.

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Scot Patterson**

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scot@gardencarenaturals.com
www.gardencarenaturals.com

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www.gardenware.com

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www.giemedia.com

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www.gkmachine.com

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**Glenhaven Home & Holiday.....15048, 15050
Tom Durkin**

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Northfield, MN 55057-2338
507-458-6343
tom@glenhavenhomeholiday.com
www.glenhavenhomeholiday.com

Glenhaven Home & Holiday is a direct import company that serves independent garden centers, and greenhouse and nursery growers. Our mission is to help our customers be more profitable and competitive. We offer grower supplies, garden and outdoor living and holiday product lines from more than 100 suppliers in China, Vietnam, Indonesia, India and Thailand. Buy direct from the factory and receive lower product costs and higher profit margins. We manage ALL import and transportation logistics for you. Contact us to learn more about our Direct Import Program at info@glenhaven-homeholiday.com.

**Gold Family Farms Inc.....20037
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DBurkhardt@Gowanco.com
www.gowanco.com/TandO

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greatnortherngarlic@gmail.com
www.greatnortherngarlic.com

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rickp@millergarden.org
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cholmes@griffinmail.com
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shirley@growerdirectsupply.com
www.growerdirectsupply.com

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greg.beaudreau@haifa-group.com
www.haifa-group.com

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laura@hansnelson.com
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Harnois Industries Inc. 21051**Isabel Chartier**

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www.harnois.com

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HC Companies, The 11029, 11031**Tom Brewer**

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Twinsburg, OH 44087
503-686-8448, FAX 440-632-3309
tbrewer@hc-companies.com
www.hc-companies.com

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HortGrow Solutions LLC  10014**James Susaimuthu**

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www.hortmp.com

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info@staabnursery.com
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Hunter Sparrow Company, The.....13049

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 & Son Co.19030, 19032**
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Jiffy Products of America \$f 8027

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www.jhnsy.com

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Salem, OR 97317
800-285-8337, FAX 503-375-7619
amanda@kuenziturfnursery.com
www.kuenziturfnursery.com

Kuenzi Turf & Nursery is a tree nursery and turf farm based in Salem, Oregon that has been serving the landscape and nursery industry since 1990. Besides supplying shade trees and sod to the local market, Kuenzi Turf and Nursery sells shade trees and liners to wholesale growers and distributors across the United States and Canada. We pride ourselves on exceptional quality and excellent customer service while providing products that will thrive in our customer's landscapes and growing operations.

L

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Coeur d'Alene, ID 83814
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bonnie@laborci.com
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Tom Campbell

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Eugene, OR 97402
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tom@laneforest.com
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Please see our advertisement on Page 82.

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M

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Oregon Association of Nurseries 13025, 13027, 13029, 13031, 14026, 14028, 14030, 14032
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The Oregon Association of Nurseries is the community dedicated to the long-term success, profitability and excellence of Oregon's nursery and greenhouse industry.

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cbenemann@oda.state.or.us
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customsoil@pacfibre.com
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jlangner@profileproducts.com
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Profile Products is a leading supplier of innovative substrates and nutrition products to growers around the world. Our line of highly-compressed substrates includes revolutionary engineered HydraFiber; responsibly-harvested Canadian sphagnum peat; and clean, stable coir from Southern India. Our bonded plug technology promotes effective propagation and easy transplanting. And we promote continued plant growth through our formulated controlled-release fertilizers for maximum nutrient efficiency. This means better, more cost-effective, predictable growing — whether you're in the business of ornamentals, nursery crops, or food production.

Prospiant 12030, 12032**Paul Golden**

5513 Vine St.
Cincinnati, OH 45217
720-326-8602
pgolden@prospiant.com
www.prospiant.com
Greenhouse manufacturer.

Proven Winners ... 8055, 8057, 9056, 9058**Jessica DeGraaf**

111 E Elm St., Ste. D
Sycamore, IL 60178
877-865-5818, FAX 815-895-1873
jessica@provenwinners.com
www.provenwinners.com

R

Raymond West Intralogistics Solutions 13007, 13009, 13011**Ben Daughdrill, Jessica Shoup**

3148 NE 181st Ave.
Portland, OR 97230
971-288-7450
ben.daughdrill@raymondwest.com;
jessica.shoup@raymondwest.com
www.raymondwest.com

RDO Vermeer 15007, 15009**Shawn Mollenhour**

7640 NE 33rd Dr.
Portland, OR 97211
503-282-0694, FAX 503-281-8601
smollenhour@rdoequipment.com
www.rdoequipment.com

Renee's Garden Seeds 16056**Brian Montgomery**

6060 Graham Hill Rd.
Felton, CA 95018
888-880-7228, FAX 831-335-7227
brian@reneesgarden.com
www.reneesgarden.com/wholesale

Specialty heirloom and organic gourmet vegetable, culinary herb and cottage garden flower seed collections and cookbooks.

BOOTH

Rexius Forest By-Products Inc. 18043, 19044
Dan Sutton
 1275 Bailey Hill Rd.
 Eugene, OR 97402
 541-342-1835, FAX 541-343-4802
 dans@rexius.com
 www.rexius.com

Bulk and bagged bark, mulch, soil amendments; nursery and greenhouse soils; landscaping and erosion control. Customized soil blends with natural and organic inputs in bags, bulk or bulk totes.

Rickel's Tree Farm..... 15052
Dan and Mike Rickel
 29501 SE Shorgorick Rd.
 Estacada, OR 97023
 503-630-4349, FAX 503-630-7542
 rickelstreefarm@aol.com
 www.rtfarm.net

B&B Chamaecyparis, pine, spruce, Japanese maple, fir, poodle pine and spruce, and cut Christmas trees. **Please see our advertisement on Page 101.**

Rio Verde Plantas..... 11012, 11014
Josh LaPoint
 39550 NW Chalmers Lane
 Cornelius, OR 97713
 503-482-7565
 josh@rio vp.com
 www.rio vp.com

Rio Verde Plantas is a production nursery specializing in shrubs and evergreen uprights. We are a Proven Winners Gold Key Grower and produce large, install grade shrubs as large as #10 & #15 sizes. **Please see our advertisement on Page 24.**

Riococo 10026
Neal Lund
 2900 Story Rd. W
 Irving, TX 93908
 469-878-2859
 neall@ceyhinzlink.com
 www.riococo.com

Robinson Nursery 18028, 18030, 18032
Josh Robinson
 PO Box 100
 Amity, OR 97101-0100
 503-835-4533, FAX 503-835-3004
 josh@robinsonnursery.com
 www.robinsonnursery.com

Growers of container and bare-root shade and ornamental trees and shrubs. Quality, selection and service. **Please see our advertisement on Page 26.**

RoLanka International Inc...... 21048
Lanka Santha
 155 Andrew Dr.
 Stockbridge, GA 30281
 770-506-8211, FAX 770-506-0391
 lanka@rolanka.com
 www.rolanka.com

BOOTH

Root Pouch..... 20056, 20058
Ashley Fromm
 1900 NE 25th Ave., Ste. 4
 Hillsboro, OR 97124
 503-439-0306
 info@rootpouch.com
 www.rootpouch.com

Root Pouch produces the finest, most scientifically advanced growing containers available. Whether you grow a couple plants or several million, we're here to support you. By controlling every aspect from raw material to distribution, we can respond to your specific needs more quickly than any other company on the market. Offering 6 different fabrics in sizes 1 quart up to 600 gallons. New products: we've got ideal replacements for 20" to 72" wooden boxes and fabric breathable protective plant sleeves that protect from freeze damage. **Please see our advertisement on Page 103.**

RootMaker Products Company LLC 17015
Wayne Hinton
 PO Box 14553
 Huntsville, AL 35815-0553
 800-824-3941, FAX 256-882-0423
 whinton@rootmaker.com
 www.rootmaker.com

The original root-pruning container system. RootMaker, RootTrapper and RootBuilder. **Please see our advertisement on Page 47.**

Rose City Transportation 8026
Greg Hamlin
 201 NE 2nd Ave., Ste. # 201
 Portland, OR 97232
 800-826-0438, FAX 503-235-4845
 greg@rosecitytransinc.com
 www.rosecitytransinc.com

Since 1997, Rose City Transportation has offered the nursery industry cost-effective, temperature-controlled over-the-road truck transportation. **Please see our advertisement on Page 92.**

Royal Gold 17048
Michael Beck
 600 F Street, Ste. #3 PMB 603
 Arcata, CA 95521
 707-822-4653
 sales@royalgoldcoco.com
 www.royalgoldcoco.com

Royal Gold is the original coco soil company. As the first all coco based soils company in California, and debatably the United States, Royal Gold has been re-setting the standard for quality, consistency and performance for nearly a decade. Based in Humboldt County, on the gorgeous north coast of California, Royal Gold has had the advantage of extensive research, development, and field testing in a community that demands unparalleled results and service.

Ruby Nursery 12058, 12060
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 11501 NW McBride Cemetery Rd.
 Carlton, OR 97111
 571-419-3322
 leisold@rubynursery.com
 rubynursery.com

Growers of rare and unusual plants

Russell's Nursery Inc. 10037
Kyle Russell
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 Aurora, OR 97002-9455
 503-678-2536, FAX 503-678-2539
 russellsnursery@gmail.com
 www.russellsnursery.com

Russell's Nursery's unique plants bring gardens to life with 365 Days of Color.

BOOTH



Schwabe, Williamson & Wyatt..... 10013
Elizabeth Howard
 1211 SW 5th Ave., Ste. 1900
 Portland, OR 97204
 503-796-2093
 ehoward@schwabe.com
 https://www.schwabe.com/

Schwabe lawyers know agriculture; our lawyers have roots in farming or ranching and in rural communities where our clients operate. We are known for our longstanding relationships with farms, dairies, ranches, nurseries, and other agriculture companies that are invested in land, water, and local communities.

Schwope Brothers West Coast..... 11010
Joshua LaPoint
 39881 NW Wilkesboro Rd.
 Banks, OR 97106
 503-713-9907
 josh@rio vp.com
 https://www.dcaoutdoor.com/schwope-brothers-tree-farm.com

The West Coast Division of Schwope Brothers Tree Farm is a bareroot tree grower specializing in Fruit, Ornamental and Shade Trees. It also operates 125 acres of packaged deciduous and conifer trees. **Please see our advertisement on Page 24.**

SeaCoast Compost \$ 14016
David Boyer
 63043 Seven Devils Rd.
 Charleston, OR 97420
 541-888-6757, FAX 541-888-6758
 seacoastlandandhome@yahoo.com
 www.redefiningcompost.com

SeaCoast Compost is redefining compost with its award-winning biodynamic soil amendments created with a full-spectrum seafood blend of ocean-going fish, crab and shrimp, organic cow manure and red alder. These nutrient-dense and biologically active soil treatments provide a veritable feast for your soil and plants.

Seattle Urban Farm Company 18060
Colin McCrate
 7726 27th Ave. NW
 Seattle, WA 98117
 206-595-2638
 colin@seattleurbanfarmco.com
 seattleurbanfarmco.com

Based in Seattle, Washington, we've been designing, building, and maintaining vegetable gardens since 2007. We've built and cared for hundreds of gardens, in every shape and size. After years of custom-building trellises, we realized that every garden deserves beautiful, practical structures to support vining, trailing, and top-heavy crops. We believe gardens should be beautiful and gardening should be fun. We made the Freyr trellis so everyone can grow the most extraordinary and productive garden they've ever had, and enjoy every minute of it.

Serendipity Nursery Inc...... 19055
Kurt Clemence
 8400 S Sconce Rd.
 Canby, OR 97013-9559
 503-651-2122, FAX 503-651-3398
 kurtc@serendipitynursery.com
 www.serendipitynursery.com

Evergreens, conifers, deciduous shrubs, ground covers and trees.

Sester Farms Inc. 16025, 17026, 17028, 17030
Ted Sester
 33205 SE Oxbow Dr.
 Gresham, OR 97080
 800-832-4487, FAX 503-663-7659
 sales@sesterfarms.com
 www.sesterfarms.com

Family-owned-and-operated wholesale grower of shade and ornamental trees, shrubs, grasses, roses and root-pruned conifers. Greenhouse division. You will see the difference in our quality.

Sevenoaks Native Nursery LLC.....13044
Scott Anderson
 29730 Harvest Dr. SW
 Albany, OR 97321
 541-757-6520
 info@sevenoaksnativenursery.com
 www.sevenoaksnativenursery.com

Native retail, landscape and restoration plants, available bare root and in containers. 400+ species, including many hard-to-find natives.

Sidhu & Sons Nursery..... 19045, 19047
 9623 Sylvester Rd.
 Mission, BC V2V 7K6 Canada
 604-826-3537, FAX 604-820-9680
 info@sidhunursery.com
 www.sidhunursery.com

We specialize in high-volume production of ornamental plants from liners to #10 pots, both from our tissue culture lab and via traditional methods. Product range - broadleaf evergreens, conifers, deciduous ornamental hardy shrubs and blueberries. Choose from existing inventory or inquire about our custom programs.

Siebring Manufacturing Inc. 18063
Warren Tiedeman
 303 S Main St., PO Box 658
 George, IA 51237
 712-475-3317, FAX 712-475-3490
 warrenmfg@mtcnet.net
 www.siebringmfg.com

Simnitt Nursery.....15051, 16052
Jerry Simnitt
 138 NE 22nd Ave.
 Canby, OR 97013
 503-572-4667, FAX 503-263-6330
 jerry@simnittnursery.com
 www.simnittnursery.com

Large selection of Rhododendrons, Pieris, Daphne and other ornamentals for garden centers, re-wholesalers and landscape. Sizes from 1 gallon to large container and B&B. Please see our advertisement on Page 88.

Simplot Professional Products..... 10052
Michael Greene
 821 E Bonnie Lynn Lane
 Colbert, WA 99005
 208-320-8236
 michael.greene@simplot.com
 www.simplot.com/turf_horticulture/apex

Simplot Turf & Horticulture8028, 8030
Doug McCullen
 2655 Pacific Hwy.
 Hubbard, OR 97032-9639
 503-207-3494, FAX 503-982-1437
 Doug.mccullen@simplot.com
 www.simplot.com/turf_horticulture

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Smith Gardens Inc.10015, 11016
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 www.smithgardens.com

Wholesale greenhouse grower of annuals and perennials.

Sol Soils.....22057
John Porter, Travis Thein
 5526 Lakeland Ave. N
 Crystal, MN 55429
 615-428-6370
 hello@solsoils.com
 www.solsoils.com

Sol Soils specializes in fast-draining, "chunky" and "gritty" mixes designed specifically for better drainage and aeration, helping plant parents avoid root-rot. All our products are 100% peat moss free, for both performance and environmental reasons, and every bag sold plants a tree through our partnership with One Tree Planted.

Solgen Power..... 23047
 5715 Bedford St.
 Pasco, WA 99301
 arielle.mcmahan@solgenpower.com
 www.solgenpower.com

Solar company.

Sound Horticulture17027
Alison Kutz
 2001 Masonry Way, Stes. #104-105
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 360-656-6680
 alison@soundhorticulture.com
 www.soundhorticulture.com

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 rupert@spaargaren.com
 www.spaargaren.com

SQM North America7046
Scott Barclay
 11656 W Hawkins Ave.
 Nampa, ID 83651
 208-250-2919
 scott.barclay@sqm.com
 www.sqm.com

SRM Lumber.....8015
Robert Steele
 215 5th St.
 Woodland, WA 98674
 541-554-3625
 robert.srmlumber@gmail.com

Star Roses and Plants16007, 17008
Josh Long
 PO Box 217
 Dinuba, CA 93618
 800-457-1859, FAX 559-528-1088
 jlong@starrosesandplants.com
 www.starrosesandplants.com

Stover Manufacturing LLC10007
Rob Grooms
 919 Alexander Ave.
 Port Orange, FL 32129
 855-246-3227
 robgrooms@stovermfg.com
 realtimetags.com

Stover Manufacturing is a niche business that specializes in the production and direct sale of thermal nursery tag and label products. We support our line of tags and labels with a fully customized and modified assortment of thermal printers designed to provide a uniquely compatible, all in one "Real-Time Printing System" for our customer to easily install and use on location. Innovation is the core of our approach to assisting our customer. We never stop looking for ways to offer you competitive pricing, efficiencies, and quality products and services. The coming year is shaping up to be another busy one across the industry. We want to help you take every advantage to increase your sales and profit.

Stuppy Greenhouse Mfg. Inc.....17051, 18052
Chad Barrow
 PO Box 12456
 North Kansas City, MO 64116
 209-603-7346, FAX 800-423-1512
 cbbarrow@stuppy.com
 www.stuppy.com

Stuppy Rainbow Plus Proline, Powerhouse greenhouses structures, related equipment and accessories.

Supreme Perlite Co.17044
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 sales@perlite.com
 www.perlite.com

Quality perlite soil amendments for propagation, potting and seedling mixes.

Sustane Natural Fertilizers Inc..... 9014
Gregory Naffz
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 Auburn, CA 95603
 530-305-0539, FAX 507 263-3029
 gregn@sustane.com
 www.sustane.com

Fertilizer manufacturer: products ranging from controlled-release fertilizers to organic all-natural fertilizers. Sustane specializes in the professional nursery, greenhouse and landscape market, in addition to turf grass, organic agricultural and erosion control.

Svensson14055
Gabrielle Ullrich
 535 Griffith Rd.
 Charlotte, NC 28217
 704-357-0457
 Gabrielle.ullrich@ludvigsvensson.com
 https://www.ludvigsvensson.com/en/climate-screens/

Svensson is the pioneer and world leader in climate control and energy efficiency through textile-based solutions. Our functional climate screens control humidity, temperature and UV radiation according to requirements, creating excellent conditions for better and greater production in greenhouses all over the world.

BOOTH

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larry@swansonbark.com
www.swansonbark.com

Bark mulch premium soil mixes, bedding material, bagging and bale services.

Sylvan Vale Nursery Ltd. 22045

2104 Kelland Rd.
 Black Creek, BC V9J 1G4 Canada
 250-337-8487, FAX 250-337-5898
info@svnltd.com
www.svnltd.com

Family owned and operated since 1980. Sylvan Vale Nursery is a contract grower that produces container grown stock with a focus on conifers.

Synergy Agricultural Products.....19008
Mike Lewis

3609 Copperhill Lane
 Santa Rose, CA 95403
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info@synergyagpro.com
www.synergyagpro.com

Compost tea brewing equipment and amendments.

Syngenta 9055, 10056

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randy.rider@syngenta.com
www.syngentaprofessionalproducts.com

Pest management solutions for field-grown nurseries, container-grown nurseries and greenhouses.



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Furniture Inc...... 13058, 13060

Tom & Leasa Speck

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www.tlcedar.com

Cedar outdoor furniture, potting benches and planter boxes.

BOOTH

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Ruby Sarda

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ruby@talosys.io
www.talosys.io

TALOSYS offers real-time wireless soil moisture monitoring systems. These technologies provide real-time soil moisture data, helping in improving water efficiency by 20% on average and lowering labor costs associated with manual monitoring. These sensors are easy to install in minutes since no wiring is required. CALFIRE is currently using these systems in its nurseries to automate its irrigation system, eliminating the need to physically weigh styroblocks to determine soil moisture content during seedling propagation. The system can be used in greenhouses, nurseries, orchards, vineyards, and farms. Replaceable batteries can last up to five years.

Terra Nova Nurseries Inc. 14056

Larry Finley

10051 S Macksburg Rd.
 Canby, OR 97013
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larry@terranovanurseries.com
www.terranovanurseries.com

Innovative breeder for perennials and annuals. Supplier of vegetative and TC liners.

Teufel Products Company 13045

Angela Finegan

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angela@teufelproducts.com

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ThinkPlants 14058, 14060

Anik Graves

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anikgraves@thinkplants.com
www.thinkplants.com

Toyota Lift Northwest 8019

Kevin Davis

19305 72nd Ave. S
 Kent, WA 98032
 206-666-7667
marketing@toyotaliftnw.com
www.toyotaliftnorthwest.com

We are your source for Toyota Material Handling products and more in Western Washington and Oregon. We can help you with service, parts, rentals, and training, but we offer so much more. Want to incorporate automation? We can help. Need industrial batteries for your fleet? We can help. Looking for transportation? We can help. As a matter of fact, we can help you optimize most aspects of your operation, from storage to trailer service.

Tree Frog Nursery 14052

Carson Lord

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carson@treefrogtrees.com
www.treefrogtrees.com

Wholesale ornamental nursery stock.

BOOTH

TreeDiaper 22052

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 540-300-1465, FAX 804-302-9100
info@treediaper.com
www.treediaper.com

Trillium Gardens 18044

Sheila M. Klest

34610 Highway 58
 Eugene, OR 97405
 541-937-5413, FAX 888-544-7252
sheila@trilliumgardens.com
www.trilliumgardens.com

Wholesale grower of Pacific Northwest native shrubs, native perennials, wetland plants, and ferns grown in plugs, containers, and bare root.

TSW Nursery Sales Inc. 13030

Todd Williams

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sales@tswnurserysales.com
www.tswnurserysales.com

Grower/re-wholesaler of the highest quality material from liners, perennials, deciduous shrubs, broadleaf evergreens, shade/flowering trees, ornamentals and conifers. We are a 100-percent, full-service grower and wholesaler. We are known for excellent quality and customer service.

TTA USA LLC \$ 12063

Steven Biles

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 McMinnville, TN 37110
 931-668-2518
info@tta-usa.com
www.tta-usa.com

TTA is a major technology provider that helps the world's most ambitious Agtech entrepreneurs define the future. From our locations in America and the Netherlands, we work globally with our clients as one team with a shared ambition to achieve extraordinary results, outperform the competition, and redefine our industry. Since our founding in 1996, we have been known for our game-changing innovations, and we proudly maintain the highest level of automation solutions in the industry. Steve Biles (Sales Manager) and his dedicated team provide the American and Canadian markets with high-tech equipment that meets their needs. TTA USA LLC is well-known for its excellent service and the fast delivery of spare parts from its warehouse.

Turf Star Western 12015, 13014, 13016

DJ Domeyer

1750 Salem Industrial Dr.
 Salem, OR 97301
 800-585-8001, 503-476-7570
dj.domeyer@turfstar.com
www.turfstar.com

**UFP Packaging/ T&R..... 19049, 19051**

Kelsey Dean
2830 Progress Way
Woodburn, OR 97071
916-365-1059, FAX 909-899-4975
Kelsey.Dean@trlcompany.com
www.trlcompany.com

Greenhouse and nursery plastic containers and trays, bamboo, stakes, tilt sticks, shipping racks, trellises, load gate solutions and other wood products. **Please see our advertisement on Page 14.**

Umpqua Bank14050

Mary Hood
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503-566-3835, FAX 503-566-3830
MaryHood@umpquabank.com
www.umpquabank.com/

Full-service bank for nurseries and allied companies, focusing on customer service and the success of our clients.

USAID CEO Guatemala.....14009

Bill Carlson
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301-708-8067
bill.carlson@thepalladiumgroup.com

Does your company need temporary seasonal H-2A or H-2B workers? Guatemala's Ministry of Labor has been placing workers throughout the U.S. and in Canada for years. The Ministry provides no cost recruitment, screening, and expediting processing with the Embassy in Guatemala City. Airline discounts are available and Guatemala has the youngest workforce in Central America.

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We specialize in propagating and producing hardy flowering shrubs from 4-inch liners to finished containers.

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adam.wexler@vegogarden.com
<https://vegogarden.com>

Verna Jean Nursery7031

Larry & Angi Bailey
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503-663-4486, FAX 503-663-3537
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Shade, flowering and ornamental trees including Japanese maples, beech, dogwood and monkey puzzle. Field-grown B&B stock, container-grown stock and liners.

**WA State Dept of Labor & Industries..... 10055**

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360-902-4856
nancy.bell@lni.wa.gov
<https://lni.wa.gov/safety-health/>

L&I is a diverse state agency dedicated to the safety, health, and security of Washington's 3.3 million workers. We help employers meet safety and health standards, and we provide medical and limited wage-replacement coverage to workers who suffer job-related injuries and illness. We license contractors, and perform electrical, boiler, elevator, and workplace safety and health inspections. We serve customers in 19 offices throughout Washington.

wafila15030

Lisanne Bannister
975 Carpenter Rd. NE, Ste. 201
Lacey, WA 98516
360-455-8064 ext. 114
lbannister@wafila.org
wafila.org

Making labor stability your reality. **Please see our advertisement on Page 2.**

Walla Walla Nursery Co. Inc.....8051, 9052

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joanne@wwnc.net
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Annuals, hanging baskets, herbs, vegetables, edibles, tropical succulents, ornamental grasses, perennials, shrubs, vines, and natives.

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Northwest's oldest distributor of terracotta and glazed pottery products.

Westcan Greenhouses11050

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www.westcangrns.com
Wholesale grower.

Western Pulp Products Co.....10051

Jim Lee
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derekv@westhort.com
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Printers and all related media. Tree tags, adhesive labels, pot stakes. Experts in on demand color and RFID inventory solutions.

Wilbur-Ellis Company11051, 12052

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kdoubrava@wilburellis.com
<http://ag.wilburellis.com>
Allied supplier.

Willamette Nurseries Inc..... 18015

Devin Cooper
25571 S Barlow Rd.
Canby, OR 97013
503-263-6405, FAX 503-266-6302
willametteinfo@canby.com
www.willamettenurseries.com

Clonal and seedling rootstock, ornamental seedlings, hardwood and softwood cuttings. **Please see our advertisement on Page 23.**

Willamette Tree Wholesale Inc.17010

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Sales@willamettetree.com
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Brian Fish
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360-727-3142
Info@ShovelAndThumb.com
www.shovelandthumb.com,
www.windrivermicrobes.com

Wind River Microbes. Brings all-natural products for farmers, ranchers, landscapers and gardeners to help manage soil health through regenerative agriculture.

Windswept Gardens..... 13048, 13050

Robert David
855 9th Ave.
Fox Island, WA 98333
206-818-5439
bdavid@windsweptgarden.farm
www.windsweptgarden.farm

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Contact: Lanka Santha, rolanka@rolanka.com, www.rolanka.com, 800-760-3215

RoLanka has been in business for 30 years and our expertise is coconut fiber products. All our products are made in Sri Lanka using world class quality coconut fiber. The raw material used in our products comes from mature coconut husks, delivering an excellent medium for growing. RoLanka GeoNatural Coir GrowBag - Regular is an upright grow bag with compressed coir slab. It is ready to use. Our coir medium is multi-washed, free from pesticides, free from heavy metals, and free from sand particles. It has a unique blend of coir fiber pith and coir husk chunks to enhance aeration. It is an excellent grow-



ing medium for root development. Our daily random testing of raw material guarantees the uniform specification leading to the highest quality. We are happy to customize our GrowBag to fulfill your special needs. For the past 30 years, RoLanka International, Inc. is the leading supplier of technically advanced coir products for the USA soil erosion and sediment control industry. Also, RoLanka is one of the leading suppliers of coir hop twine for the hop growers in the world. We welcome you to try our RoLanka GeoNatural Coir GrowBag - Regular. We guarantee 100% satisfaction.

RoLanka GeoNatural Coir GrowBag - Open Top

Manufactured and distributed by RoLanka International Inc. Company (Booth #21048)

Contact: Lanka Santha, rolanka@rolanka.com, www.rolanka.com, 800-760-3215

RoLanka has been in business for 30 years and our expertise is coconut fiber products. All our products are made in Sri Lanka using world class quality coconut fiber. The raw material used in our products comes from mature coconut husks, delivering an excellent medium for growing. RoLanka GeoNatural Coir GrowBag - Open Top is an upright grow bag with compressed coir block. It is ready to use. Our coir medium is multi-washed, free from pesticides, free from heavy metal, and free from sand particles. It has a unique blend of coir fiber pith and coir husk chunks to enhance aeration. It is an excellent growing medium for root development. Our daily random testing of raw material guarantees the uniform specification leading to highest quality. We are happy to customize our GrowBag to fulfill your special needs. For the past 30 years, RoLanka International, Inc. is the leading supplier of technically advanced coir products for the USA soil erosion and sediment control industry. Also, RoLanka is one of the leading suppliers of coir hop twine for the hop growers in the world. We welcome you to try our RoLanka GeoNatural Coir GrowBag-Open Top. We guarantee 100% satisfaction.



Plantiful Software

Manufactured and distributed by Plantiful Technologies Inc Company (Booth #22051)

Contact: David Turer, david.turer@tryplantiful.com, www.tryplantiful.com, 914-299-6112

Plantiful has developed modern cloud-based software specifically for plant growers and wholesalers that is flexible, powerful, and easy to use. Plantiful's customizable production inventory tracking is live, exportable, and tablet and mobile friendly. Businesses can easily

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Neilsons Plant Elixir

Manufactured and distributed by Neilson Orchids LLC Company (Booth #23049)

Contact: Julie Neilson, hello@neilsonbotanics.com, www.neilsonbotanics.com, 888-882-0722

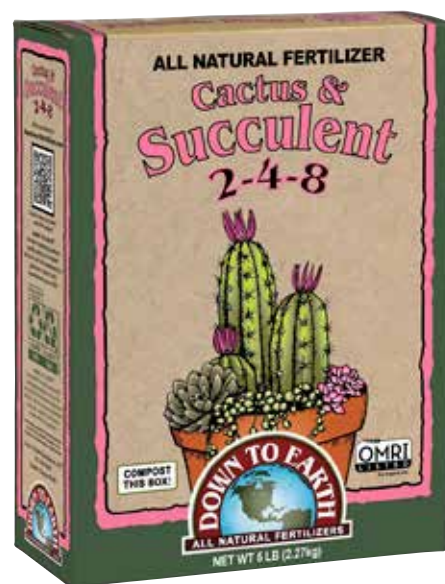
Neilsons Plant Elixir is a mild formula for houseplants and orchids, made from natural mineral salts in meticulously-honed proportions, partly diluted in the purest Oregon aquifer water. It is the reason our cymbidium orchid nursery became one of the largest in the U.S. What sets it apart is it has a good concentration of magnesium, an important catalyst for other nutrients, without being high in sulfur. Our unique chemistry requires that the Elixir come partly diluted. Easy to use and odorless, it benefits blooming and foliage houseplants, succulents, cacti, cannabis and all orchid species.

Cactus & Succulent 2-4-8 All Natural Fertilizer

Manufactured and distributed by Down To Earth Distributors Inc. Company (Booth #22052)

Contact: Mario Serra, sales@downtoearthdistributors.com, www.downtoearthdistributors.com, 541-485-5932

Cactus & Succulent 2-4-8 is a blended fertilizer specially designed to support the keystone plants commonly found in arid climate gardens and water-wise xeriscapes. These fascinating specimens are adapted to withstand challenging environmental stresses and utilize diverse tactics to manage water storage efficiently. This robust blend of natural and organic ingredients will supply succulents of all types, including cactuses and agaves, with the nutritional backbone to keep them growing strong and producing beautiful blooms. At the same time, improving soil conditions and encouraging their extensive root systems can help maintain fabulous conservation focused gardens filled with striking cactuses and succulents. Listed by the Organic Materials Review Institute (OMRI) for use in organic production.



Palm Tree 6-2-8 All Natural Fertilizer

Manufactured and distributed by Down To Earth Distributors Inc. Company (Booth #20052)

Contact: Mario Serra, sales@downtoearthdistributors.com, www.downtoearthdistributors.com, 541-485-5932

Palm Tree 6-2-8 is specially formulated to feed all varieties of palms and cycads with the essential macro and micronutrients they need to thrive in outdoor spaces. Whether in tropical or subtropical landscapes, palms add a regal touch and are unparalleled at transforming ordinary backyards into your own small piece of paradise. From the initial selection and design planning, to the planting, watering and fertilization, palms of all species need care and attention to ensure success. Feeding two to three times per season can help make sure that their nutritional needs are being met and prevent fronds from yellowing or curling. Palms can be an attractive gardening solution for adding shade and curb appeal; use Down To Earth Palm Tree fertilizer for the ultimate results for your tropical beauties. Listed by the Organic Materials Review Institute (OMRI) for use in organic production.

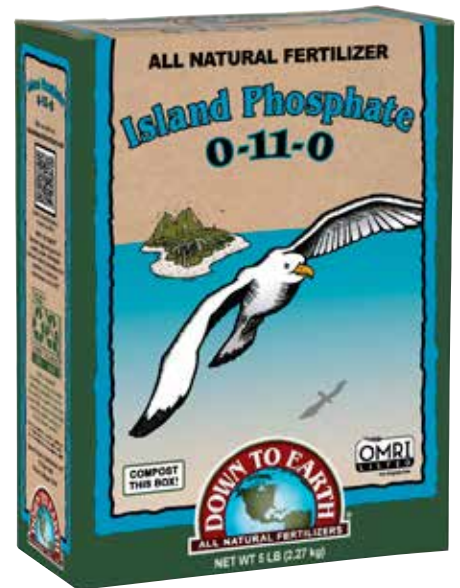


Island Phosphate 0-11-0 All Natural Fertilizer

Manufactured and distributed by Down To Earth
Distributors Inc. Company (Booth #20052)

Contact: Mario Serra, sales@downtoearthdistributors.com,
www.downtoearthdistributors.com, 541-485-5932

Island Phosphate 0-11-0, a high-phosphorus fertilizer, can be used to dramatically increase both the amount and size of blooms throughout the flowering period for all indoor and outdoor plants. Strawberries, melons, vegetables and all types of flowers will benefit from mid-season applications to improve yields and enhance fruit quality. Can be mixed into garden soils and potting mediums or applied as a side dress throughout the growing season. Listed by the Organic Materials Review Institute (OMRI) for use in organic production.





OREGON NURSERIES FOUNDATION

Seeding the next generation of horticulture specialists

The Oregon Nurseries Foundation announces the 2023 ONF scholarship recipients

BY STEPHANIE WEIHRAUCH

THE OREGON NURSERIES FOUNDATION (ONF) supports incoming or continuing college students who are preparing for careers in horticulture or related fields. Students were evaluated based on academic achievement, nursery industry commitment, financial need and OAN affiliation.

Scholarships are applied for during winter term and awarded by the ONF's committee each spring. The next cycle of applications will open in January 2024 and are due by April 1, 2024.

Please join us in congratulating the ONF's 2023–2024 Scholarship Award recipients!



Alexandra Geschwill has been awarded the Retail Chapter I Award for her pursuit of higher education at the University of Southern California.

Alex plans to study civil engineering with the intent of applying her skills to strengthen the infrastructure that supports the agricultural industry.



Ann Amato has been awarded the Retail Chapter III Award. Ann currently works for two OAN nurseries and will continue her studies at Clackamas

Community College to complete her associate degree in horticulture.




Avery Lord has been awarded the Joseph H. Klupenger Award. Avery will be an incoming first-year student at the University of Southern California

with plans to study occupational therapy. Growing up on an ornamental nursery, Avery has developed a passion for utilizing horticulture as a form of therapy and plans to incorporate the two.



Benjamin Bailey has been awarded the Bill Egan Memorial Award and is currently studying at the University of Arkansas in Fayetteville.

Heading into his junior year, Ben is working on a degree in 



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ONF scholarship recipients

business and attributes his education and appreciation for new opportunities to his time at Smith Gardens, including an upcoming internship position.



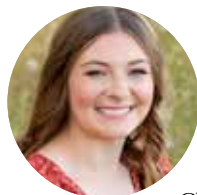
Brady Traeger has been awarded the Arthur Spada Memorial Scholarship. Brady will be a junior at Oregon State University, where he is

currently pursuing a degree in agriculture and food business management with the intent to help grow the family operation at Woodburn Nursery and Azaleas.



Carson Henderson has been awarded the Woodburn Nursery I Award and will be a first-year student studying crop science at the University of Idaho.

Carson plans to expand the family nursery operation, Thistledown Farms, and explore propagation and grafting.



Chloe Hupp has been awarded the Willamette Chapter Award to apply towards her studies at Chemeketa Community College.

Chloe plans to transfer to Oregon State University to complete her agribusiness degree, then continue the family tradition of owning a nursery — but with a twist of adding an event center.



Cydney Stables has been awarded the Sid and Cindy Miles Nursery Award. Cydney will be a junior at Graceland University, where she is pursuing a

degree in agribusiness. Her plans include becoming a spokesperson, educator and advocate for the agriculture industry.



Elizabeth Minnich has been awarded the Nurseries Memorial Award as she pursues her degree in horticulture and urban agriculture at the University of Idaho. As the assistant to the greenhouse manager on campus, she looks forward to staying involved in the greenhouse industry promoting sustainability and responsible pesticide application practices.



Ellie Perkins has been awarded the Nurseries Foundation Award. Ellie will be a sophomore at Oregon State University, where she is pursuing a degree in horti-

culture. Ellie is passionate about growing flowers and working in the nursery and greenhouse industry.



Emily Jones has been awarded the Larry Fitzgerald Memorial Award. Emily is pursuing a degree in horticulture and sustainability from Oregon State

University, and plans to apply her education to enhancing local food systems with an emphasis on sustainable agriculture.



Emmett Henderson has been awarded the Woodburn Nursery II Award. Emmett will be a sophomore at the University of Idaho, where he is pursuing a

degree in crop science. He hopes to return to the Willamette Valley to farm and own greenhouses for flowers, shrubs, fruit and vegetables — all similar to the family operation, Thistledown Farms.



OREGON NURSERIES FOUNDATION

Join the ONF Committee

The ONF Committee is comprised of OAN members who serve a five-year term, with their fifth year as chair. Each year, we look to add a new OAN member to the committee.

If you are interested in being on this committee, please contact Stephanie Weihrauch at 503-582-2001 or SWeihrauch@OAN.org.

For more information about the ONF, please visit www.OAN.org/ONF.



Gabbie Schloe has been awarded the Nursery Employee Award and is entering her first year at Oregon State University. Gabbie has spent many years at the family business, Swan Island Dahlias, and held various roles that will contribute to her success towards a degree in business.



Hannah Kruse has been awarded the Retail Chapter II Award. Hannah will be a sophomore at Corban University, where she is pursuing a degree in agriculture science with a business minor. She is highly interested in greenhouse production as well as having her own business.



Hilliary Montero has been awarded the Clackamas Chapter/Ed Wood Memorial Award. After working in public service for over a decade, Hilliary is following her passions professionally. She currently works as a grower at Fessler Nursery and is attending Clackamas Community College, where she is pursuing an associate degree in horticulture.



Landon Erbrick has been awarded the Mt. Hood Chapter II Award. Landon will be a senior at Auburn University, where he is pursuing his bachelor's degree in horticulture and is presi- ➤

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ONF scholarship recipients

OREGON NURSERIES FOUNDATION



dent of the Auburn University Landscape and Nursery Association. He looks forward to the opportunity to work hands-on in the nursery and greenhouse horticulture industry.



Marcella Cross has been awarded the Royal Boltman Memorial Award. After earning her undergraduate degree at Cornell University,

Marcella will enter the graduate program in botany at the University of British Columbia. Originally from Dallas, Oregon, Marcella continues to follow her dreams in furthering the field of horticulture through plant research.



Nate Bailey has been awarded the Clackamas Chapter Award. Currently attending American River College, where he is pursuing an associate

degree, Nate plans to pursue a bachelor's degree in horticulture at a four-year institution. Nate has spent time as a seasonal worker in various positions at Smith Gardens, which furthered his interest in the horticulture industry.



Xavier Tacker has been awarded the Emerald Empire Chapter Award. Xavier will be a senior at Oregon State

University, where he is pursuing a dual major in forest management and bioresource research and a minor in chemistry. Xavier was named a Barry Goldwater Scholar as a sophomore. This summer he is an intern with Corteva Agriscience.

Congratulations, students!

The Oregon Association of Nurseries and the Oregon Nurseries Foundation congratulate these students on their accomplishments thus far and wish them the best as they grow the future of the horticulture industry. ☺

Stephanie Weibrauch is the director of finance and administration at the Oregon Association of Nurseries. Contact her at 503-582-2001 or SWeibrauch@OAN.org.

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Plant purchases gain momentum



Ron McCabe

Ron McCabe has been a technologist for over 35 years and an expert digital marketer for 14 years. He is the president of Everbearing Services, a full-service digital marketing agency dedicated to the green industry. Visit his website and subscribe to his newsletter at www.EverbearingServices.com or email him at RMcCabe@EverbearingServices.com.

E-COMMERCE SALES of plant material as a percentage of total plant sales exploded over the pandemic and have continued to grow. According to research funded by the Horticultural Research Institute, the growth of plant e-commerce sales is here to stay and will continue to substantially increase.

I had the opportunity to view a presentation on this research and wanted to share my high-level takeaways and insights based on this important marketing data. A growing trend is more people are purchasing plant material across multiple sales channels. Consumers are researching products and making purchases across multiple platforms including in-store, online and social media options. They are also going beyond traditional word of mouth and utilizing reviews, social media and other forms of proof to validate their purchases. Google has conducted similar research across all types of products and their data confirms this trend.

Only a small percentage of plant buyers purchase exclusively online, with the majority purchasing across multiple channels. Customers who predominantly purchase plants online spend three times what predominantly in-store purchasers spend online.

Online plant purchasers still make about 30% of their purchases in-store. However, it is important to understand and adapt to the fact that online buyers purchase more plant material and related products overall than traditional in-store purchasers.

Impact of social media

Social media has had an increasing influence over plant purchases overall, and online sales through these channels are increasing. With the predominant platforms being

Facebook and Instagram, newer platforms are having an increasing impact especially among younger shoppers. It is apparent that social media will continue to grow in its influence on online plant purchases.

It is no surprise that younger people tend to learn about products, follow plant brands and make purchases through social media and online. As it turns out, there is an inverse relationship between age and online engagement. The weighting of engagement online is towards younger and first-time plant buyers, with engagement decreasing among older buyers.

It is important to understand that the number of first-time plant buyers on social media is higher than other platforms. This is because they tend to learn about new things and get engaged in this way. Related to this, there is a general trend towards product purchases being driven on social media through FOMO (fear of missing out).

In the plant world, this purchasing trend is enhanced by either a real rarity or a perceived one. It is apparent that the excitement of scarcity or rarity of a plant drives sales. Online retailers who have understood this trend have greatly benefitted by using promotion or advertising that enhances this perception of rarity and scarcity as this drives purchases.

More parents are shopping online than other households. Online plant retailers have benefitted by targeting these family purchases through unique plant products or solutions, and by using imagery that supports a family purchase experience. For example, grow kits for kids or educational plant experiences are becoming increasingly popular with families.

An interesting insight from this research is that online plant purchases address a more

predominantly ethnically diverse audience than in-store shoppers. I think this presents an important opportunity to embrace and engage a potentially new and lucrative consumer base for plants. Engaging these new consumers through online marketing efforts could yield new clients and related sales.

In-store vs. online

It is not an “either/or” question anymore, as consumer plant purchasers are trending toward utilizing more of their purchase options. It is becoming more likely that in-store purchasers will buy online. While purchase trends are shifting, one advantage that in-store plant sales have over online options is that in-store buyers are much more likely to make impulse purchases. So, those marketing for in-store customers need to enhance and take advantage of these impulse purchase experiences. Based on my experiences with my clients, I think garden centers may be able to capitalize on both trends by creating a crossover experience between online and in-store marketing.

Just like in-store retailing, online retailing benefits from presentation and by categorizing plants by common needs. For example, categories like pet-friendly, easy-care, low-water or deer-resistant help online consumers find the products that fit their needs.

A quick tip related to this is to do keyword research to find out what consumers are looking for regarding the plants being sold. Use these searches for characteristics to tag your online plants appropriately. This tagging has greatly enhanced purchasing experiences and sales.

Making sure your overall online experience creates a positive and convenient

Shoppers are more likely to buy again once they have made their initial purchase. However, they are more discerning shoppers that are more likely to look at online reviews or social proof before engaging with a new store.

experience enhances perceived value and loyalty. The quality of online plant retailing has increased greatly over the last four to five years and consumer expectations for their shopping experience have increased in tandem. Presentation of plants, as well as the overall feel of a shopping experience, increasingly matters. It is important to take care when creating visual cues and settings for online plant pictures while creating a unique and seamless plant buying experience.

This research supports that an often overlooked but major part of this enhanced experience is smooth online checkout. Based on checkout experiences I have worked on, it is important to decrease transactional friction by decreasing steps, creating clear visual cues, easing payment processes and considering deferred payment options. The best online plant retailers test their checkout system often and continually refine it.

Keeping customers coming back

Another important takeaway is that customer and brand loyalty is higher among online shoppers. These shoppers are more likely to buy again once they have made their initial purchase. However, they are more discerning shoppers that are more likely to look at online reviews or social proof before engaging with a new store for plants, and they will often sort their plant purchases within a store based on ratings.

Online buyers are loyal, with 90% of online purchasers buying that way again. Purchasers buy through multiple platforms, but the predominant options are Amazon and Farm Direct. Garden centers were noticeably not predominant as an online resource.

My opinion and my own research in this area indicates that this is because of the resources, focus and time garden centers give to their online endeavors.



For example, in a small national survey I did of garden centers that provided online sales, the results were mixed. The garden centers that had dedicated the appropriate time and resources to their endeavors were highly successful. The garden centers who understood their multichannel advantages did very well at leveraging these experiences into more sales overall.

Unfortunately, the garden centers that did not do this were more numerous and did not do well. I believe that if appropriate resources and attention are allocated, online sales present a unique multi-channel opportunity for garden centers that can be realized in the upcoming years.

Online plant sales and social media marketing are going to continue to be growing forces in our industry. We would all do well to take note and make changes to embrace these growing opportunities in the green industry. ©

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NORTHWEST NEWS

OAN members and chapters are encouraged to send in relevant news items, such as new hires, new products, acquisitions and honors. Email News@OAN.org.

NEW LEGISLATION WOULD ESTABLISH 'POLLINATOR-SAFE' LABEL PLANTS

U.S. Sen. Jeff Merkley (D-Oregon) recently announced new legislation that would create a pollinator-friendly plant labeling program, modeled after the Organic Foods Production Act that created organic labeling. The program would require the U.S. Department of Agriculture to create a certification program for plant producers in order to certify that their plants are not treated with pesticides harmful to monarch butterflies and other pollinators.

Under the pollinator-friendly plant labeling program, plants must be native to the United States and must not have been grown using pesticides or substances that are not approved for use in organically grown products. Producers who choose to participate in the program would be able to use a "USDA pollinator-friendly" label on their plants and products.

"Protecting Western Monarch butterflies and other pollinators is a critical issue, and I know many of us are looking for ways to help," Sen. Merkley said. "Projects like at-home gardening are great ways that every day consumers can take action. But folks across the country buying milkweed plants to help boost pollinator populations may unknowingly be picking up pesticide-treated plants that are actually harming the pollinators they are intended to support. We need to ensure that consumers who want to help can find safe, pollinator-friendly plants when they head to their local nursery."

This new legislation follows findings of pesticides in pollinator plants at U.S. nurseries. Last year, a study by the Xerces Society and University of Nevada, Reno, found that milkweed plants in nurseries across the U.S. are frequently being treated with pesticides that are harmful to Monarch caterpillars.

The pollinator-friendly plant labeling program is supported by The Xerces Society for Invertebrate Conservation, National Wildlife Federation and the Sierra Club. The bill is co-sponsored by Sens. Ron Wyden (D-Oregon), Martin

Heinrich (D-New Mexico), Peter Welch (D-Vermont), Alex Padilla (D-California), Richard Blumenthal (D-Connecticut), Dianne Feinstein (D-California) and Cory Booker (D-New Jersey).

"This legislation is short-sighted and falls into the 'zero tolerance for pesticides' camp," OAN Executive Director Jeff Stone said. Stone plans to discuss the proposed program with Sens. Wyden and Merkley's agricultural staff, as well as with Oregonians for Food and Shelter and Oregon State University.

GOV. KOTEK MEETS WITH OAN LEADERS AS PART OF LISTENING TOUR

Oregon Gov. Tina Kotek is in the midst of her One Oregon Listening Tour, part of her commitment to visit every county in Oregon during her first year in office. Last week she was in Marion County and

requested to sit down with the nursery and greenhouse industry, along with Christmas tree growers in Marion County.

The hour-long discussion covered a lot of ground: the outlook of passing along family operations, how Oregon competes with other states that do not have the wage and regulatory pressures, water policy, plants and trees as carbon-sequestering green goods, the pressures of family farms and the growing suicide rates across agriculture. Christmas tree growers focused predominantly on research needs at the state Extension service and nationally.

Surprisingly, the governor's attention focused on the agricultural overtime issue and the OAN offered to bring back the compromise that the agricultural community put forward two years ago. "More conversation is possible, and the OAN will press for additional work to be done on fixing ag overtime," OAN Executive Director Jeff Stone said. >>



From left to right: Casey Grogan of Silver Bells Tree Farm, Bob Schaefer of Noble Mountain Tree Farm, Josh Zielinski of Alpha Nursery Inc., OAN Executive Director Jeff Stone, Gov. Tina Kotek, Kyle Fessler of Woodburn Nursery & Azaleas Inc., Amanda Staehely of Columbia Nursery LLC, Todd Nelson of Bountiful Farms Nursery Inc., Mark Bigej of Al's Garden & Home and staff from Regional Solutions.

HOUSE AG ANNOUNCES BIPARTISAN H-2A REFORM WORKING GROUP

Leaders of the U.S. House Agriculture Committee appointed a 14-member working group in June to find solutions for the labor challenges facing farmers, the Agri-Pulse agricultural news website reported.

The working group evenly split between Republicans and Democrats. Reps. Rick Crawford (R-Arkansas) and Don Davis (D-North Carolina) will co-chair the group.

The group's members largely represent districts where workforce challenges are particularly acute, is charged with first writing an interim report that will detail the shortcomings of the H-2A visa program, and then producing a final report with recommendations.

Among the Republican members in the working group is Rep. Lori Chavez-DeRemer (R-Oregon, 5th district). Crawford told Agri-Pulse that the group would start its work in July and will have six months to deliver recommendations.

OREGON WATER RIGHTS 'PAUSE' SCRAPPED BY LAWMAKERS

A bipartisan legislative proposal to pause new water rights permitting in Oregon died in the 2023 legislative session, the *Capital Press* agricultural newspaper (Salem, Oregon) reported.

Rep. Ken Helm (D-Beaverton), chair of the House Agriculture Committee, and Rep. Mark Owens (R-Crane), committee vice chair, had proposed the pause under House Bill 3368. The idea was to buy regu-


lators time to calculate water supplies, uses and needs, basin by basin.

"We are over-allocating both the surface and ground water in this state for various reasons and it's not an ideal situation," Helm told the newspaper.

The solution? Creating a water balance sheet of sorts. "Show us in every basin in the state: what comes in and what goes out, and then show us what's been allocated," Owens said.

Owens told the paper that the pause frustrated everyone. "That was intentional, to say what we're doing is not working," he said. "I feel it's appropriate to slow things down to plan for the next generation."



Agricultural and environmental groups, including the Oregon Association of Nurseries, liked the idea of knowing how much water is available to allocate, but both communities urged lawmakers not



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to rush the legislation.

“Behind the scenes, the OAN urged both Owens and Helm to take time and do the policy right,” OAN Executive Director Jeff Stone stated in an update to association leaders. “OAN and our legal counsel at Jordan Ramis were nervous about the policy turning into a moratorium on all water applications. We opposed the bill in virtually all its forms but will work alongside the legislators to get it right.”

ODA EXTENDS QUARANTINE FOR EMERALD ASH BORER TO NOVEMBER

The Oregon Department of Agriculture (ODA) reinstated a temporary quarantine in Washington County to prevent the spread of emerald ash borer (*Agilus planipennis* Fairmaire), the invasive insect that has killed hundreds of millions of North American ash trees. The quarantine will remain in effect until November 23, and could be amended or extended as more data becomes available.

The temporary quarantine was first adopted in June 2022, after emerald ash borer was found in planted ash trees at a middle school parking lot in Forest Grove, Oregon, about 20 miles west of Portland. Native to Asia, the emerald ash borer arrived in the U.S. in 2002. Researchers consider it North America’s most damaging forest pest.

The extended quarantine excludes olive trees, but still applies to ash and fringe white tree material — including logs, stumps, green lumber, nursery stock, scion wood, roots, branches, chips, mulch and firewood.

Announcements

MARION AG SERVICE, PURSELL ANNOUNCE ENTRUST NUTRITION, A NEW CONTROLLED-RELEASE FERTILIZER

Marion Ag Service and Pursell Agri-Tech have introduced Entrust Nutrition powered by Pursell, a new line of controlled release fertilizers jointly developed by the two companies.

The fertilizer substrates will be

manufactured by Pursell Agri-Tech, then formulated and blended at Marion Ag’s state-of-the-art custom fertilizer blending facility near St. Paul, Oregon, which opened in 2017. The facility is ISO 9001-2015 certified for quality management.

The new line of Entrust fertilizers will be available to nurseries in the Pacific Northwest starting this fall through Marion Ag and their expert consultants, who work with growers individually to create nutrient plans designed to meet their needs and goals.

“We have been working with Pursell controlled-release fertilizers since the mid-1990s, and are excited to solidify our partnership with them,” said John Hockett, CEO for Marion Ag Service. “This change, and bold step forward, is about our customers and our vision to be the most trusted solutions partner, empowering customers to succeed at feeding and beautifying the world.”

Earlier this summer, the two companies announced that Marion Ag would become the exclusive distributor of Pursell’s controlled-release fertilizers in 11 Western states.

Additionally, they announced the launch of a new software tool called MASTer Graph, which will help create custom tailored nutrient delivery plans for customers. The software has been fine-tuned with the benefit of five years’ worth of field trial data evaluating actual nutrient release rates, as analyzed by J.R. Frelich & Associates.

With this software, Marion can create customized nutrient plans for customers knowing that the fertilizer blends will perform safely and accurately, as intended. Plans can be adjusted as production goals change. The software maximizes plant health, reduces nutrient waste, increases profits and protects the environment, >>



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Personnel changes at Kraemer's Nursery. From left to right: Ron Swanson and Steve Manfield; Barry Gregory and Freddie Cortez; and Treda McCaw and Jose Tapia.

the two companies said.

The new line of fertilizers will benefit from Pursell's patented new production process, which allows the company to coat a variety of nutrients — not just nitrogen, phosphorus, potassium and urea, but also calcium nitrate, potassium nitrate, ammonium sulfate and iron sulfate.

Additionally, active fertilizer ingredients can be incorporated into the coatings themselves, enabling the delivery of micronutrients, biologicals and biostimulants. The end result is stronger, healthier plants.

KRAEMER'S ANNOUNCES PERSONNEL CHANGES

Kraemer's Nursery, a wholesale grower of container-grown woody plant material in Mount Angel, Oregon, announced the retirement of three longtime employees and



introduced the people taking over for them.

Barry Gregory, vice president of sales, had been with Kraemer's for 16 years, overseeing the sales team. He had previously worked at Hines Nursery in Texas for 17 years. He and his wife Cathy are moving to Texas to be near their children and grandchildren.

Taking over for Gregory is Freddie Cortez, former director of operations at Marion Ag Service. Cortez previously

worked at Kraemer's for nine years as production manager.

Also retiring is Steve Mansfield, who managed the Home Depot account for 14 years. He previously worked at Smith Gardens in Bellingham, Washington, and Coast Nurseries in California. He and his wife Cherie plan to travel and hang out with kids and grandkids.

Taking over for Mansfield as account manager is Ron Swanson, who moves over

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from American Nursery Services, where he'd been for 17 years.

Treda McCaw also announced her retirement. For the past 14 years, McCaw has supported Kraemer's sales representatives, Macy Lindsay, Shawn Holt and Josh Russell, and handled inside accounts. She previously worked for J. Frank Schmidt & Son Co., Leo Gentry Nursery and Bailey Nurseries. She plans to continue to volunteer in the industry, create quilts and maintain her landscape at home in Silverton.

Taking over for McCaw is Jose Tapia, who previously worked in Kraemer's propagation division for nine years.

BAILEY ANNOUNCES CHANGES TO MARKETING AND BRAND TEAMS

Bailey Nurseries, the horticultural company headquartered in St. Paul, Minnesota, with operations in Oregon, Washington, Illinois and Georgia, announced changes to its marketing and brand teams.

Gretchen McNaughton, who has been with Bailey for over two years in the role of communications and content specialist, was promoted to communications and content strategist. In her new role, McNaughton will lead the team that covers consumer-focused content, Bailey and its consumer brands' social media channels, and public relations activities.

"Since joining the team, Gretchen has brought fresh ideas, refined our processes, and shown herself to be a strong leader. We are excited for her to take on additional responsibilities and offer additional strategic insights in her new position," said Marketing and Communications Manager Ryan McEnaney.

Katie Swartzler joins Bailey as social media specialist. In this new role, she will be responsible for the day-to-day implementation of social media and digital content for Bailey Consumer Brands and Bailey social media.

"We are thrilled to create this new role and welcome Katie to the team," McEnaney said. "Katie's background >>



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Northwest News

BAILEY
NURSERIES



Gretchen
McNaughton



Katie
Swartzter



Rachel
Prescott

in marketing agency work, social media and public relations supports our focus on growing what's next with these crucial channels."

Rachel Prescott joins Bailey with a background in production management and sales. She joins the brand team as retail and landscape program coordinator, and will lead efforts in building relationships with garden center and landscape partners.

"We are thrilled to add someone with Rachel's background and personality to our brand team," Brand and Business Development Manager Layci Gragnani said. "Her infectious positive attitude and deep background in production and landscape complement our team nicely and will help in our efforts as we continue to grow our brands across the garden center and landscape channels."

GROWER INPUT NEEDED FOR PEST, DISEASE, WEED MANAGEMENT

The IR-4 Specialty Crops Project is currently conducting its biennial Grower and Extension Survey. The survey identifies disease, pest and weed needs across the country for greenhouse and nursery growers and interiorscape and landscape managers. This survey is an important tool for identifying the most pressing needs from growers in Oregon and round the nation. The deadline for responses is September 1, 2023.

Results from the survey will form the basis of discussions taking place at the bi-annual Environmental Horticulture Workshop in October in Little Rock, Arkansas. The workshop will set the research priorities for 2024-2025. Workshop registration information can be found at www.IR4Project.org.

Take the survey at www.IR4Project.org/ehc/ehc-Registration-Support-Research/Env-Hort-Grower-Needs-2/#Survey. ©



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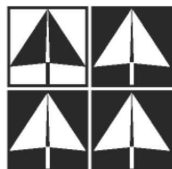
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GROWING KNOWLEDGE

Series content is coordinated by Dr. Lloyd Nackley, associate professor of nursery production and greenhouse management at Oregon State University in Corvallis, Oregon.



An ongoing series provided by Oregon State University in collaboration with the United States Department of Agriculture and in partnership with the Oregon Association of Nurseries

Researchers roundup

Get to know the horticultural researchers at OSU and USDA

BY LLOYD NACKLEY

MANY PROGRAMS focus on nursery, greenhouse, landscape and related crops at Oregon State University (OSU) and the Horticulture Crops Research Laboratory at the Agricultural Research Service (USDA ARS), the principal in-house research agency of the United States Department of Agriculture.

Here are some of the people and their programs that impact the ornamental industry of Oregon.

Oregon State University

Ryan Contreras, Ph.D.



Ryan Contreras is a professor of ornamental plant breeding in the OSU Department of Horticulture, where he teaches spring and fall woody landscape plant identification, plant growth and development, and plant propagation courses. He also directs the Ornamental Plant Breeding Program, which focuses on developing new cultivars of woody shrubs and trees with improved traits such as disease resistance, habit, fragrance, reduced fertility, and much more.

He has developed a diverse program that seeks to improve a wide array of genera, from *Acer* to *Zelkova* — but not quite everything in between. Regardless of the taxon, his goal is for the breeding to directly support and enhance the success of growers.

More info: Horticulture.OregonState.edu/Users/Ryan-Contreras

Chris Hedstrom



As communications and outreach director for the Oregon Integrated Pest Management (IPM) Center, Chris Hedstrom takes a proactive stance in promoting and advancing integrated pest management practices in both agricultural and non-agricultural sectors throughout Oregon and the Northwest region.

As a collaborative entity, the Oregon IPM Center brings together esteemed stakeholders, including university researchers, Extension agents, producers, and state and federal agencies, to safeguard Oregon's precious natural resources.

At the core of the center's mission is the establishment of a comprehensive resource hub for IPM research and Extension activities in the region. By serving as a central repository of knowledge, the center aims to facilitate effective communication, foster active participation, and encourage engagement among IPM researchers, practitioners and partners.

Through its extensive network and partnerships, the Oregon IPM Center empowers stakeholders with valuable information, innovative strategies and practical solutions. By bridging the gap between research and implementation, the center ensures that the latest advancements in IPM are readily accessible and applicable to the unique challenges faced by Oregon's diverse industries.

With a resolute commitment to collaboration, education and outreach, the Oregon IPM Center plays a pivotal role

in promoting environmentally responsible and economically viable pest management practices. By uniting experts and stakeholders, the center is a catalyst for positive change, facilitating a harmonious balance between pest control and the preservation of Oregon's natural resources.

More info: Extension.OregonState.edu/People/Chris-Hedstrom

Alec Kowalewski, Ph.D.



Alec Kowalewski assists with the primary goal of the OSU Turfgrass Extension and Research Program, which is funded by the Giustina Turf

Endowment. The program aims to improve the environmental and economic sustainability of turfgrass management. Topics of interest include the use of sustainable turfgrass varieties and cultivars, improving fertility and irrigation efficiency, and the use of pesticide alternatives. The program is also heavily involved in the development and implementation of integrated pest management programs designed to reduce pesticide use.

More info: AgSci.OregonState.edu/Users/Alec-Kowalewski

Gail Langellotto, Ph.D.



Gail Langellotto, the leader of the Garden Ecology Lab, delves into the fascinating world of plants, insects, animals, people, decisions and

Researchers roundup

management practices. With a focus on building sustainable communities, Dr. Langellotto recognizes gardens as important and understudied systems that hold the key to promoting environmental and human health.

The Garden Ecology Lab, comprised of a diverse group of experts in urban ecology, entomology, horticulture, landscape design and horticultural therapy, actively conducts research projects. These include studying the relationship between garden pollinators and plants, as well as investigating soil health in residential vegetable gardens. The lab is driven by a common interest in harnessing the power of gardens to improve environmental and human health.

By expanding our understanding of these dynamic ecosystems, Dr. Langellotto and her team are paving the way for more sustainable and vibrant communities. Through their dedication and innovative approaches, the Garden Ecology Lab shines a light on the potential of gardens, inspiring a greener and healthier future.

More info: Horticulture.OregonState.edu/Users/Gail-Langellotto

Rory McDonnell, Ph.D.



Rory McDonnell is an associate professor and mollusk expert in the OSU Department of Crop and Soil Science. His program is focused on two things:

Understanding the ecology of invasive slugs and snails in agriculture, horticulture, urban areas, the natural environment and at the interface of these systems; and developing and implementing novel strategies for the management of these pests.

His program is currently investigating the potential for using plant extracts as novel biorational molluscicides, assessing the potential for using natural enemies as biological control agents, and identifying novel attractants for use in both trapping and attract-and-kill strategies.

More info: CropAndSoil.OregonState.edu/Users/Rory-Mc-Donnell

Andony Melathopoulos, Ph.D.



Andony Melathopoulos is an associate professor in pollinator health in the Department of Horticulture. OSU's work around pollinator health comes from mandates passed by the Oregon Legislature after the bumblebee kills associated with insecticide treatments of linden shade trees. He also sits on the steering committee of the Oregon Bee Project (www.OregonBeeProject.org), which coordinates pollinator health work across state agencies.

More info: AgSci.OregonState.edu/Users/Andony-Melathopoulos

Marcelo Moretti, Ph.D.



Marcelo Moretti is an associate professor in weed science in the Department of Horticulture at OSU. Serving as statewide weed science specialist for perennial horticultural crops in Oregon, he interacts with multiple agents in the agriculture industry. Dr. Moretti's research program is focused on applied research evaluating practical and economic solutions for weed management. The weed science program is involved with the IR-4 Environmental Horticulture Program (www.IR4Project.org/EHC/).

More info: AgSci.OregonState.edu/Users/Marcelo-Moretti

Lloyd Nackley, Ph.D.



Lloyd Nackley is an associate professor at the North Willamette Research and Extension Center (NWREC). As the nursery crops research leader for Oregon State University, he collaborates extensively with researchers in Oregon and across the nation, striving to introduce innovative solutions to enhance nursery production systems.

Dr. Nackley is a plant ecologist, and his research themes revolve around plant

nutrient management and climate change mitigation in nursery production. At Oregon State University, he imparts his knowledge by teaching the Nursery Production and Greenhouse Environments course.

Additionally, he plays a vital role as a co-leader for the Intelligent Sprayer project and the Flatheaded Borer Research Project. He serves as the content curator for the *Digger* Growing Knowledge series and represents Oregon in the International Plant Propagators Society.

Furthermore, he contributes to the executive committee of the nursery working group for the American Society for Horticultural Science.

In addition to his achievements in the field of nursery and greenhouse plant production, it is rumored that he holds the unofficial world record for the most successful plant whispering sessions. While this talent remains unverified by the Guinness World Records, insiders affectionately refer to him as the "Green Thumb Guru."

Through his multifaceted roles and contributions, Dr. Nackley demonstrates his dedication to advancing the nursery industry and fostering sustainable practices.

More info: Extension.OregonState.edu/People/Lloyd-Nackley

Jay Pscheidt, Ph. D.



Jay Pscheidt leads a statewide extension program related to the diagnosis and management of diseases of all fruit, nut and ornamental/nursery crops. Programs that directly relate to the nursery industry include co-editor of *The Pacific Northwest Plant Disease Management Handbook* (PNWHandbooks.org/PlantDisease) and coordinator of the Growing Knowledge series for *Digger*.

His other duties include teaching the summer field Plant Disease Diagnosis class and OSU Master Gardener classes.

Active programs include testing the

efficacy of many chemical compounds, biologicals and techniques (including smart sprayers) for control of various tree fruit, nut and ornamental diseases important to Oregon's agricultural industries.

More info: BPP.OregonState.edu/Users/Jay-Pscheidt

Melodie Putnam



Melodie Putnam is the director of the OSU Plant Clinic, which provides education and outreach regarding plant problems and remedies through diagnostic

services. The clinic identifies a diversity of fungi, bacteria, viruses, phytoplasmas and other organisms that cause plant diseases. A large proportion of samples are from the ornamentals and nursery industry, although they have diagnosed problems on over 500 taxa of plants, from turfgrass to medicinal plants. They also identify arthropods (insects, mites, spiders and related creatures) associated with plants.

Clients submitting material for disease diagnosis receive a formal reply which contains at least one image of the material submitted, their identification of the cause of the problem, and information on the disease cycle and management options, including chemical, non-chemical and biological control measures.

The clinic also conducts research into the transmission and management of crown gall (caused by *Agrobacterium*) and leafy gall (caused by *Rhodococcus*) diseases.

More info: BPP.OregonState.edu/Users/Melodie-Putnam

Luisa Santamaria, Ph.D.



Luisa Santamaria is a plant pathologist located at NWREC, specializing in supporting Oregon's nursery and greenhouse industry. Her applied research focuses on managing plant diseases in ornamental and nursery crops, with a specific emphasis on soilborne pathogens. She has implemented a bilin-

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gual education program to promote healthy plant production and agricultural practices benefiting the nursery industry and other agricultural sectors.

Originally from Ecuador, Dr. Santamaria's interest in agricultural microbiology led her to pursue advanced studies in the United States. She has conducted research in various areas, including nitrogen-fixing microorganisms, tissue culture in ornamentals, somaclonal variation and resistance screening for root-knot nematodes in *Solanaceae*.

Her work has also encompassed the epidemiology of *Phytophthora phaseoli* on lima beans and screening lima bean germplasm for resistance against different races of *P. phaseoli*.

Since joining OSU in 2009, Dr. Santamaria has developed a new bilingual plant health program for Oregon's nursery and Christmas tree industry, along with bilingual educational materials.

Her current research focuses on soil-borne pathogens such as *Phytophthora*, *Pythium* and *Verticillium* spp. affecting ornamental nursery crops. Additionally, she has expanded her research interests to include the isolation and characterization of cyanobacteria from agricultural waters and soils. She also offers research experiences to high school and community college students and actively engages with her audience through social media platforms like Facebook and YouTube.

More info: BPP.OregonState.edu/Users/Luisa-Santamaria

USDA-ARS

Man Yeon Choi, Ph.D.



Man Yeon Choi is an entomologist working on insect molecular physiology in the OSU Entomology Program, which has a goal to develop new insecticides for nursery pests, including thrips, lygus and slugs.

Dr. Choi developed a new technology: a novel receptor-based insecticide discovery technology known as "receptor interference" (RECEPTORi), which rapidly screens

bioactive peptides (small protein molecules). As agonists/antagonists, specific bioactive peptides disrupt the essential physiological processes needed for insects to survive, resulting in a biologically-based control strategy. He also works on semiochemicals, including insect pheromones, to apply sustainable pest management strategies.

More info: Entomology.OregonState.edu/Users/Man-Yeon-choi

Jana Lee



Jana Lee works with the foliar entomology program, which has a goal to develop sustainable controls for nursery pests, including aphids, azalea lace bugs, lygus, spider mites and thrips. One of her challenges is to incorporate biological control in outdoor nursery systems. She is exploring how augmentative releases, attractive semiochemicals and floral insectary plants can help. The program also evaluates cultivars for pest susceptibility and use of pressurized water sprays for IPM.

More info: EMT.OregonState.edu/Users/Jana-Lee

Niklaus Grunwald, Ph.D.



Niklaus Grunwald focuses on comprehending the genetics, evolution and epidemiology of *Phytophthora* pathogens, with a particular emphasis on the

P. ramorum pathogen responsible for sudden oak death. In his laboratory (GrunwaldLab.CGRB.OregonState.edu), he is actively involved in developing innovative tools for monitoring the migration patterns and detection methods, and gaining insights into the genetic adaptation of plant pathogens. By delving into these areas, Dr. Grunwald strives to advance our understanding of the intricate mechanisms underlying the behavior and characteristics of *Phytophthora* pathogens, ultimately contributing to more effective management and control strategies.

More info: BPP.OregonState.edu/Users/Niklaus-Grunwald

Carolyn Scagel, Ph.D.



Carolyn Scagel dedicates her efforts to advancing our understanding of the factors that govern the quality of nursery crops. Her primary goal is to develop effective cultural practices and strategies that optimize crop productivity and quality by efficiently managing available resources.

Dr. Scagel's research revolves around the intricate relationship between the root environment and crop outcomes. She investigates various aspects such as plant nutrition, including the timing and methods of fertilizer application and the role of mycorrhizal fungi. Furthermore, she explores how plant nutrition influences plant water utilization, irrigation management and cold tolerance. Another area of focus is the impact of the root environment, encompassing factors like nutrient availability, water availability and temperature on plant susceptibility to diseases caused by oomycete fungi.

More info: Horticulture.OregonState.edu/Users/Carolyn-Scagel

Jerry Weiland



Jerry Weiland studies plant disease control for the nursery industry. Research in the Weiland lab (www.WeilandLab.com)

focuses on identifying the pathogens that cause disease, then determining how existing nursery production practices (such as irrigation, plant spacing and fertilization) and the environment interact with the pathogens to cause disease outbreaks. Research results are used to improve disease control measures and overall plant health.

Current research projects include a survey to identify *Phytophthora* species causing root rot in nurseries, and several studies to evaluate how plant spacing, temperature and irrigation affect the severity of boxwood blight.

More info: BPP.OregonState.edu/Users/Jerry-Weiland ©



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50 years of growing Oregon's brand

As I write this column, I am at Cultivate'23 in Columbus, Ohio, where Oregon is well represented. More than 60 OAN member companies are exhibiting, dozens of them are walking the show floor, and Oregon's own Nancy Buley (**J. Frank Schmidt & Son Co.**) and Ryan Contreras (**Oregon State University**) are cornerstones of the educational lineup.

It's easy to see how Oregon has built a brand of green industry innovation and quality, strong enough to shine through on any national stage.

Our state did not achieve this position by accident. It has taken decades to build our strong brand. Oregon's growers have purposefully and perpetually focused on setting and achieving high standards, and have earned a reputation to match.

The Farwest Show was created to bring the industry together and represent our talented grower community. It has all the natural advantages that come with proximity to the operations that make the magic happen. In Ohio, the tour stops were two hours away. In Oregon, you can be deep in Nursery Country just 25 minutes after leaving the Farwest Show floor.

Born in difficult times

Farwest opened its doors as the nation was on edge. This was no easy time in America, economically or otherwise. During the 1973 Arab-Israeli War, Arab members of the Organization of Petroleum Exporting Countries (OPEC) imposed an embargo against the United States. OPEC was retaliating for the U.S. decision to re-supply the Israeli military. They also sought leverage in the post-war peace negotiations.

The embargo acutely strained a U.S. economy that had grown increasingly dependent on foreign oil. The efforts of President Richard M. Nixon's administration to end the embargo signaled a complex shift in the global financial balance of power, giving oil-producing states more stroke. It triggered a slew of U.S. attempts to address the foreign policy challenges emanating from long-term dependence on foreign oil.

Through the vision of OAN presidents Ray Klupenger and David Brown, the Farwest Show began its mission on behalf of Oregon's nursery industry. At that time, we were selling \$200 million worth of material annually. That wasn't bad for the day, but Oregon's governor at the time (Tom McCall) and the Oregon legislature did not even recognize this growing agricultural segment as part of agriculture.

This did not dissuade OAN leaders. They knew it was vital to build legitimacy in the eyes of the customer. They knew they needed

a strong brand. Enter the Farwest Show — a vehicle for showing off what was happening in Oregon.

Exponential growth

By the time Farwest reached its 25th anniversary, efforts to market, promote and gain recognition for Oregon's nursery quality and production capacity had really taken hold. OAN President Terry Thornton (1998) and the board pushed to grow Oregon's brand and reputation by expanding the show even further.

It was the late 1990s. By then, Oregon's nursery industry had almost doubled in size, with sales close to \$450 million annually. Oregon Gov. John Kitzhaber was in his first two-term stint as governor. The state was seeing growth in technology at the expense of the timber economy. We still enjoyed low inflation and low unemployment.

For four years, the nation enjoyed the unusual combination of strong economic growth and low inflation. For 1998, the unemployment rate averaged an historically low 4.5 percent, while consumer prices rose a mere 1.6 percent. This year saw U.S. President Bill Clinton caught up in the Monica Lewinsky scandal, resulting in his impeachment by the United States House of Representatives. The seeds of hyperpartisanship began to find purchase.

A standing eight count for the economy

Ten years ago, we saw the economy at its worst. The Great Recession was a double whammy — a severe financial crisis combined with a deep recession. While the recession officially lasted from December 2007 to June 2009, it took our industry many years to recover.

The Oregon Department of Agriculture tracks the number of active nursery operations in our state. They confirmed that our grower community lost more than 33% of our operations during the Great Recession.

Oregon growers were blindsided. They experienced a strong 2006 sales year, becoming Oregon's top agricultural sector mark with \$1.04 billion. The Great Recession pared that down to \$645 million, blurring the line between a haircut and being shaved bald.

Was the brand tarnished? No. Oregon still had quality plants and the infrastructure to increase capacity. We just had fewer growers.

OAN President Carson Lord (2013) identified a shift in how Farwest was perceived. It was a great show, but Oregon growers started expanding their reach into a multitude of trade shows around the country and internationally.



Jeff Stone
OAN EXECUTIVE DIRECTOR

Attendees were not forced to come to Oregon to see our material.

That shift is seen to this day. The nation was digging out of a perfect economic calamity and both newly inaugurated President Barack Obama and a reinvigorated Oregon Gov. John Kitzhaber (back for his second nonconsecutive stint as governor) were working hard to get things back on track.

The post-Covid boom and the Farwest of today

The evolution of the Farwest Show is a mirror to the industry. Through difficulties and challenges with supply chains, government regulation, and price inflation on almost every part of the operation, OAN members continue to thrive.

These are not the good old days when attendees were forced to travel to Portland to experience our bountiful growing operations. Recent OAN leaders, up to and including current OAN President Todd Nelson, have taken a hard look at how Farwest can bring more to the table.

Farwest provides quality education, illuminating tours, cross-generational networking opportunities, and always the opportunity to bump into top-of-the-line growers in the aisles.

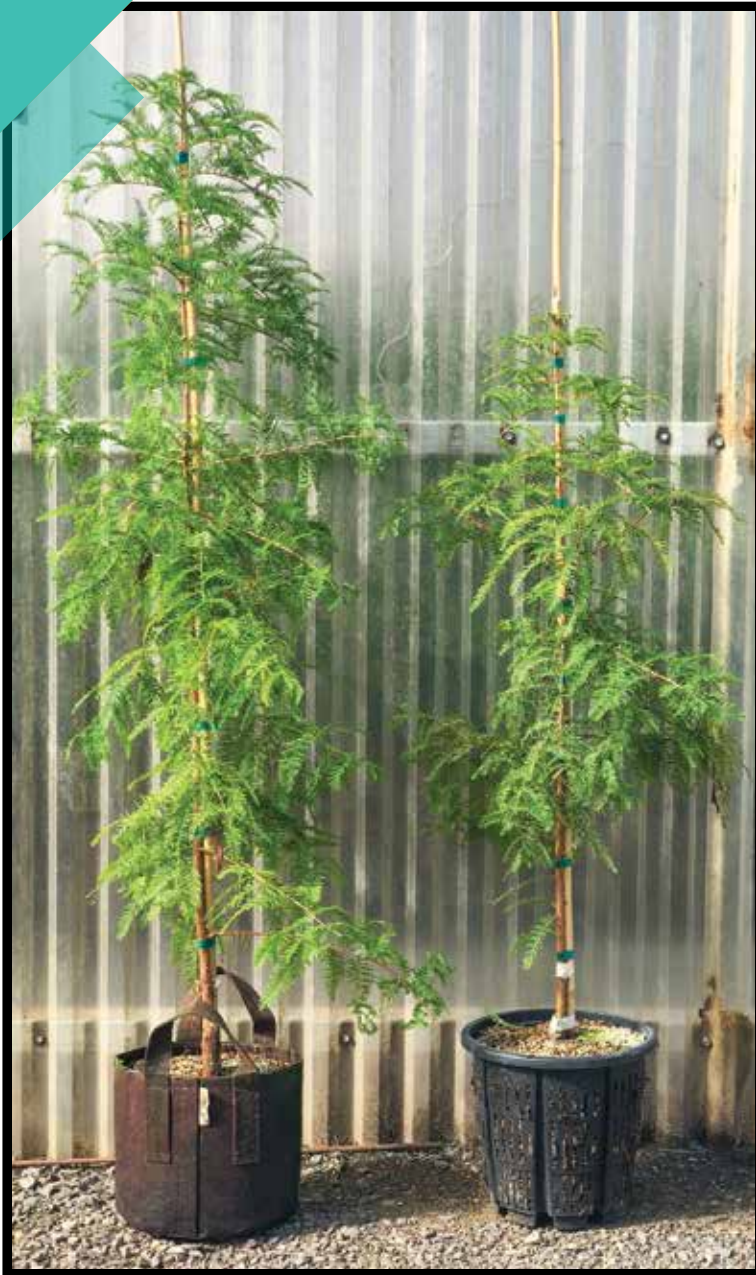
Oregon's nursery brand remains strong. That is quite apparent, considering all the tours that happen in the months preceding and after the trade show. You can also look at the numbers. Oregon's nursery and greenhouse industry stands tall as Oregon's #1 ag sector, with sales cresting at close to \$1.4 billion.

Oregon Gov. Tina Kotek, freshly elected, recently met with OAN leaders. We talked about how we can work together to educate more students to see ag as a career, earn recognition that our green products are true climate solutions, and flex our problem-solving muscles.

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