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AUGUST 2024

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# FARWEST

AUGUST 21-23, 2024 ■ PORTLAND

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# Digger

**FARWEST**  
EDITION



## Farwest Edition

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On the cover: From left: Rufino and Jimmy Reyes of Palmer Creek Nursery, and Derry and Celia Breeden of Breeden Family Farms.

ILLUSTRATION BY TREVIN SWICK

On this page: Attendees browse exhibitor booths at the 2023 Farwest Show. OAN FILE PHOTO





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# Farwest has value now, and for future generations

I believe many of us who were lucky enough to grow up within this industry have a few special memories or events that stand out to them.

For me, and I am sure many others, the Farwest Show is almost nostalgic for that reason.

Getting to work in the Simnitt Nursery booth was a highlight for me every year. It was an absolute privilege to be able to go to Portland, work in the booth and meet my parents' friends, and then go out to dinner. My sisters and I would fight over who got to go each day. It was a big business event for our nursery. New and old buyers would place orders for the following year and potential customers would come out and tour.

How well the Farwest Show was attended had a direct correlation to how the following spring would be. But it also always amazed me how it took a trade show in Portland to get all of these friends together. People who lived even within a close proximity to us, we wouldn't see until August every year. I can still tell you where Jay Sanders' booth was. Or remember Dale Parra coming and teasing us girls with Bill Peters and John Dillon laughing about something at the end of the aisle. My dad would also take a few breaks from the booth to talk with Kristin VanHoose about some important OAN thing and I would sit there impatiently waiting because I wanted to keep walking around and getting candy.

I was talking with my husband a few years ago about the Farwest Show and how I would pass out these small vials with a cut daphne in them to people walking by the booth. To both of our shock, he had actually attended the Farwest Show as a child and remembered the daphne vials. I like to think that it must have been me and not one of my sisters that gave it to him and it was fate from that moment on, but who knows. The most important thing I got from that story was realizing that a child came to the show because of



Amanda Staehely

his interest and love for plants. He did not have a family involved in the nursery business. He simply wanted to see what this industry was all about and learn more.

This is the Farwest Show. It is a place where business happens, friends can come together, and future generations within the industry make memories. I know a lot of people feel the show has changed too much and may not feel the same value in it that it once had. I understand that completely and have had a front row to witness the changes all trade shows are facing, but especially Farwest.

I personally had to take a look at the show and decide if my wanting to exhibit and/or attend was only for nostalgic reasons, and it clearly was not. It is different than it was, but is every bit as special for my kids and an asset for our business. I have not had even one year where I haven't done some meaningful business because of the Farwest Show.

Every business needs to make their own personal decisions that are right for them, but for us, I cannot put a value on a new customer. Or seeing our friends within the industry, for that matter.

I implore you, if you have chosen not to exhibit this year, please still come by the show and say hello. I know I am not alone when I say I want to see you, I want to meet new faces, and I want to continue this tradition for my kids and future generations of nursery owners and professionals. ☺





# Calendar

Get the word out about your event! Email details to [Calendar@OAN.org](mailto:Calendar@OAN.org) by the 10th day of the month to be included in the next issue of *Digger*.

## VARIOUS DATES

### FIRST AID/CPR CLASSES AT OAN

Need a first aid/CPR certification renewal for yourself or one of your employees? The Oregon Association of Nurseries is holding sessions in English on September 18, and October 16, and sessions in Spanish on September 19, and October 17. Class times are 8 a.m.-12:30 p.m. The cost is \$60 per person. It's the same for first-time certifications as well as renewals. Certification is good for two years and includes instruction and a certification card. Classes are held at the OAN office, 29751 S.W. Town Center Loop West, Wilsonville, Oregon. Register at [OAN.org/Page/CPRclass](http://OAN.org/Page/CPRclass).

## AUGUST 6-7

### THE GARDEN CENTER SHOW

Network with the industry's leading buyers and suppliers at The Garden Center Show for independent garden center owners and professionals, August 6-7 in Rosemont, Illinois. Participate in educational sessions and participate in one of the pre-event tours hosted on August 5 and visit Chicagoland's leading retailers on the Lawn & Garden Retailer Bus Tour. For more information, or to register, go to [GardenCenterShow.com](http://GardenCenterShow.com).

## AUGUST 9

### NEXGEN CORNHOLE TOURNAMENT

Join NexGen and **Marion Ag Service** for an exciting Cornhole Tournament from 6-9:30 p.m. Friday, August 9, at the Jaycee Bullpen, 4258 Park Ave. in St. Paul, Oregon. Join the next generation of horticulturalists for a night of brats, beer and cornhole competition. Food and drinks provided. RSVP by August 2 at [TinyURL.com/NexGenCornhole](http://TinyURL.com/NexGenCornhole).

## AUGUST 12-14

### ISA 2024 ANNUAL INTERNATIONAL CONFERENCE

The International Society of Arboriculture (ISA) celebrates 100 years this year and the road to centennial culminates at the 2024 Annual International Conference in Atlanta, Georgia, where there will be a grand celebration. Join industry leaders from around the world and learn about the latest developments in equipment, technology, and research. For more information or to register, go to [ISA-Arbor.com](http://ISA-Arbor.com).

## AUGUST 14-16

### NURSERY/LANDSCAPE EXPO 2024

Get the knowledge necessary to thrive in your respective green industry segment at the 2024 Nursery/Landscape Expo in San Antonio, Texas. Stau up to date on the latest trends, explore new products, and learn to effectively manage issues, and connect with the best minds and experts the industry has to offer. For more information or to register, go to [NurseryLandscapeExpo.org](http://NurseryLandscapeExpo.org).



OAN FILE PHOTO

## AUGUST 9

### NEW PRODUCTS SHOWCASE TIER 3 DEADLINE

Do you have a new and exciting product to unveil? Help your target audience find your newest product at the New Products Showcase! Space is limited and the deadline for Tier 3 submissions is Friday, August 9. Go to [FarwestShow.com/New-Products-Showcase-Submissions](http://FarwestShow.com/New-Products-Showcase-Submissions).

## AUGUST 20-22

### GREEN TRANSPORTATION SUMMIT & EXPO / GREAT WESTERN CARBON CONFERENCE

The 13<sup>th</sup> Annual Green Transportation Summit & Expo is the leading event for sustainable transportation, featuring networking opportunities, informative sessions, workshops, vehicle demonstrations and more. Co-located with RE+ Northwest 2024, the event will highlight solar, storage, wind energy, and electric vehicle infrastructure integration. The conference takes place at the Greater Tacoma Convention Center in Tacoma, Washington. To register, go to [GTSummitExpo.com/RegistrationInfo](http://GTSummitExpo.com/RegistrationInfo).

## AUGUST 21-23

### FARWEST SHOW

The biggest green industry trade show in the West will take place at the Oregon Convention Center in Portland, Oregon. The show, produced by the Oregon Association of Nurseries, attracts more than 4,000 attendees and 300 exhibitors from across the world. For more information or to register, go to [FarwestShow.com](http://FarwestShow.com).

## AUGUST 28

### SUICIDE PREVENTION TRAINING FOR THE AGRICULTURAL INDUSTRY

QPR (Question, Persuade, Refer) is an evidence-based suicide prevention program where participants are empowered to make a positive difference in the lives of others. Similar to CPR, QPR provides lifesaving knowledge and skills to

help someone in crisis. The Oregon State University Extension Service is hosting a QPR Suicide Prevention Training tailored for the agricultural industry from 10 a.m.-11:30 a.m. August 28 on Zoom. Register at [TinyURL.com/QPRAgTraining](http://TinyURL.com/QPRAgTraining).

## SEPTEMBER 23-25

### PLUG & CUTTING CONFERENCE 2024

The road to better performance starts at the AmericanHort Plug & Cutting Conference in Orlando, Florida. As the premier event for young plant producers and growers from across the country, this conference is the place to learn the newest and best strategies, technologies, and techniques in the world of plugs and cuttings. Learn at in-person and on-demand sessions on best practices, production inputs, and diseases and pests. Get a behind-the-scenes look at Florida operations like Costa Farms, Agri-Start, Knox Horticulture, and AG2 TC. Register at [AmericanHort.org/Event/Plug-Cutting-2024](http://AmericanHort.org/Event/Plug-Cutting-2024).

## NOVEMBER 15-16

### OAN CONVENTION

Save the date! Join us at the picturesque Oregon Coast as we celebrate a great year at the OAN Convention at Salishan Coastal Lodge in Gleneden Beach, Oregon, Friday-Saturday, November 15-16. Enjoy social time with old and new friends, talk about the issues that are vital to Oregon nurseries, enjoy the sandy beaches, and honor the industry's achievers at the annual President's Awards Banquet. Complimentary childcare provided. Registration will open in September. ©





# Boxwood stand-ins

Nurseries follow demand in developing evergreen alternatives to popular plant

One of Bailey's developments was a variety of *Distylium*, with its evergreen foliage that is disease resistant. First Editions® *Distylium* includes the Vintage Jade *Distylium* 'Vintage Jade' PP23128), which forms a mid-size mounding hedge. PHOTO COURTESY FIRST EDITIONS®

BY EMILY HOARD

**W**hile there's still demand for the rounded, hardy boxwood (*Buxus*), growers and retailers are responding to a shifting trend toward evergreen alternatives that don't face the same pest and disease issues as boxwood.

Megan McConnell, plant information director at **Monrovia Nursery** (a national wholesale grower based in California with other farms in Oregon, Georgia and Connecticut), said there's still a market for boxwoods but the East Coast is experiencing more problems with pests and disease.

"It's still popular in Oregon and California where they want that classic landscaping but on the southeast coast we're getting requests for alternatives," McConnell said.

## Shifting consumer demand

Ryan McEnaney, marketing and communications manager at **Bailey Nurseries** (a wholesale grower based in St. Paul, Minnesota with locations in Oregon, Washington, Illinois and Georgia), said consumers are looking for other options of species that have less pressure from disease.

"That's why we as a company have looked at our breeding plan to offer evergreen options that have that refined look but are hardy and disease resistant," McEnaney said.

Peter Eastman, tree and shrub buyer at **Al's Garden & Home** (a retailer based in Woodburn, Oregon with four locations in all), said boxwoods continue to be the company's number one selling broadleaf evergreen plant, but there are some good alternatives



Mr. Bowling Ball® *Arborvitae* (*Thuja occidentalis* 'Bobozam') keeps a round shape with no shearing. PHOTO COURTESY MONROVIA



## Boxwood stand-ins



Strongbox® (*Ilex glabra* 'ILEXFARROWTRACEY' PP30147) includes "box" in the name to associate them with the plants they're trying to imitate. They have soft leaves and can be sheared into different shapes. PHOTO COURTESY PROVEN WINNERS

to offer. He said they're still popular in the landscaping industry in Oregon as opposed to other parts of the U.S. where landscapers have given up on boxwood entirely.

"Growers are starting to come up with alternatives that look close to boxwood," Eastman said.

### No perfect replacement

Noah Fessler, inside sales representative at **Woodburn Nursery & Azaleas** (a wholesale grower based in Woodburn, Oregon), said one of the big challenges when talking about replacements for boxwood is that there isn't a perfect replacement for it.

"Some people use holly (*Ilex*) and some customers use globe arborvitae (*Thuja occidentalis*) like Tater Tot™ or Fire Chief™," Fessler said. "But there's not really a one-for-one substitute. There are some tradeoffs."

In general, Woodburn Nurseries' customers tend to prefer the boxwood look and there are not a ton of evergreen low-growing options. Fessler also said there

are not many options in colder zones that look as stately and formal as boxwood.

### Alternatives

Stacey Hirvela, marketing manager at **Spring Meadow Nursery** (a wholesale grower based in Grand Haven, Michigan) and Proven Winners, said her nursery has been seeing the trend toward boxwood alternatives for years.

In 2017, Spring Meadow Nursery started working on different species and varieties that resemble boxwoods to specifically position as boxwood alternatives.

"Now boxwood tree moth is more of an issue so there's even more of a spotlight on it," Hirvela said.

"There are few that are quite as deer resistant and shade resistant as boxwood," Hirvela said.

McEnaney said one of Bailey's developments was a variety of *Distylium*, with its evergreen foliage that is disease resistant.

"It's an evergreen species with the same or similar leaf color and shape as you would experience with boxwood, so if you're looking for that one-to-one replace-

ment, it is a species that does really well," McEnaney said. "When we introduced it we called it the best plant you've never heard of because it was underutilized, so it's great to be able to celebrate it as a boxwood alternative."

Bailey Nurseries First Editions® *Distylium* includes the Linebacker™ *Distylium* (*Distylium* 'PIIDIST-IV' PP25984), known to be upright and hedge-forming; Swing Low® *Distylium* (*Distylium* 'PIIDIST-VI' PP29779) is a low-growing evergreen and Vintage Jade *Distylium* (*Distylium* 'Vintage Jade' PP23128) forms a mid-size mounding hedge.

McConnell at Monrovia said the classic boxwood alternative she's been seeing in the industry is Japanese holly (*Ilex crenata*).

"Japanese holly looks so similar to boxwood that people have trouble telling them apart," McConnell said. "They stay greener in the winter and perform better in the southeastern U.S."

The *Ilex crenata* are not as cold hardy as boxwoods but they perform well in zones 6–7. Monrovia introduced some new more compact varieties, >>



including the Luxus® Compact Japanese Holly (*Ilex crenata* 'Annys5' PPAF).

"The Luxus only reaches two feet wide and tall so it's a great replacement for the dwarf English boxwood (*Buxus sempervirens* 'Suffruticosa') and a great option for a small hedge," McConnell said. "You can shear them into shapes or leave them more natural."

Monrovia also has some other exclusives it has been developing. LittleOne® Blue Holly (*Ilex x meserveae* 'MonWilde' PPAF) is a female plant, so planting it near a male will result in red berries in the fall. It gets to two to three feet and is hardy in zone 5.

Nordic™ Inkberry (*Ilex glabra* 'Chamzin) is very hardy to zone 3 and is popular on the East Coast, McConnell said.

Another Monrovia exclusive is the Orangena™ Vaccinium (*Vaccinium brevipedicullatum* 'HINO'GV') with small



Sweet Box (*Sarcococca*) grows well in shade and is very popular because it looks similar to boxwood, is easy to shear and doesn't suffer from the same problems as boxwood. PHOTO COURTESY PROVEN WINNERS

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A couple of popular options from Bailey Nurseries First Editions® is Chubby Hubby™ Japanese Holly (*Ilex crenata* 'MAD-IC-I' PP32035) (right) which grows into a wide, oval shape for a five to seven foot tall hedge and Straight & Narrow® Japanese Holly (*Ilex crenata* 'PIIC-I' PP29578), which becomes an upright, skinny focal point or hedge. PHOTO COURTESY FIRST EDITIONS®

evergreen leaves that hold an orange red hue and can take to rocky soils.

Eastman said dwarf *Escallonia* is a popular selling broadleaf evergreen at Al's. Compact *Escallonia* (*Escallonia hybrid* 'Compakta') has compact shiny green foliage and slowly grows to about two to three feet tall and wide. It blooms with bright red flowers in the summer. "Bees love it."

Al's Garden & Home also sells Monrovia's Golf Ball Pittosporum (*Pittosporum tenuifolium* 'Golf Ball' PP15329) as a boxwood alternative. "It has shiny evergreen foliage, takes a lot of sun and is a perfect round ball," Eastman said. "The only drawback is that it's only zone 8 so in a really cold winter you might get dieback on it. I've gotten a lot of requests for it."

*Sarcococca humilis* is also an alternative that spreads with underground runners so most of Eastman's customers grow it in containers or planting boxes. It blossoms in February and March with small, extremely fragrant flowers, is hardy and grows well.

Hebe is an evergreen shrub from New Zealand that Eastman said has tight foliage that looks like boxwood except that it has showy blooms.

"The foliage is light green to dark to variegated and burgundy red. Some are

hardy and do well in winters and others are not hardy at all," Eastman said. "It's probably best suited to the coasts of Oregon and Washington and it is very adaptive to salt spray and sandy soil."

The boxwood hebe (*Hebe buxifolia*) is more cold tolerant and grows in a tight ball.

Eastman also mentioned the Champion and Imposter Hebes, as well as a silvery, hardy one called Red Edge, and a popular one with lavender colored flowers called Blue Mist Hebe.

Proven Winners has been selecting Inkberry holly (*Ilex glabra*) for its boxwood habits.

"Inkberry holly is tall and rangy so we've been selecting for the dense look and more rounded so they look more like boxwood," Hirvela said.

Through those selections came Gem Box® (*Ilex glabra* 'SMNIGAB17' PP27554) and Strongbox® (*Ilex glabra* 'ILEXFARROWTRACEY' PP30147), both include the term "box" in the name to associate them with the plants they're trying to imitate. They have soft leaves and can be sheared into different shapes, Hirvela said.

Proven Winners has also introduced some experimental varieties such as Juke Box® (× *Pyracomeles sp.* 'NCXP1' PP31409). It's an intergeneric hybrid between *Pyracantha* and *Osteomeles*. "It's not as hardy, it's zone 7 and but it has similar



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## Boxwood stand-ins



Proven Winners has also introduced some experimental varieties such as Juke Box® (× *Pyracomeles* sp. 'NCXP1' PP31409). It's an intergeneric hybrid between *Pyracantha* and *Osteomeles*. PHOTO COURTESY PROVEN WINNERS

glossy foliage and dense habit and can be shaped," Hirvela said. "It's deer resistant but not as shade tolerant, but to the untrained eye × *Pyracomeles* looks like boxwood."

"If shade is a primary consideration for someone trying to replace boxwood, one good alternative is Stonehenge Dark Druid® Yew (*Taxus × media* 'SMNTHDB' PP32419)," Hirvela said. "This one definitely has a nice rounded boxwood-like form that can be trimmed. It's not deer resistant at all but it's very shade tolerant."

### Taller stand-ins

For taller hedges, nurseries have developed several possibilities for boxwood alternatives.

Eastman of Al's Garden & Home said if someone is looking for a hedge to grow about four to six feet tall, one of the most popular sellers is the Emerald Colonnade Holly® (*Ilex* × 'RutHol1' PP23905).

"The foliage color is emerald green like a boxwood and it's upright but still broad enough that it makes a nice hedge," Eastman said. "Japanese holly grows well in shade like regular boxwood does."

Another popular option is from Bailey Nurseries First Editions®. The Chubby Hubby™ Japanese Holly (*Ilex crenata* 'MAD-IC-I' PP32035) grows into a wide,

oval shape for a five to seven foot tall hedge. Straight & Narrow® Japanese Holly (*Ilex crenata* 'PIIC-I' PP29578) becomes an upright, skinny focal point or hedge.

Eastman said false holly (*Osmanthus heterophyllus*) is also a nice broadleaf genus that Al's Garden sells a lot of. It grows upright and can form a four to six foot tall hedge.

"It takes to shearing really well but the difference from boxwood is that it gets covered with fragrant showy white flowers in April," Eastman said. *Osmanthus* has dark foliage and grows well in shade.

The purple-leaf false holly (*Osmanthus heterophyllus* 'Purpureus') grows upright and shears well with striking deep purple leaves.

Other popular alternatives at Al's includes Bailey Nurseries' Chapel View™ Japanese Cedar (*Cryptomeria japonica* 'PIICJ-I'). It grows in a mid-size pyramidal shape with unique blue-green evergreen needles. The Lucky Leu® Leucothoe (*Leucothoe axillaris* 'Bailcothoe') is a mid-size evergreen with early season flowers.

Pink Princess Escallonia (*Escallonia × exoniensis* 'Fradesii') grows to six to eight feet with time and gets flowers," Eastman said. "They're slightly less hardy than other alternatives so it's good for coastal

communities and it's deer resistant."

Sweet Box (*Sarcococca*) grows well in shade and is very popular because it looks similar to boxwood, is easy to shear and doesn't suffer from the same problems as boxwood.

Emerald Boxer™ Holly (*Ilex × crenata* 'RutHol10' PPAF) is a newer one that Monrovia has been testing for a long time. "That one gets a little bigger, about six feet tall, and it takes shearing well for a taller hedge and it's disease and mite resistant," McConnell said.

### Substituting with dwarf conifers

Dwarf conifers like small versions of arborvitae offer more options too.

McEnaney said arborvitae (*Thuja*) is pretty well known and widely used, but there have been some great new introductions recently from Bailey Nurseries First Editions® collection.

He recommended the Planet Earth® Arborvitae (*Thuja occidentalis* 'RutThu4' PPAF) with its compact, round shape that requires little to no pruning to maintain a ball-shaped form. Its leaves are dense without any gaps.

Lemon Burst® Arborvitae (*Thuja occidentalis* 'RutThu3' PP35206) has yellow new growth and a cone shape and is disease resistant. It's hardy to zones 4–8. ➤➤





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## Boxwood stand-ins



Orangena™ Vaccinium (*Vaccinium brevipedunculatum* 'HINO'GV) is a Monrovia exclusive with small evergreen leaves that hold an orange red hue.. PHOTO COURTESY MONROVIA

From Monrovia, McConnell recommended Mr. Bowling Ball® Arborvitae (*Thuja occidentalis* 'Bobozam'). "It keeps a round shape with no shearing so it is a good option whether you want it to stand alone or as a hedge with zero work," McConnell said. Mr. Bowling Ball® is slow growing and will eventually reach about 24 to 30 inches tall and wide.

Woodburn Nursery & Azaleas recently started growing Mr. Bowling Ball® Arborvitae. Fessler said the nursery didn't intend to grow them as replacements for boxwoods, but he has heard they are being used as such in Kentucky and Tennessee where boxwoods have experienced much die off.

### Shifting supply and demand for boxwood

Fessler said the demand for boxwood is still strong.

"Right now a lot of people are still

using boxwoods," Fessler said. "Most of the demand for our business is on the eastern side of the country but also on this side. We've been in this cycle for at least two years now where the demand is outweighing the supply."

Fessler said growers are facing challenges with boxwood so that's why the availability is down.

"Overall boxwoods are short on the market, especially getting up to bigger sizes, and you see this split," Fessler said. "Some customers are looking for alternatives and others are sticking to boxwood and doing the best they can." ☺

*Emily Hoard 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. You can reach her at [HoardE123@Gmail.com](mailto:HoardE123@Gmail.com)*



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# Inspiring optimism



When local cities began to have beautification programs using hanging baskets, Don created the necessary heavy basket holders needed to support the weight of a large basket filled with soil and then watered. PHOTO COURTESY GARDEN GALLERY IRONWORKS

“I’m going to plant some peanuts this year; it just sounded like fun. I’ve got the seed going, so we’ll see.” Those were the words from Don Sprague to me when I visited with him in mid-March.

If ever there was an optimist, it was Don Sprague.

The founder and owner of Don Sprague Sales and **Garden Gallery Ironworks** in Hubbard, Oregon, Don was well known throughout the Pacific Northwest. He was a strong supporter of the Oregon Association of Nurseries (OAN), and the events they created — especially the grower-oriented Farwest Show and the consumer-oriented Yard, Garden & Patio Show.

Don Sprague Sales was founded in 1981 and was initially a distribution company selling horse feeders, hay racks, and other farm-related items. The customer base was small mom-and-pop farm stores.

Through the years, as the market changed and mom-and-pop stores became fewer, the business evolved into iron products for home gardeners which were sold

## In Memoriam

See Page 96 for an obituary of Don Sprague.

through independent retail garden centers. Don’s sister Carol was also working in the business, and she had a good eye for designing iron products that would appeal to home gardeners,

While the farm supply business continued, the market for selling iron trellises, arbors, screens, plant stands, etc., for the home gardener greatly increased. Probably their most well-known product, the Cinch Trap for moles and gophers, is sold nationally.

In 1999, a large outlet mall, Woodburn Premium Outlets, was built along Interstate 5 between Portland and Salem, not far from the Hubbard, Oregon, headquarters of Don Sprague Sales. The owner and manager of the mall at the time wanted to create a beautiful atmosphere with flowers and planters throughout. The outdoor mall became a great venue for showcasing some of Don’s iron work products.

The highlight? Don created a spectacular “Petunia Tree,” which was 15 feet



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](mailto:ITGMikeDarcy@Comcast.net).

tall and held 300 individual pots of petunias. Even driving by on I-5, it was a focal point and hard to miss.

When local cities started beautification programs using hanging baskets, Don created the necessary heavy basket holders needed to support the weight of a large basket filled with soil and then watered. Lake Oswego, Oregon, was one of the first communities to create a hanging basket program and Don’s hangers were used and are still used today. Many other cities now use these hangers.

In 2018, Don was diagnosed with esophageal cancer. The ongoing treatments caused many changes in Don’s life. Through it all, Don remained an avid gardener of both flowers and vegetables. He included his grandchildren and they became involved in gardening with him. While they were learning about gardening, they were also infected with his love of gardening.

In mid-March, he wrote me the following note. It reflects the views of many in the gardening community and of how we pass on our devotion to the world of gardening.

“Life has taken a different turn for me. I went to the hospital the end of December to have some work done on my vocal cords and came out with a tracheostomy and a feeding tube, and no voice. I spent most of January in the hospital. Now I’m adjusting, I’ve been told these new changes will be my life and I’m going to make it work. I’m blessed with wonderful family and friends and I’m working with a couple grandkids to get the garden going. We are putting in more raised beds and a new watering system. I’ve got my garlic and onions planted — also peas. The potatoes will go in the ground on





## What I'm Hearing

Good Friday (my dad's old rule). I'm looking forward to good weather next week and I'm excited to see summer."

Don's condition worsened and in late June, his feeding tube was removed, and he was placed on hospice care. I visited Don on June 21, and we visited with me talking and him writing questions and responses on a white board. It was obvious that he was devoted to his garden and he was very concerned that his raised vegetable beds were not fully planted.

Later I learned that the next day he had his daughter pick up 60 zinnia plants from **N&M Herb Nursery** (Hubbard, Oregon). On the following day he ordered two flats, (40 plants) of assorted vegetables. On Tuesday, June 25, he texted owner Rosie Sullivan at N&M that he was sending a grandchild to get three pepper plants because there was a space for three and he wanted his vegetable garden complete. When the three pepper plants were planted, his vegetable garden

was complete.

Don died two hours later.

Many members of the OAN have conveyed condolences and there are far more than can be included here. However, I would be remiss if I did not include at least a few examples.

**Lori Vollmer**, retired co-owner of the Portland garden store Garden Fever! said, "We first met Don when we joined the Northwest Nursery Buying Association. We visited his booth every year at our buying shows. It wasn't just his great products, which we purchased each season and our customers loved. It was also because Don was such a genuine person. He was always welcoming and remembered what nursery we owned. But this personable quality was not because he was just trying to impress us and sell us his wares. It was because he wholeheartedly enjoyed his fellow man and woman and appreciated their interest in the products his company was making and sell-

ing. He was never one to push products on buyers, always doing his best to answer any questions we had. It was a joy for us to see him and work with him every year at the show. He was the best of what makes the nursery industry a beautiful trade to be in. He will be greatly missed and to all the new product reps, because of Don, you have much to live up to. Rest in peace, Don."

**Mark Bigej**, an owner of **AI's Garden & Home** (Woodburn, Oregon) commented. "Don Sprague was one of the hardest working, most creative and sincere people you would ever want to meet. He was always coming up with new ideas and ways to revolutionize the decorative iron industry. There was no project he wouldn't tackle. I loved coming to him with an idea — I never heard, 'No, we can't do that.' I always heard, 'Let me think about that and we'll figure out a way to do it.' And the results were always astounding. More important than all of that, Don was always honest, straightforward and truly caring. His love for gardening was second to none. Just this spring I took a load of compost out to his house to fill his newly built raised beds. Despite his inability to speak (he used a dry erase board to write what he wanted to say), he was smiling and as upbeat as ever. He was full of life, and loving life. He had an amazingly positive attitude and was excited to plant his vegetable garden in his new raised beds. He truly counted each day as a blessing and didn't bemoan his situation. I will miss Don for many things, but mostly for the amazing, caring person he was. Rest in peace Don — your smile, passion and caring heart will live in my memory forever."

On Thursday, June 20, Rosie Sullivan called me and shared that she had visited Don and the feeding tube was removed and he was on hospice care. He had asked her to call me to say that he wanted to see me. The next day, I visited him, and he wanted to meet me in his garden. His daughter wheeled him out in a wheelchair. As I was leaving, he motioned for me to wait while he wrote on his white board. He held it up for me to read, he had written, "I'm glad our paths have crossed."

Don, I too, am glad our paths have crossed. ☺

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# MEET THE LEADER

The voices of Oregon's nursery industry



PHOTO BY VIC PANICHKUL

## WHAT'S YOUR BACKGROUND?:

Instituto Tecnológico de Costa Rica, where I studied engineering in agriculture and business.

My first position in the industry was with Follages Tropicales, where I worked my way up to general manager of the company and worked there for 13 years. At Follages Tropicales we supplied tropical cuttings to the Netherlands and United States.

Then my family and I made a massive demographic change and moved to the United States – Oregon, to be exact.

My husband was offered a job opportunity that we could not say no to. And from there the rest is history for me. **Smith Gardens** was the first company I worked for once moving to the U.S. I started out as the selecting supervisor, was promoted to shipping manager, and finally now I am the site manager at the Aurora facility. I have always loved being part of a team, especially one focused on the horticulture industry, so joining the Smith Gardens team was definitely meant to be. >>

## Andrea Avila Aragon

**Site manager**

*Smith Gardens, Aurora facility*

**OAN Member**

*Since 2005*

**2016**

Greenhouse Chapter Board Member

**2016-2017, 2023-present**

OAN Board of Directors

**2017**

Retail Chapter Board Member



## Meet the Leader: Andrea Avila Aragon

### GUIDING PRINCIPLE?

My guiding principle is focused on my team. How do I inspire people to focus on implementing and improving processes that are both safe and efficient that lead to the continued shipping of quality products to our customers?

### GOAL YET TO BE ACHIEVED

As an avid runner and someone focused on health both mentally and physically, running a marathon is a challenge I have at the top of my list. Running 26.2 miles consecutively in a competitive environment is an opportunity for me to work on and build my mental and physical strengths. Distance runs are highly focused on mentality and training your brain that anything is possible. Pushing myself past boundaries is something that I strive for every day.

### BEST BUSINESS DECISION

Moving to the United States. So, the context to this is that we had never thought of moving from Costa Rica. The “American dream” was truly not my dream. Working in the horticultural business in Costa Rica was a true challenge, and even though I enjoyed my professional field, I struggled every day to juggle work and my family life. The farm, and all farms for that matter in Costa Rica, were far away from where I lived and from where my kids went to school and from where my whole support system was — my parents who could help out. My commute was 2½ hours on the best day each way, so I basically got home when my kids were ready for bed or already asleep.

My husband’s commute in Costa Rica was equally bad. When he got the job offer to come work in Oregon, we chose it not thinking about my career but thinking about our personal life and having the chance to see our kids more often.

Then I came to Oregon and found Smith Gardens completely by chance. I applied to a supervisor position that I knew would get me in the door and then from there on Smith Gardens has given me the opportunity to learn and grow and get promoted to my current site manager position. It ended up being a very good business decision. My commute is 35-45 minutes and I get home to have dinner with my family every night. My kids are not home anymore but we have a strong relationship, in part because of those years when I was able to be with them.

### HARDEST BUSINESS DECISION

Well, as you can probably guess, because I left my family and beautiful Costa Rica behind, that is also the hardest business decision I’ve had to make. I see my family in Costa Rica often. We travel there a couple of times each year and they also come to visit yearly. But my parents and my grandma are not getting any younger and it’s tough not being there for that part of their life, not to mention lifelong friendships that are now long-distance.

### GREATEST MISSED OPPORTUNITY

I do not focus on missed opportunities. If an opportunity arises and I choose to pass, it is not a missed opportunity, it is a decision I have made to open up other opportunities and allow focus on my current opportunities.

### MOST SIGNIFICANT MENTOR

My dad. He is a legend and a grower himself. He taught me everything I know about plants and that is the reason I have deep roots in the industry.

### BEST BUSINESS ADVICE

Listen to your team, give them a chance to get more knowledge and education, and inspire them to have faith in themselves. Get them involved. Encourage their ideas, help them grow and then watch as your business grows. You’ll grow personally as well.

### WHAT DO YOU LOVE MOST ABOUT THE NURSERY INDUSTRY?

The people, and by that, I mean, my team members. While I am their leader, I look to them for advice in all aspects of the business. Involving my team on all levels has a massive impact for me personally, as a manager, and how the facility functions as a whole.

### WHAT IS YOUR GREATEST CHALLENGE?

Meeting crop deadlines. We all know that weather changes by the minute. I am constantly consulting and working with my team to mitigate these challenges and finding solutions when we are faced with unexpected temperature changes.

### WHAT ARE THE MOST CRITICAL CHALLENGES FACING THE NURSERY INDUSTRY TODAY?

Simply put: Increased/and continually increasing costs of products and climate change. Increasing costs to run a business create a ripple effect across all facets of my facility. Climate change makes predicting finish dates for crops and ship dates a great challenge that we must work through every day.

### WHAT MOTIVATES YOU TO GO TO WORK EVERY DAY?

My team and how every day is different. I look forward to working with everyone and discovering ways to do even better than yesterday.

### WHAT ARE YOU MOST PROUD OF?

The work we do as a team, the ideas we bring to the table, and the continued improvements we implement to create a safe place to work. Watching my team grow and win every day is incredible. ☺





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It takes the whole family to keep Howell Prairie Nursery humming along. From left: Carolyn, Thomas and Michelle Staab. PHOTO BY VIC PANICHKUL

**MEMBER PROFILE**

FOUNDED: 1959

OWNERS: Carolyn Staab and Thomas Staab

KNOWN FOR Rhododendrons and azaleas

PEOPLE: 7 full-time employees



**CONTACT**

8772 Howell Prairie Rd. N.E.,  
Silverton, Oregon, 97381.  
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Email: [Info@StaabNursery.com](mailto:Info@StaabNursery.com)



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# Howell Prairie Nursery

BY VIC PANICHKUL

**T**here's something to be said about sticking with what's proven and tried and true and building your success on that. That's been the winning formula at **Howell Prairie Nursery** in Silverton.

Howell Prairie Nursery was born out of a need to diversify and find another revenue source. Doug Staab's parents, Arlin and Evelyn Staab, were looking for a farm in the area and bought the former 10-acre cane berry farm near Silverton, Oregon in the mid-1950s. "They decided to grow nursery stock to supplement income, the

berries that came with the farm weren't enough," Carolyn Staab, Doug's wife, said.

They named the nursery after the road the farm is located on and started with blue spruce and rhododendrons. Doug was born in 1960 and grew up on the farm helping his parents.

**A family business**

"Doug and I dated in high school and his dream was to one day take over the nursery," Carolyn said. "Doug helped at the nursery during high school. He'd work after school and on weekends when he >>



## Member Profile: Howell Prairie Nursery



Thomas Staab has a knack for figuring things out. Several years ago, they were losing plants in the propagation house and didn't know why. Thomas finally tracked it down to a key ingredient being changed in the soil mix that they were purchasing. PHOTO BY VIC PANICKUL

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The advertisement features a collage of images: a close-up of green maple leaves, a silhouette of a tree with a seed below it, a tree in a wooden planter, a close-up of red and orange autumn leaves, and a potted shrub. The text is set against a dark background.

could. After we married in 1991, he continued much the same.”

After high school Doug worked for a landscape healthcare company for several years then he and a friend started their own business, while still helping at his parents’ nursery part-time. “Two years later his parents were ready to sell the nursery, he didn’t want to pass it up so we decided to buy it,” Carolyn said.

When their third child, Michael, was born, Carolyn quit her dental assistant job and took over the nursery. “It felt scary to be taking over the business while Doug was working to get the other one built up, plus raising three little kids, we had some pretty lean years,” Carolyn said.

Over the years, Doug had built up experience growing trees and shrubs. “He’d learned so much from his previous jobs,” Carolyn said. “Doug worked at ProGrass and started a tree and shrub healthcare program for them, so he had a lot of knowledge.”

Carolyn was no stranger to farming herself. She grew up in St. Louis, Oregon, which is a small community northwest of Gervais. Her parents had a 15-acre farm that was a pasture for cattle. “After us kids moved out, they rented the land to a



nephew who grew grass seed," she said.

When she started taking over the family nursery, Doug's mother was a mentor. "I worked with [Doug's] mom to learn the skills of trimming, transplanting, the bookwork, etc."

Two of their kids grew up helping in the nursery. When Thomas was in high school, he started helping at the nursery and when he graduated, he worked there full time. Their other son, Michael, also worked at the nursery.

### Personal, business challenges

As the business grew, there have been both business and personal challenges that have come their way.

"About two months after we signed the papers as new owners, we had a big snow storm and two of our big greenhouses collapsed," Carolyn said. "We didn't lose the nursery stock thankfully!"

The nursery business cycle was also something they had to adjust to.

"Learning how to budget for the year was new to me, there were months where we had income and months where there was none, but lots of bills," Carolyn said.

Doug also wanted to change some long-standing practices at the nursery. "Doug's parents had done things their way a long time, but Doug had new ideas and that led to some big discussions!"

There was also the challenge of running the nursery when his parents both worked part-time for a few years after Carolyn and Doug took over. "Sometimes the burden fell on me to say ... no, we want to change that or do it differently. Family can be a challenge to work with and a blessing."

The family has had its share of heartbreak. Doug's dad passed in 2003 and in 2008 Doug was diagnosed with a serious

illness. Thomas began to help manage the nursery as Doug's health declined. Michael had just started to work at the nursery when he passed away in 2013 and Doug passed away in 2021, just 6 months after his mother passed.

For Thomas, working at the nursery was natural. "It's what I knew growing up. I worked on farms when I was younger. I mostly just wanted to be a mechanic and build things. When my brother passed away, I had to step up," he said.

"If something goes wrong, Thomas is good at figuring it out," Carolyn said. "A few years ago, azalea and rhododendron plants were dying in the propagation house, and we didn't know why. Thomas didn't let go. He kept at it until he figured out what the problem was." At that time they were buying their soil mix. And it turns out the company switched one of the ingredients and the cuttings didn't >>



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## Member Profile: Howell Prairie Nursery

like it. They lost an entire crop, but were fortunate that a couple of local nurseries were able to sell them some stock.

“Thomas is also good at figuring out how to do things differently to be more efficient,” Carolyn said.

### Expansion

In 2014, they started farming Carolyn’s parents’ property with field-grown material. This brought the total acreage of the nursery to 25 acres. In 2018, Thomas and his wife, Michelle, bought the property from his grandparents. Michelle also works in the nursery as the office manager.

In addition to expanding the acreage, the nursery has also expanded in other ways.

When they took over the nursery from Doug’s parents, there were only 12 greenhouses and now there are 27.

They’ve also added more plant varieties.

“We work with a lot of landscapers and wholesalers, and we realized that to keep in the market, we needed to diversify so when our customers asked for something, we looked into expanding our operations to try to supply it for them,” Carolyn said. “We discontinued items that weren’t selling well and expanded on what was selling well. Thomas continues to look at improvements in spraying, fertilizing and cost saving measures.”

### What’s ahead

As they look to the future, Thomas hopes to add another propagation house so they can expand their capacity and look at bringing automation to the farm to help save labor and make operations more efficient. “It’s harder to get some varieties that we want so if we had another propagation house we could expand,” Thomas said.

“Quality and making our customers happy, that’s what matters to me. We don’t need to be bigger,” Carolyn said. “We’ve stayed steady. For us, we just want to stay steady,” Carolyn said. “We’re continuing the legacy of Doug’s parents, Doug and Michael as we work and grow the nursery.”

There’s also the hope that the grandkids will get involved in the nursery. “We’ll see if the grandkids will take it over someday,” Carolyn said, of her grandkids Henry, 6, and Erika, 9. “Henry’s already taking after his dad, trying to figure things out.”

*Vic Panichkul is publications manager at the Oregon Association of Nurseries and managing editor and art director for Digger. Contact him at 503-582-2009 or [VPanichkul@OAN.org](mailto:VPanichkul@OAN.org)*



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# New Oregon groundwater rules will fundamentally change permitting



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**The bottom line is that in most locations, the new requirements will amount to a moratorium on new permits**

**A**t the upcoming September 2024 Oregon Water Resources Commission meeting, the commission will consider adoption of a new set of rules that will fundamentally change the way groundwater is allocated in Oregon. Given the nursery industry's dependence on groundwater, these new rules have significant implications for growers.

Since 2016, the Oregon Water Resources Department has been under increasing public pressure for its failure to manage groundwater in a sustainable manner. For nursery and greenhouse growers, the adoption of the new rules means it is

increasingly unlikely that you will be able to acquire new groundwater rights.

### **Over-appropriation meets reality**

Oregon's surface streams have been closed to new irrigation water rights for many years due to over-appropriation. However, in most parts of the state, OWRD has continued to issue new groundwater rights.

In 2022, that changed when the Oregon Water Resources Commission — a 7-member citizen commission — instructed OWRD staff to stop issuing new groundwater rights unless sufficient hydrologic data exists to show the new use would not impair the aquifer or hydrologically connected streams. The commission then directed OWRD staff to reexamine how the state allocates groundwater and to undertake rule revisions to revamp the state's groundwater permitting rules. >>



Steve Shropshire

**Steve Shropshire serves as legal counsel to the OAN and is a member of the Jordan Ramis PC Dirt Law® team, representing the nursery industry and other agri-businesses as outside general counsel and on water rights, real estate and land use matters. He can be reached at 503-598-5583 or [steve.shropshire@jordanramis.com](mailto:steve.shropshire@jordanramis.com)**



The new groundwater allocation rules are the result of that two-year public process.

Under the current rules, OWRD must approve a new groundwater application unless available data shows that the proposed use would not ensure preservation of the public welfare. As a result, the default has been approval of most new groundwater applications. This process has given minimal consideration to the long-term impacts to underground aquifers and hydraulically connected surface waters.

The proposed rules make three major changes to the groundwater allocation system.

- First, the rules provide that OWRD cannot issue a new permit unless available data show that aquifer levels will be maintained in a “reasonably stable” condition.
- Second, the rules require denial of

a new groundwater application if an applicant cannot prove that the groundwater use would *not* interfere with surface water flows.

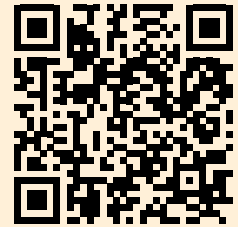
- Third, the rules provide that if sufficient hydrogeologic data (at least 5 years’ worth) is not available to make these determinations, OWRD must deny the permit application.

### A de facto moratorium

There are many technical details associated with the “reasonably stable” determination. However, the bottom line is that in most places around Oregon, the requirements in the new rules will amount to an outright moratorium on new groundwater permitting. In circumstances where insufficient data is available, it will be extremely expensive and time consuming for a grower to hire the experts needed

### Water rights transfers

Scan the QR code to read Steve Shropshire’s past column about water rights transfers.



to prove that the new groundwater use will not impair the aquifer.

The new rules could be a benefit to existing nursery operations with senior water rights. By preventing new groundwater appropriations, the rules will limit competition for this scarce resource.

However the rules will pose a significant hurdle for new and existing operations seeking to expand on to new acreage. Those growers will now need to look largely to the water right transfer process to acquire new water rights.

We briefly addressed the water right transfer process in the March 2021 edition of *Digger*. In future articles, we will explore this topic in greater detail.

Other options available to secure irrigation water for new acreage may include the conserved water allocation program, aquifer storage and reuse, and mitigation programs. The availability of these alternative approaches to groundwater acquisition will become increasingly important in the years to come.

OWRD will need to ensure that it has the staff and expertise available to manage the anticipated influx of new demand for these alternatives to new groundwater permits.

For more information on OWRD’s groundwater allocation rulemaking, go to [TinyURL.com/OWRDRulemaking](https://TinyURL.com/OWRDRulemaking). ©

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# The business outlook for 2024 and beyond

From hydrangeas to housing, here's what's impacting the nursery industry this year



1ST FOOTAGE

BY JON BELL

**F**our years ago, the country was in the midst of one of the most unusual and uncertain times. The COVID-19 pandemic had the U.S. on lockdown, with offices and schools closed, masks mandated and people sticking close to home to stay safe.

But that ended up being huge for the nursery industry. People sticking close to home meant that they turned their focus to their houses, yards and gardens — and the plants, flowers and shrubs that beautify them. The result: record sales for the nursery industry. In Oregon alone, nursery sales hit \$1.19 billion in 2020, an all-time high — until the following year, when they climbed to \$1.3 billion.

In the ensuing years, as the world returned to life post-COVID, sales leveled off, but so far, at least, the renewed craze for gardening seems to have stuck.

“All of us saw, as a result of the pandemic, a surge in sales over 2020 and 2021,” said Alec Charais, chief marketing and product development officer for **Bailey Nurseries** (St. Paul, Minnesota). “It transitioned, generally speaking. We still see consumers shopping at retail locations, but just not at the same levels as during the pandemic. I think now, though, that people are still more engaged in gardening than they were.”

That's a good sign for the nursery industry, especially if the trend ends up having any legs. But there are, of course, other factors that will come into play that will impact how the nursery industry's near future unfolds. Good or bad, what follows are a few of the blips on the radar of some nursery industry watchers and players that might be good for everyone to keep an eye on.

## Inflation

It's been the talk of the town the past couple years, and the chatter about inflation isn't likely to die down anytime soon, especially considering November's presidential election.

“You will hear Trump blast Biden over inflation this, inflation that,” said Charlie Hall, professor and Ellison Chair in International Floriculture at Texas A&M University, noting that inflation peaked at 9% in June 2022 but dropped to just above 3% in May. “Inflation, while still around, is not nearly as bad as it was.”

That said, Hall noted that it will be important to see what's going to happen with interest rates. The Fed has signaled that it is going to act slower since inflation has been reined in, but any move they make on interest rates could impact the bigger picture. ➤



## Business outlook for 2024

### Spending

During the pandemic, consumers stopped spending money on things like travel, but other goods, including nursery plants and shrubs and other discretionary items, sold like hotcakes. Hall said people are spending more on recreational goods — think cars, car parts and services like gym memberships — and travel spending has picked up markedly since the pandemic. That's good for nurseries, but it could be better, Hall said.

“As long as discretionary spending keeps up for things like flowers and shrubs, that's a good thing,” he said. “But we have not been successful at making people think those are nondiscretionary, which we need to do a better job of.”

Also, people have largely burned through any excess pandemic-related funds, like stimulus payments, and



People sticking close to home during the Covid-19 pandemic meant that they turned their focus to their houses, yards and gardens — and the plants, flowers and shrubs that beautify them. As Covid restrictions eased, the consumer craze for gardening has continued. WAVEBREAK MEDIA MICRO

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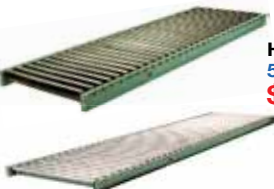
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## Business outlook for 2024

they're starting to use their credit cards more. That's nothing to be alarmed about but, Hall said, it could get to that point.

"We are not quite to the point where consumers are leveraged as much as they were, but it's something to watch," he said.

### Social media

Like it or not, social media is here to stay. But from the constant changes at X based on the whims of Elon Musk to the uncertain future of TikTok — it could be banned in the U.S. later this year — platforms are in flux, as are the attitudes and engagement levels of the people who are on them.

Katie Dubow, president of Garden Media Group, said some older social media users may be getting tired of the channels; some may have even bailed on them altogether.

"I think it's a thought in the back of a lot of people's heads," she said.

So does that mean that nursery-related businesses should pull the plug as

well? Not according to Dubow. Instead, it might be time to find ways to get more creative with social media, websites and apps. She noted that people are very social within apps like the book-focused Goodreads or the running-related Strava, and conversations that lead to product recommendations are common. There may be opportunities for nurseries to find niche audiences in similar spaces.

Dubow also said nurseries and retailers should do what they can to foster engagement with their customers online.

"People are always looking for places to engage with other people online," she said. "If you're a garden retailer, a nursery or someone with an interest in that niche, maybe you have a section for community on your website or even a comment section where conversations can start."

### Branding

In the big field of nurseries these days, it can be hard to stand out if you're

just growing run-of-the-mill plants. One way to differentiate in today's crowded market — and capture those discretionary dollars that are still being spent — is by offering branded plants that not everyone else has.

Bailey Nurseries has done that well through its First Editions® and Endless Summer® brands of plants, including hydrangeas, lilacs and azaleas.

"Brands continue to out-perform generic products. We see that in how consumers are shopping and also in market research," Charais said. "Even though we're in a somewhat volatile market, shoppers are generally willing to pay for quality, and consumer brands like ours are highly visual and stand out on the shop floor."

It's a strategy that's worked well for Bailey, which introduced its first branded plant 20 years ago. The company also has its own breeding arm, Bailey Innovations, that develops new plants to add to the Bailey lineup.

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Bailey is continuing that strategy with the introduction of a new hydrangea called Eclipse® and another called FlowerFull™, both of which are part of First Editions®.

“We’ve been very fortunate to have new innovations from breeding that really stand out in the market,” Charais said.

### Housing

People love their homes and they love their landscapes and gardens. So it’s no wonder that the housing market has a huge impact on the nursery industry. And right now, housing is strong, as is the demand for it. According to tax and audit consultant RSM LLP, the U.S. needs 1.7 million housing units annually between now and 2030 to close a gap in housing. Last September, the U.S. Census Bureau reported that housing starts were on pace to hit close to 1.5 million by year’s end — a solid number that still came up short.

“Housing is still strong, we just don’t have enough of them,” Hall said, noting that homebuilders have been wise in offering incentives that help buyers avoid some of the pinch that’s come from higher interest rates.

Fueling the demand for housing is, in large part, a wave of younger first-time homebuyers who are looking to put down some roots. There are some 50 million people in the U.S. between the ages of 25 and 35, a solid demographic when it comes to the homebuying public. Helping out even more is the fact that, according to the National Gardening Association, more than 18 million new gardeners emerged during the pandemic — many of them younger and likely part of the home-seeking club.

Another piece of the housing puzzle for nurseries to keep an eye on? Homeowners associations.

Dubow noted that 84% of new single-family homes sold in 2022 were part of HOAs. And while that may have been an obstacle to home gardeners in the past who were limited in what they could plant >>

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## Business outlook for 2024

based on HOA rules, times are changing. Dubow said legislation in places like California and Texas is opening doors to allow people to plant a wider variety of plants and not be fined by their HOA. That legislation is driven by drought conditions and the need to plant climate-appropriate landscaping, and there might be an opportunity for nurseries to play a role.

“Local regulations are changing,” Dubow said. “Maybe there’s a way nurseries can figure out how to be part of the change.” ©

*Jon Bell is an Oregon freelance journalist who writes about everything from Mt. Hood and craft beer to real estate and the great outdoors. His website is [JBellink.com](http://JBellink.com).*



Fueling the demand for housing is, in large part, a wave of younger first-time homebuyers who are looking to put down some roots. OAN FILE PHOTO

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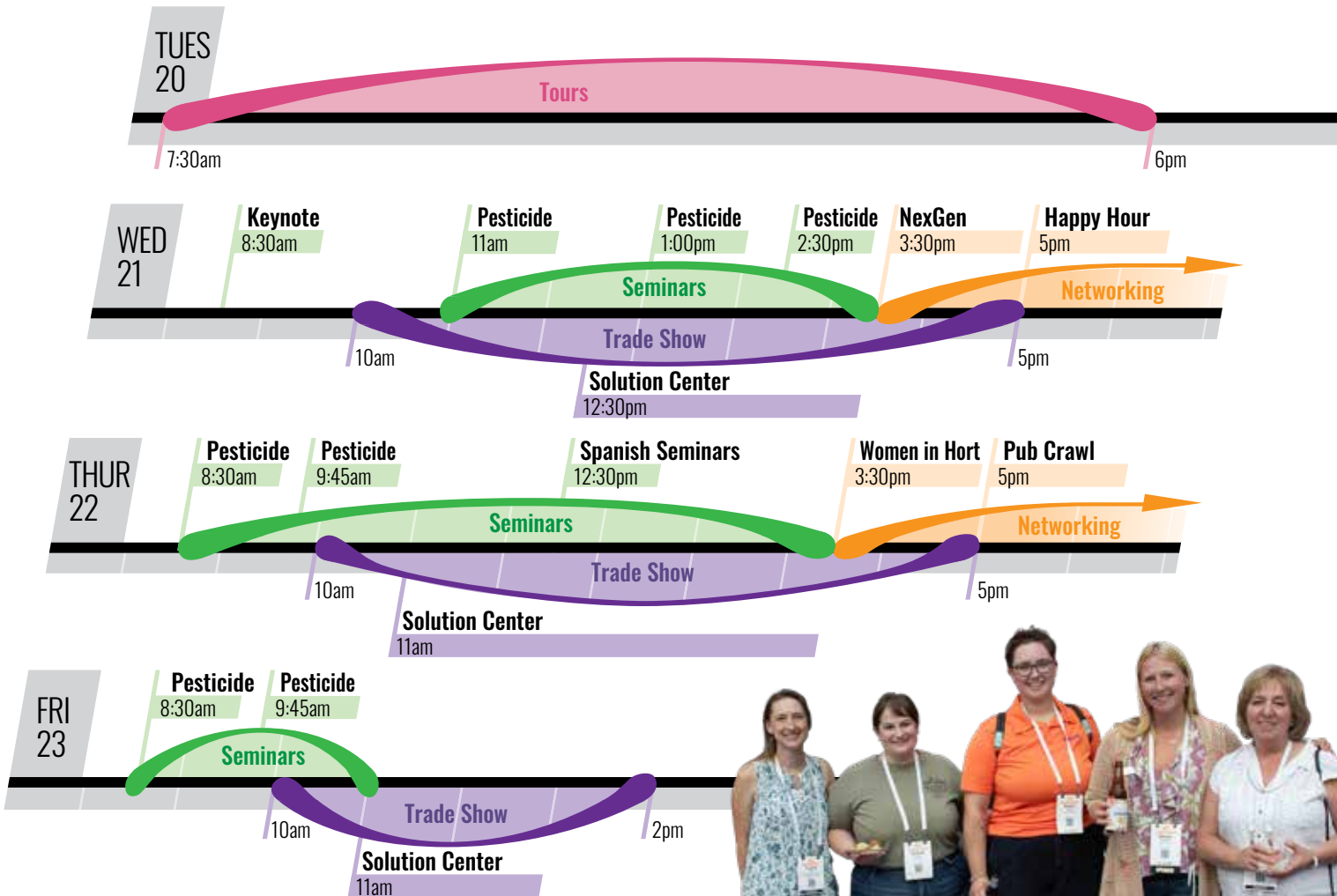
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# SHOW FEATURES

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Join us on a tour of five of Oregon's charming retail garden centers, nestled in the heart of the famed Willamette Valley. Learn how Oregon's retail nurseries are at the forefront of a burgeoning agri-tourism industry, helping to contribute nearly \$1 billion to the state economy. See how **Al's Garden & Home** and **Bauman's Farm and Garden** use their unique personalities to offer visitors wine, tasty noshes, fresh farm produce, large scale events and many activities. See how **French Prairie Garden** and **Sebright Gardens** capture the unique tranquility of their surroundings. Join us for an authentic journey through these beloved retail destinations, where nature's wonders await at every turn.

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**James Robilotta, CSP**, is a leadership author, motivational speaker, emcee, and trained improv comedian. After years of building, training, and leading teams, James followed an entrepreneurial dream and built two successful businesses.

In this hysterical and motivational keynote, "**Do You Even Know Me?: How Curiosity Creates Community in the Workplace**," James will talk about how to ask better questions, change the way we hear people's stories and insights, and adapt the mindset of curiosity. "No organization wants its people to be apathetic toward the work, the people, or the community," James said. "Community ignites loyalty and drives retention in both in-person and hybrid workplaces and is built with one simple thing: curiosity. Curiosity is the opposite of apathy. Events are ideal opportunities to authentically connect, reflect, validate, and innovate. Let's stop the apathy and the assuming and start learning about each other because curiosity creates community." James' cornerstone concept is that we as humans can only learn from people who are imperfect. Working to bring humanity and community back into the workplace, he is on a mission to ensure that people are seen, heard, respected ... and giggling a little, too.

Preceding the keynote will be a **welcome and State of the State Address from Jeff Stone, executive director, Oregon Association of Nurseries**.

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*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 ([FarwestShow.com](http://FarwestShow.com)) and click Show Features to access the Retailers' Choice Awards registration link to participate in the judging.
- 2. Wednesday, August 21, 10 a.m.:** 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 5 p.m. in Room A103:** Turn in your nominations, compare notes with your fellow retailers and select the winners.
- 5. Thursday, August 22, 2:45 p.m.:** Danny will announce the winners at the Solution Center stage at the end of aisle 10000 on the trade show floor.

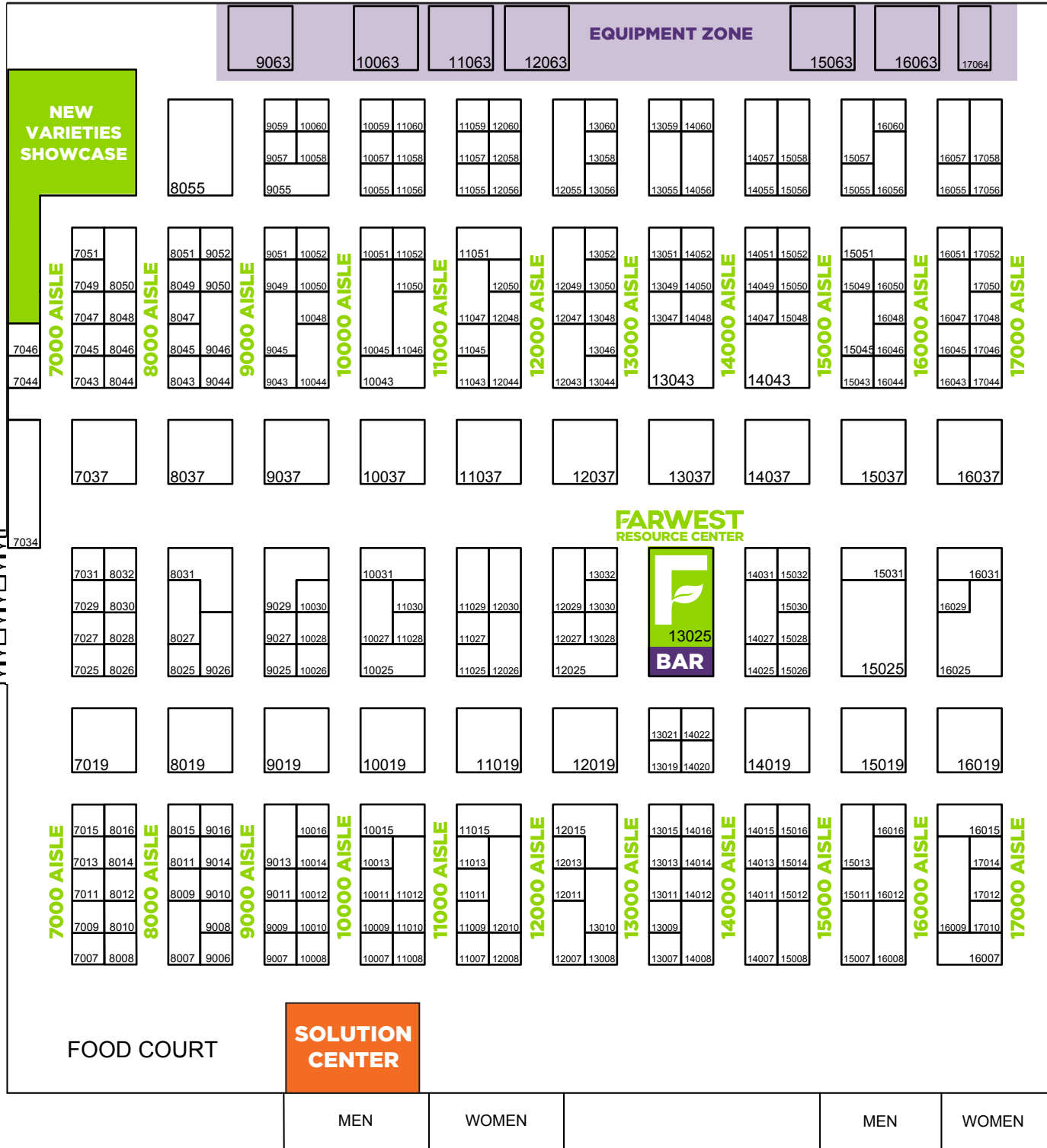
Our awards presentation on Thursday afternoon will recognize products deserving special recognition for their vision, new products retailers plan to add to their inventory and products/services with a new approach to an old formula. You won't want to miss it!

# SHOW MAP

OREGON  
CONVENTION CENTER

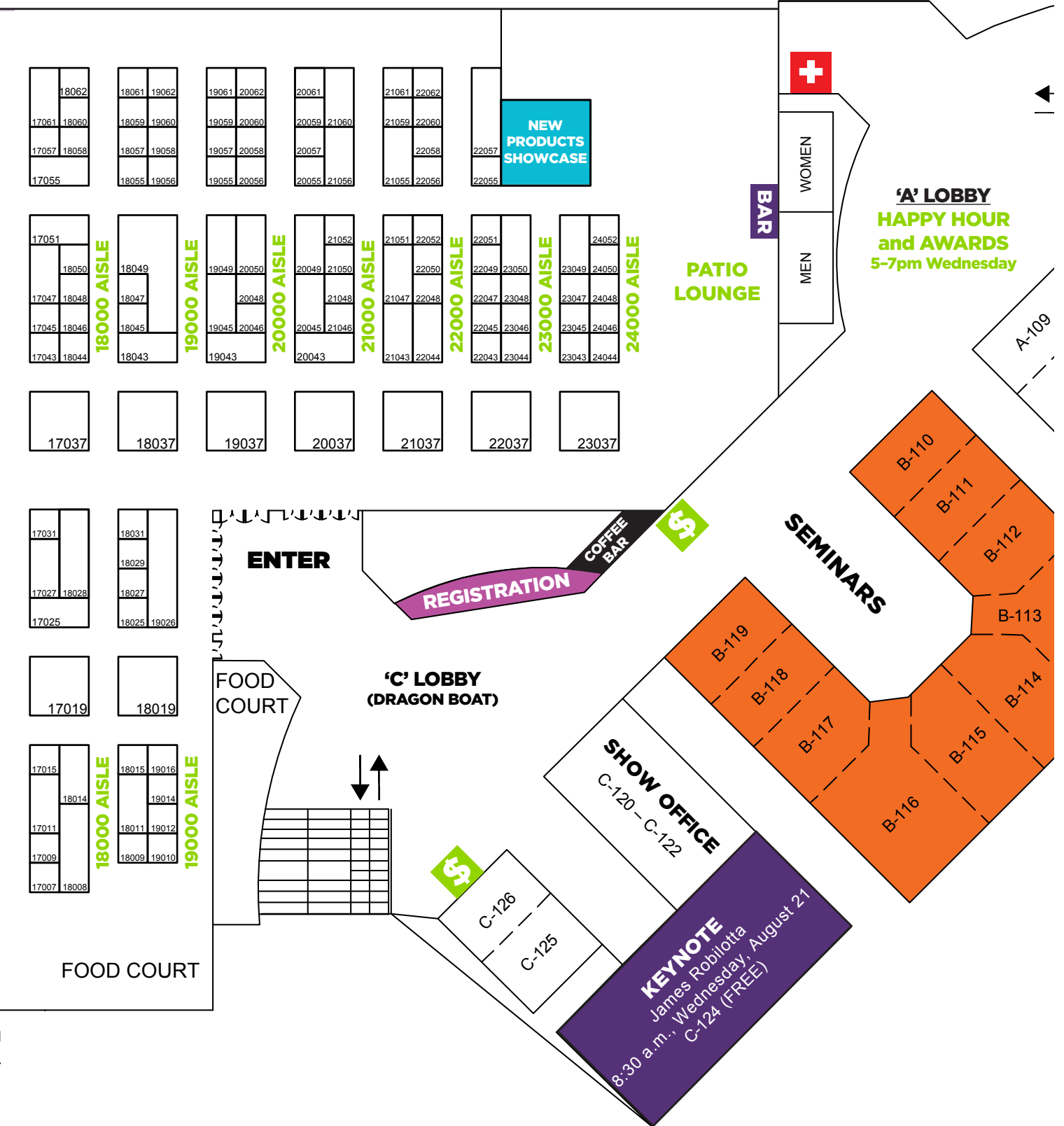


## LOADING DOCK



N.E. MARTIN LUTHER KING JR. BLVD (STREETCAR)





# The **RootTrapper**® Container Series



With a unique, bi-layer fabric, patented **RootTrappers**® are the evolution of the growing bag. The interior layer traps root tips to create fibrous, non-circling roots, while the exterior white lamination prevents excessive evaporation and conserves water. With several models to best fit your production, **RootTrappers**® create the root systems your customers (and plants) deserve.



Changing the Way Plants are Grown.

*Proudly*  
Made in the U.S.A.

**RootMaker**® Products Co., LLC  
1-800-824-3941 [www.rootmaker.com](http://www.rootmaker.com)





# NETWORKING AND SOCIAL EVENTS

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

## NEXGEN NETWORKING EVENT

WEDNESDAY, AUGUST 21, 3:30-5 p.m., Lobby A

Support our industry's NexGen group!

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 in the green industry — our future leaders!

NexGen is a new OAN Nursery Professional and Leadership Group open to all members of the nursery and greenhouse community, with a special focus on those who are new to the industry or rising in their careers. Join the fun for a chance to connect, network, and socialize with like-minded peers who share your passion for the industry!

## WOMEN IN HORTICULTURE

THURSDAY, AUGUST 22, 3:30-5 p.m., Lobby A

Join us as we celebrate over a decade of connecting women in the green industry!

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!



## HAPPY HOUR

WEDNESDAY, AUGUST 21, 5-7 p.m., Lobby A

Who wants to party? We do!!

Join us for delicious beverages and free appetizers as you mix and mingle with friends and colleagues to celebrate the completion of the first day of the 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!



## PUB CRAWL

THURSDAY, AUGUST 22, 5 p.m.-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 100 people to Spirit of 77 will receive a complimentary beverage. See [FarwestShow.com/Event/Pub-Crawl](http://FarwestShow.com/Event/Pub-Crawl) for the next stop of the evening. This lively event is not to be missed and is open to all Farwest participants! .



5 p.m. **Spirit of 77**  
500 N.E. Martin Luther King Jr Blvd.,  
Portland



### 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 Hort shirts at: [FarwestShow.com/Event/Women-in-Horticulture/](http://FarwestShow.com/Event/Women-in-Horticulture/)



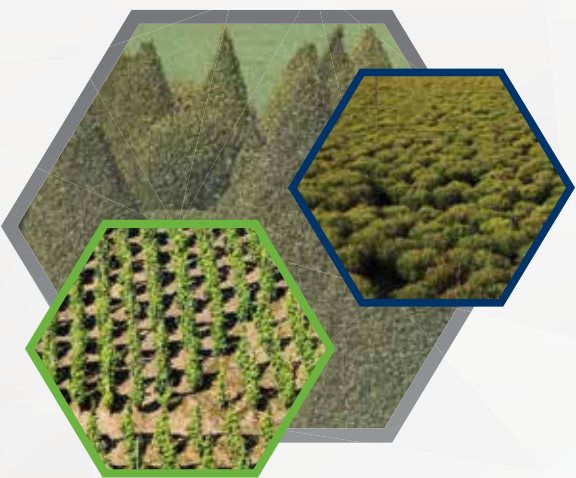
Other styles and colors available.



[www.FarwestShow.com](http://www.FarwestShow.com)



#FarwestShow 43



# Gowan<sup>®</sup>

## USA

### Turf and Ornamental

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FUNGICIDE

- **NOW LABELED FOR OUTDOOR NURSERIES!**
- EXCELLENT CONTROL OF WATER MOLD DISEASES (PYTHIUM, PHYTOPHTHORA, DOWNY MILDEW)
- UPWARD SYSTEMIC MOVEMENT
- REI 12 HOURS



**EcoSwing<sup>®</sup>**  
BOTANICAL FUNGICIDE



- FLEXIBILITY AND VERSATILITY FOR YOUR DISEASE CONTROL PROGRAM
- CONTROLS POWDERY MILDEW, BOTRYTIS, RUSTS, MONILINIA AND OTHER FOLIAR DISEASES
- REI 4 HOURS

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**HEXYGON IQ<sup>®</sup>**  
MITICIDE

- CONTROLS EGGS, LARVAE, NYMPHS WHILE FEMALES STOP PRODUCING VIABLE EGGS
- EFFECTIVE ON TETRANYCHID FAMILY
- TRANSLAMINAR MOVEMENT AND EXTENDED RESIDUAL
- SOFT ON BENEFICIALS



**Captiva Prime<sup>®</sup>**  
INSECT REPELLENT / INSECTICIDE



- EXCELLENT TANK MIX PARTNER
- CONTROLS MITES, WHITEFLY, THRIPS AND MEALYBUGS
- COMPATIBLE FOR USE WITH OR AROUND BENEFICIAL INSECTS
- REI 4 HOURS



**MAGUS<sup>®</sup>**  
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- EXCELLENT BROAD SPECTRUM CONTROL OF IMMATURE AND ADULT MITES
- CONTROLS POWDERY MILDEW IN GREENHOUSE, NURSERY, AND LANDSCAPE ORNAMENTALS
- EASY TO MEASURE AND MIX LIQUID SC FORMULATION

FOR MORE INFORMATION CONTACT  
**DAVE BURKHARDT**  
928.446.9928 | [DBURKHARDT@GOWANCO.COM](mailto:DBURKHARDT@GOWANCO.COM)





# 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 [FarwestShow.com](http://FarwestShow.com).

## WEDNESDAY SEMINARS

 Mark your schedule



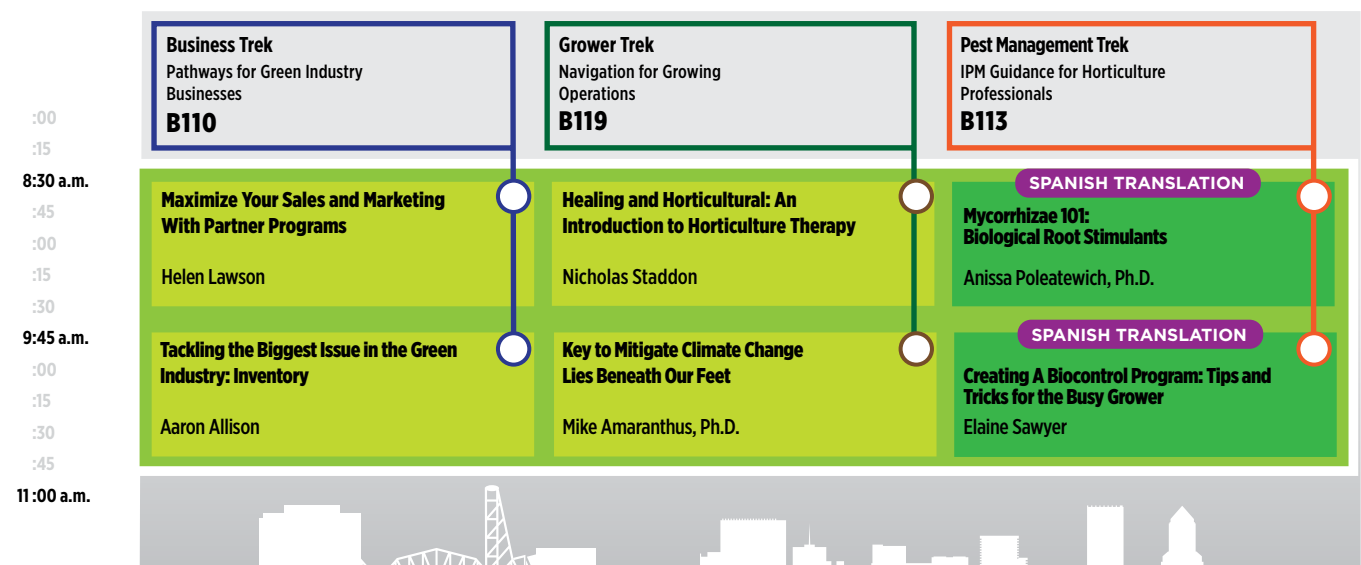
# THURSDAY SEMINARS

 Mark your daily plans!



# FRIDAY SEMINARS

 Mark your daily plans!





# GK MACHINE GREENHOUSES



Quality built commercial greenhouse packages are pre-engineered for easy installation and setup. All steel construction for lasting quality. GK carries fans, shutters, heaters, roll-up sides, doors, fasteners, hardware and a variety of covers.

[WWW.GKGREENHOUSE.COM](http://WWW.GKGREENHOUSE.COM)

DONALD, OREGON 503-678-5525



## SPECIAL ISSUE: All about startup nurseries



**Advertise in the 2024 Startups Issue of Digger, published in October**

This special issue covers what startup nurseries need to know about the business environment and growing plants, so they can prosper in the long run.

**Reserve your display ad by September 1**

Contact:

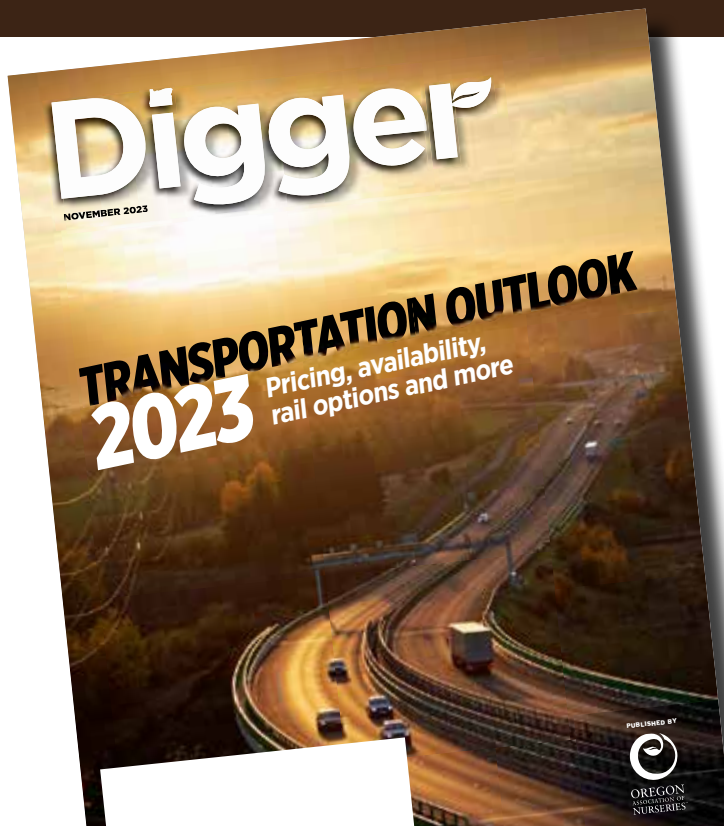
**Curt Kipp**

**CKipp@OAN.org**

**503-582-2008**

**[www.OAN.org/Ads](http://www.OAN.org/Ads)**

## SPECIAL ISSUE: All about transportation



**Advertise in the November 2024 Transportation Issue**

Looking ahead to 2025, this special issue covers the latest developments in moving plants around the nursery and shipping them to market. Place your brand where it will be noticed!

**Reserve your display ad by October 1**

Contact:

**Curt Kipp, Director of Publications**

**CKipp@OAN.org**

**503-582-2008**

**[www.OAN.org/Ads](http://www.OAN.org/Ads)**



# SOLUTION CENTER

**WEDNESDAY, AUGUST 21 – FRIDAY, AUGUST 23**

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

Presented by



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 21	Thursday, August 22	Friday, August 23
11:00 am			
11:15 am		<b>Clematis Pruning: Forget Pruning Groups, Remember Common Sense</b> Linda Beutler	<b>Retail Challenges with Clematis: Maintenance and Communication</b> Linda Beutler
11:30 am			
11:45 am			
12:00 pm		<b>How the Power of Story Will Transform Your Marketing</b> Jon Morrison	<b>Agricultural Employer Overtime Tax Credit and Overtime in Agriculture</b> Daron Prara and Jessica Sandrock
12:15 pm			
12:30 pm			
12:45 pm		<b>Rose Pruning – Pruning Demo</b> Nita-Jo Rountree	
1:00 pm			
1:15 pm			
1:30 pm	<b>Importing Plants? Learn How to Meet Oregon's Requirements</b> Kara Mills	<b>REAP Grants for Solar and for Energy Efficiency</b> Rob Aldridge	
1:45 pm			
2:00 pm			
2:15 pm	<b>Hydrangea Pruning Pruning Demo</b> Nita-Jo Rountree	<b>Iodine as a Plant Nutrient</b> Doug Snyder	
2:30 pm			
2:45 pm			
3:00 pm	<b>How to Reach the Emerging Generations</b> Jeff O'Brien	<b>Retailers' Choice Awards</b> Danny Summers	
3:15 pm			

# 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 ideas, log on to [TravelPortland.com](http://TravelPortland.com) or [TravelOregon.com](http://TravelOregon.com).

### CONVENTION CENTER AND VICINITY

#### BAO BAO

545 N.E. Couch St.; 503-477-8911  
[BaoBaoPDX.com](http://BaoBaoPDX.com)

Authentic Chinese comfort food — steam bao buns, soup, noodles and dumplings.

#### METROPOLITAN TAVERN

1021 N.E. Grand Ave., Suite 600  
503-963-3600  
[MetTavern.com](http://MetTavern.com)

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

#### NOBLE ROT

1111 E. Burnside St., Fourth Floor  
503-233-1999  
[NobleRotPDX.com](http://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  
[EemPDX.com](http://EemPDX.com)

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

#### PETITE PROVENCE

1824 N.E. Alberta St.; 503-284-6564  
[ProvencePDX.com](http://ProvencePDX.com)

French pastries and café cuisine, with several La Provence and Petite Provence locations around the Portland area



Bar inside Eem, the highly acclaimed Thai barbecue restaurant in Portland. Chef Earl Ninsom (Langbaan, Paadee), Matt Vicedomini (Matt's BBQ) and Eric Nelson (Shipwreck) combined forces on the venture, which is located in North Portland and was voted Best New Restaurant in America by Thrillist. Photo by Justin Katigbak, Travel Portland.

#### ¿POR QUE NO?

3524 N. Mississippi Ave.; 503-467-4149  
[PorQueNoTacos.com](http://PorQueNoTacos.com)

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

### EASTSIDE

#### HAT YAI BELMONT

605 S.E. Belmont St.; 503-206-8156  
[HatYaiPDX.com/Belmont](http://HatYaiPDX.com/Belmont)

Acclaimed casual Thai counter service restaurant offers fried chicken, curry and roti.

#### LITTLE BIG BURGER

3810 S.E. Division St.; 503-841-6456  
[LittleBigBurger.com](http://LittleBigBurger.com)

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

#### KANN

548 S.E. Ash St.  
503-702-0290

[KannRestaurant.com](http://KannRestaurant.com)

A Haitian and Caribbean eatery from James Beard Award winning chef Gregory Gourdet. Named Best New Restaurant in America by Esquire. Reservations are an absolute must!

#### LAURELHURST MARKET

3155 E. Burnside St.  
503-206-3097

[LaurelhurstMarket.com](http://LaurelhurstMarket.com)

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

#### NOSTRANA

1401 S.E. Morrison St. #101; 503-234-2427  
[Nostrana.com](http://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  
[ScreenDoorRestaurant.com](http://ScreenDoorRestaurant.com)

Diners queue up for dinner and weekend brunches featuring country-style buttermilk-fried chicken and substantial vegetable sides.

#### SHALOM Y'ALL

117 S.E. Burnside St.; 503-208-3661  
[ShalomYallPDX.com](http://ShalomYallPDX.com)

A Mediterranean restaurant exploring flavors of the levant, with skewers, kebabs, grilled meats and chops, and more!



## DOWNTOWN

### DEPARTURE

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

[DeparturePortland.com](http://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 N.W. 9th Avenue  
503-227-2158

[ElenisRestaurant.com](http://ElenisRestaurant.com)

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

### MOTHER'S BISTRO

121 S.W. 3rd Ave.  
503-464-1122

[MothersBistro.com](http://MothersBistro.com)

Love your mother! Bustling breakfast bistro and bar with homey décor and chandeliers specializing in hearty comfort-food classics.

### PINE STREET MARKET

126 S.W. 2nd Ave.  
971-347-3166

[PineStreetPDX.com](http://PineStreetPDX.com)

Food hall with communal seating and vendors serving everything from ramen, Mexican and donuts to a curated selection of beers on tap and cocktails.

## NORTHWEST PORTLAND

### DESCHUTES BREWERY PORTLAND PUBLIC HOUSE

210 N.W. 11th Ave.  
503-296-4906

[DeschutesBrewery.com](http://DeschutesBrewery.com)

Mecca for beer lovers in the Pearl District, plus seasonal and experimental ales available onsite only.

### ELEPHANTS DELICATESSEN

115 N.W. 22nd Ave.  
503-299-6304

[ElephantsDeli.com](http://ElephantsDeli.com)

Gourmet deli plus prepared foods and grab-and-go beverages with several locations around town.

### PAPA HAYDN

701 N.W. 23rd Ave, Portland, OR 97210  
503-228-7317

[PapaHaydn.com](http://PapaHaydn.com)

After window-shopping along "trendy third" avenue, stop in for a slice of homemade cake and more at this chic bistro and bar.

### PINE STATE BISCUITS

1717 N.W. 23rd Ave.; 971-407-3621

[PineStateBiscuits.com](http://PineStateBiscuits.com)

Local chain serving a myriad of biscuits, cocktails, beer and other beverages for breakfast and lunch.

# HOTELS

Book at our official Farwest host properties to ensure maximum convenience and discounted room rates. Hotels fill fast. Book early while available to secure your reservation!

To book your hotel room at a discounted rate, please visit:

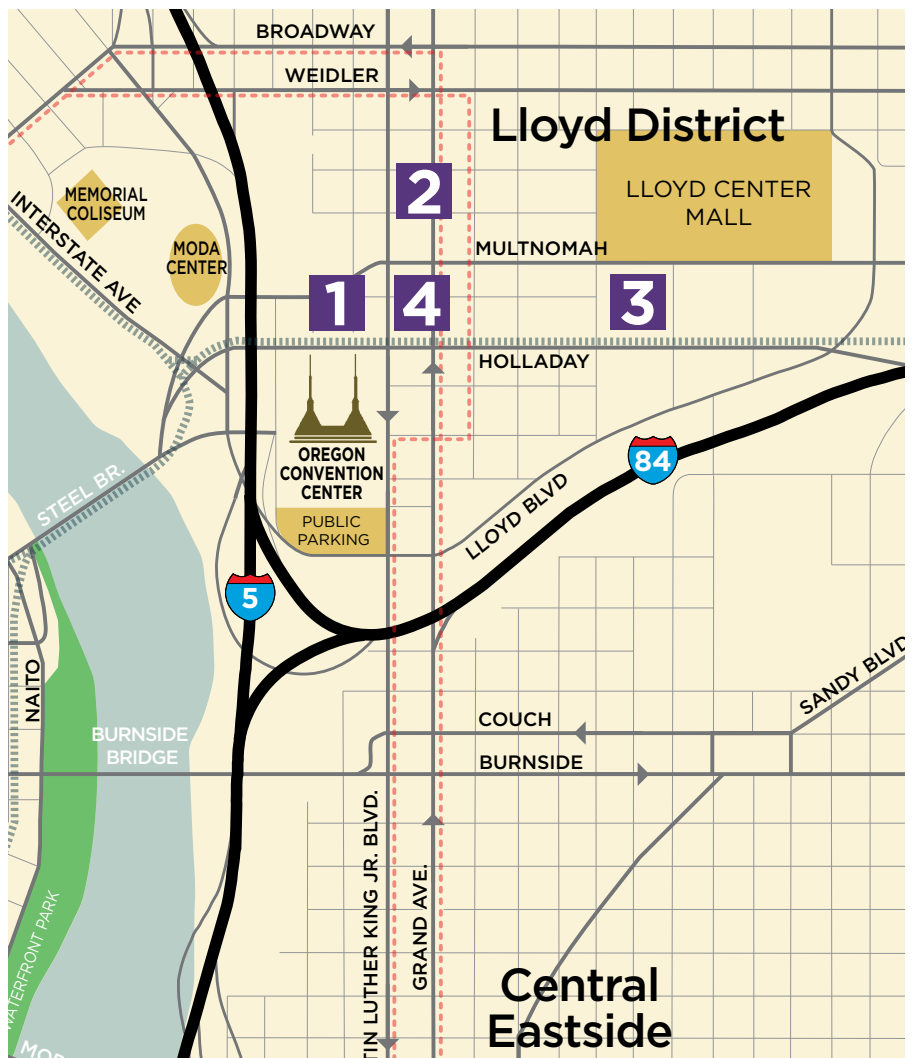
[FarwestShow.com/Hotel](http://FarwestShow.com/Hotel)

You may also call the hotels directly and mention the Farwest Show group rate or room block.

Hotels are within walking distance of the Oregon Convention Center



- 1 HYATT REGENCY** — Mention code: **G-OASN**  
375 N.E. Holladay Street, Portland, OR 97232, **888-591-1234**
- 2 COURTYARD by MARRIOTT**  
435 N.E. Wasco Street, Portland, OR 97232, **503-234-3200**
- 3 DOUBLETREE HOTEL**  
1000 N.E. Multnomah Street, Portland, OR 97232, **503-281-611**
- 4 HOTEL EASTLUND** — Mention code: **FARWEST24**  
1021 N.E. Grand Avenue, Portland, OR 97232, **503-235-2100**



# Nursery Guide



[NurseryGuide.com](http://NurseryGuide.com)



# FIND



- **Hundreds of Growers**
- **Thousands of Listings**
- **Millions of Plants**

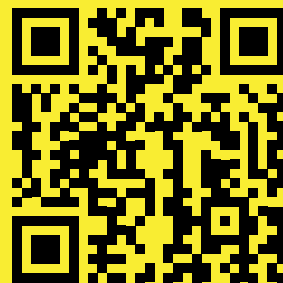
**Search** NurseryGuide.com  **and find it all!**

Enter Terms ...

- PLANTS
- COMPANIES
- SERVICES

SCAN TO ORDER YOUR  
**FREE PRINT COPY**

\*Must be qualified member of nursery industry



**PUBLISHED BY**



**OREGON  
ASSOCIATION OF  
NURSERIES™**



# EVENTOS SOCIALES Y DE REDES

¡Está invitado! No se pierda estos eventos GRATUITOS.

## EVENTO DE REDES DE NEXGEN

**MIÉRCOLES 21 DE AGOSTO, de 3:30 p.m. a 5 p.m., en el vestíbulo A**

¡Apoye al NexGen group de nuestra industria! Participe de este evento gratuito abierto a todos los profesionales de la horticultura. Disfrute de aperitivos y bebidas de cortesía mientras se relaciona con los más brillantes y entusiastas de la industria ecológica: ¡nuestros futuros líderes!

Patrocinado por

**Atticus**



NexGen es un nuevo grupo de liderazgo y profesionales de viveros de OAN abierto a todos los miembros de la comunidad de viveros e invernaderos, con un enfoque especial en aquellos que son nuevos en la industria o que están en ascenso en sus carreras. ¡Únase a la diversión para tener la oportunidad de encontrarse, establecer contactos y socializar con compañeros de ideas afines que comparten su pasión por la industria!

## MUJERES EN LA HORTICULTURA

**JUEVES 22 DE AGOSTO de 3:30 p.m. a 5 p.m., en el vestíbulo A**

¡Únase a nosotros para celebrar más de una década conectando a mujeres en la industria ecológica! Este es un evento inclusivo y cualquier defensor de las mujeres en la horticultura es bienvenido, ¡sin importar su género! Desde su inicio en 2010, el evento de redes Mujeres en la horticultura en Farwest ha sido un lugar para que las mujeres compartan sus experiencias, establezcan conexiones y fortalezcan sus habilidades profesionales. ¡Juntos podemos construir una sólida red de apoyo para las mujeres de toda la industria ecológica!

Patrocinado por



### USE SU APOYO A MUJERES EN LA HORTICULTURA

De regreso por demanda popular, la camiseta de Mujeres en la horticultura de este año está disponible para su compra a través de Bonfire. Todos los ingresos ayudarán a proporcionar provisiones de alimentos y bebidas para el evento de este año. Para obtener detalles sobre cómo comprar camisetas de Mujeres en la horticultura, visite: [farwestshow.com/event/women-in-horticulture/](http://farwestshow.com/event/women-in-horticulture/)



## HAPPY HOUR

**MIÉRCOLES 21 DE AGOSTO, de 5 p.m. a 7 p.m., en el vestíbulo A**

¿Quién quiere fiesta?

¡Nosotros!! Participe y disfrute de deliciosas bebidas y aperitivos gratis mientras se reúne con amigos y colegas para celebrar la finalización del primer día del espectáculo. Los premios de los stands de expositores de Farwest también se anunciarán durante las festividades de Happy Hour, ¡incluido el ganador del premio El mejor de la exposición! Abierto a todos los participantes de Farwest. ¡Salud!

Patrocinado por

**BallSeed.**



**másLabor**

## PUB CRAWL

**JUEVES 22 DE AGOSTO, de 5 p.m. a tarde a la noche, en Spirit of 77**

¡Vamos por otra ronda! Socialice y establezca contactos con nuevos y antiguos amigos mientras come y se relaja. Participe de nuestro Farwest Pub Crawl para disfrutar de una noche llena de diversión, bromas ingeniosas y risas.

La alegría comienza en Spirit of 77 (500 N.E. Martin Luther King Jr. Blvd., Portland), a un corto trayecto al otro lado de la calle del Centro de Convenciones, donde se servirán aperitivos ligeros. Las primeras 100 personas en llegar a Spirit of 77 recibirán una bebida de cortesía. Visite [FarwestShow.com](http://FarwestShow.com) para conocer la próxima parada de la noche.

Sponsored by

**AgWest**  
FARM CREDIT



**5 p.m. Spirit of 77**  
500 N.E. Martin Luther King Jr Blvd.,  
Portland



¡No se puede perder de este evento lleno de alegría y abierto a todos los participantes de Farwest!



Meet The Future

# FARWEST

PORTLAND 2024

Amanda & Wayne Staehely  
Columbia Nursery LLC  
Farwest Exhibitor

Jim & Jerry Simnitt  
Simnitt Nursery  
Farwest Exhibitor

Discover **GROWING**  
**EXCELLENCE**

Meet us at the biggest Green Industry trade show in the West.

August 21-23, 2024

Farwest is where the nursery industry moves forward. Meet the experts, discover innovative ideas, products, and services to grow your business, and see the industry's most stunning plants. Do it all at Farwest!

Get Your Booth Today! ■ [www.FarwestShow.com](http://www.FarwestShow.com)



# PRODUCTS BY CATEGORY

## BOOTH

### ANNUALS PERENNIALS AND BULBS

A.D.R. Bulbs Inc. ....	15013, 15015
Ball Seed Company.....	15025, 15027, 15029, 16026, 16028, 16030
F & B Farms.....	7025, 7027
Fessler Nursery Company.....	14057, 14059
Griffin.....	8037
Growing Colors.....	12047
Netherland Bulb Company.....	14052
Pacific Plug & Liner Inc.....	11028
Smith Gardens Inc.....	10015, 11016

### ASSOCIATIONS AND NON-PROFITS

Alabama Nursery & Landscape Association.....	14011
Chemeketa Community College.....	20056, 20058
Direct Labor.....	10008
Energy Trust of Oregon.....	14048
Great Plant Picks.....	20061
Horticultural Research Institute (HRI).....	14013
Master Nursery Garden Centers.....	16055
Northwest Nursery Buyers Association (NNBA).....	14008, 14010
OAN Affinity Programs.....	14020, 14022
Oregon Association of Nurseries.....	13025, 13027, 13029, 13031, 14026, 14028, 14030, 14032
Oregon Department of Agriculture.....	20062
Oregon Department of Revenue.....	7049
Oregon Landscape Contractors Board.....	22058
Oregon State University Department of Horticulture.....	20055
OSU Ornamental Plant Breeding.....	20057
ProGreen EXPO.....	13010
The Oregon Garden.....	16045
wafa.....	15030

### BAMBOO AND ORNAMENTAL GRASSES

Bamboo Garden.....	18014, 18016
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### BENEFICIAL INSECTS

Beneficial Insectary.....	10030
Bioline AgroSciences.....	17010
Evergreen Growers Supply.....	11025
Organic Control Inc.....	17012
Sound Horticulture.....	15056

## BOOTH

### CHEMICALS

BASF.....	8046
BioSafe Systems LLC.....	9048
BioWorks Inc.....	10028
Bobbex Inc.....	17049
Corteva Agriscience.....	9043
Dip 'N Grow Inc.....	11045
Envu.....	10048
Gowan USA LLC.....	11056
Kwizda Inc.....	13009
Nufarm Americas.....	14027, 14029
Nutrien Solutions.....	10025, 11026
OHP Inc.....	15016
Pace 49.....	11030
Syngenta.....	9055, 10056
TuBiomics.....	23045
Wilbur-Ellis Company.....	11051, 12052

### CHRISTMAS TREES WREATHS AND GREENS

American Alpine.....	13049
Busco LLC.....	8025
Holiday Bright Lights.....	21047, 21049
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 Hillsboro, OR 97123  
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## D

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## E

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**Ed Staub & Sons**.....14020  
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Bend, OR 97701  
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F

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503-982-2748, 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**  
PO Box 816  
Molalla, OR 97038  
503-803-1175  
flumber@aol.com  
www.fillumber.com

Supplier of nursery products including field pallets, tilt sticks, gates, etc. *Please see our advertisement on Page 87.*

**FarmHQ** ..... 11007

**David Pinheiro**  
75111 Greenwood Ave. N, Unit #4111  
Seattle, WA 98103  
559-972-1637  
dpinheiro@farmhq.com  
www.farmhq.com

FarmHQ is the first smart irrigation control system that lets you monitor, control, and connect together every piece of your irrigation equipment on the fly, without wires or unreliable local networks. Get all your irrigation equipment online and in sync to save time, cut stress, and lower your costs.

**Fessler Nursery Company**.....14057, 14059

**Tanner Fessler**  
12666 Monitor Mckee Rd. NE  
Woodburn, OR 97071  
503-634-3448, FAX 503-634-2866  
tanner@fesslernursery.com  
www.fesslernursery.com

Hanging baskets, bedding plants. Selecta, Suntory, Syngenta geranium and Ball FloraPlant vegetative plug liners. Tropical foliage/house plants and perennials.

**Fisher Farms**.....13043, 13045, 14044, 14046

**Linda Tellez**  
9650 SW Hardebeck Rd.  
Gaston, OR 97119  
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Linda@fisherfarms.com  
www.fisherfarms.com

## BOOTH

**Flier Systems USA Inc.**.....23037  
**Michiel van der Waal**  
 3939 Royal Dr. NW, Ste. 131  
 Kennesaw, GA 30144  
 678-662-7055  
 m.vanderwaal@fliersystems.com  
 www.fliersystems.com



**Gardenware**.....19016  
**Scott Saulsbury**  
 429 SE Marlin Ave., Ste. C  
 Warrenton, OR 97146  
 503-717-9295, FAX 503-345-9605  
 scott@gardenware.com  
 www.gardenware.com

PC software and label supplies.  
 Does plant labels, picture signs,  
 purchase orders, price lists.

**GK Machine Inc.**.....14019  
**Connie Lindsay**  
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 Donald, OR 97020  
 503-678-5525, FAX 503-678-5693  
 clindsay@gkmachine.com  
 www.gkmachine.com

Bare-root tree diggers, pot-in-pot planters, over-the-row sprayers, greenhouses & greenhouse supplies (heaters, fans, shade cloth, etc.). **Please see our advertisement on Page 47.**

**Gold Family Farms Inc.**.....20037  
**Sean Eaton**  
 11715 SW Hillsboro Hwy.  
 Hillsboro, OR 97123  
 503-628-1118, FAX 503-628-2257  
 sales@goldfamilyfarms.com  
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**Gowan USA LLC**.....11056  
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 San Diego, CA 92111  
 928-446-9928  
 DBurkhardt@Gowanco.com  
 www.gowanco.com/TandO

Plant protection products for turf and ornamentals. Organic and conventional tools for greenhouse and nursery growers. **Please see our advertisement on Page 44.**

**Great Plant Picks**.....20061  
**Rick Peterson**  
 PO Box 77377  
 Seattle, WA 98177  
 206-362-8612, FAX 206-362-4136  
 rickp@millergarden.org  
 www.greatplantpicks.org

Educational program to help Pacific Northwest gardeners select great plants for their gardens.

## BOOTH

**Greenland Growers Nursery** \$ .....17009  
**Manvir**  
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 Aldergrove, BC V4W 1R7 Canada  
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 sales@greenlandgrowers.com  
 www.greenlandgrowers.com

Greenland Growers Nursery Ltd. is a wholesale nursery located in the Lower Mainland region of British Columbia. We offer a vast selection of over 500 varieties and cultivars of broadleaf evergreens, deciduous shrubs, groundcovers, perennials, grasses, and potted trees.

**Griffin**.....8037  
**Cindy Holmes**  
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 Woodridge, IL 60517  
 800-888-0054  
 cholmes@griffinmail.com  
 www.griffins.com

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 310 901 6468  
 ZColburn@growmore.com  
 www.growmore.com

Grow More Inc. is a major international manufacturer, with leading market position in a broad range of agricultural, horticultural and specialty chelated fertilizers and chemicals

**Grower Direct Supply Inc.** \$ .....12026, 12028  
**Shirley Cheung**  
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 Chino, CA 91710  
 909-413-8025  
 shirley@growerdirectsupply.com  
 www.growerdirectsupply.com

Grower Direct Supply was founded in Los Angeles, California, and we were built to bring the best horticulture product to growers in North America. Our focus is on the production of thermoforming carry pots and trays, inserts and flats, plug trays and injection molded hanging baskets, decorative pots and some other greenhouse items.

**Growers Nursery Supply Inc.**.....11043  
**Don Top**  
 3695 Clausen Acres Lane N  
 Salem, OR 97303  
 503-393-6411, FAX 503-393-6601  
 info@growers-inc.com  
 www.growers-inc.com

Wholesale distributor of professional nursery and greenhouse tools and supplies since 1992. We specialize in giving small-to-medium-sized growers the same care and attention that larger growers enjoy. See our large showroom, receive a discount for hauling yourself or allow us to serve you with delivery to your doorstep.

## BOOTH

**GROWinBAG**.....16050  
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 Miami, FL 33186  
 305-710-9628  
 info@growinnovate.com  
 www.growinnovate.com

Growinnovate designs, and manufactures, and distributes our market leading GrowinBag™ throughout the U.S. Discover the innovative design that enhance plant health from the roots up, with durable, environmentally friendly solutions to boost the efficiency of your plant stock — no matter what climate or region you grow in. All our GrowinBags™ are heavy duty and made from high-quality raw materials with UV additives for durability and extra strength handles for easy maneuverability. Our grow bags have special root pruning qualities that will promote a healthier, more fibrous root system and prevent root circling within the bag. Substrate (potting mix) in the GrowinBags™ can be controlled and kept free from ground contaminants and planting with GrowinBag™ will save you water. All GrowinBags™ are manufactured to suit all climates and zones. With more than 25 million grow bags sold in over 20 countries, you can be confident that GrowinBag™ is the reliable choice for all our customers over many years worldwide.

**Growing Colors**.....12047  
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 Cottage Grove, MN 55016  
 800-839-2851  
 info@2plant.com  
 www.growingcolors.com

We are supplier of flowering perennials to the professional flower grower. We supply bulbs, liners, bareroot, divisions, cuttings etc. to growers in the US. We handle plants from all major breeders worldwide. No mini-mums, and no brokers. We sell direct!

**GrowSpan**.....10009  
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 South Windsor, CT 06074  
 860-528-1119 x 1063  
 whopkins@growspan.com  
 https://www.growspan.com/

GrowSpan Greenhouse Structures, the finest line of custom growing solutions. As a Growers Supply brand, GrowSpan Greenhouse Structures has been providing the growing and agricultural industry with the highest-quality greenhouse structures and consultation for over four decades. As a greenhouse mega store, Growers Supply created GrowSpan to help growers reach their full potential, and no matter the size of the operation or the crops being grown, there is an ideal GrowSpan greenhouse that can support and improve business in any region.

**GrowTech Solutions LLC**.....11052  
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 Tucson, AZ 85742  
 888-682-0219  
 GrowTechSolutions.Office@gmail.com  
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**GrowTech, Inc.** ..... 12012  
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 Brentwood, TN 37027  
 615-376-6370, FAX 615-376-6371  
[growtech@growtech.com](mailto:growtech@growtech.com)  
[www.growtech.com](http://www.growtech.com)

Sharper, Lighter, Stronger Tools! Top quality Japanese pruning and horticultural tools are ergonomically designed to be lightweight and super sharp with amazing long lasting sharpness.

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Full-service transportation, reefer, dry van, flat-bed, stepdeck, intermodal full and partial loads.

# H

**Haaga Sweeper** ..... 8048  
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[rlund@bgffloorcare.com](mailto:rlund@bgffloorcare.com)  
[www.bissellcommercial.com](http://www.bissellcommercial.com)  
 Indoor/outdoor sweepers.

**Haifa North America** ..... 13050  
**Greg Beaudreau**  
 1905 S Redwood Dr.  
 Visalia, CA 93277  
 559-730-4642  
[greg.beaudreau@haifa-group.com](mailto:greg.beaudreau@haifa-group.com)  
[www.haifa-group.com](http://www.haifa-group.com)

Haifa Group is a multi-national corporation and a global leading supplier of specialty plant nutrition. *Please see our advertisement on Page 38.*

**Hans Nelson & Sons Nursery Inc.** ..... 17056  
**Dan Nelson**  
 31020 SE Waybill Rd.  
 Boring, OR 97009  
 503-663-3348, FAX 503-663-0138  
[laura@hansnelson.com](mailto:laura@hansnelson.com)  
[www.hansnelson.com](http://www.hansnelson.com)

Bare-root and container-grown 1-, 2- and 3-year shade, flowering and ornamental trees.

**Harnois Industries Inc.** ..... 21051  
**Isabel Chartier**  
 Les Industries Harnois  
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 450-756-1041, FAX 450-756-8389  
[i.chartier@harnois.com](mailto:i.chartier@harnois.com)  
[www.harnois.com](http://www.harnois.com)

Harnois Greenhouse is a division of Harnois Industries inc., an established leader in the design and manufacturing of innovative steel structures that meet the financial and operational needs of his clients. We offer greenhouses suitable for all types of crops: ground-to-ground, gutter connected and tunnels greenhouses. Our customers can enjoy a range of services for a complete solution under one roof: after-sale service, maintenance and repair services, personalized support at every step, Harnois installation team and high tech equipment. From start to finish, our team will be your best asset!

**Harrell's LLC** ..... 11046, 11048  
**Scott Martinieri**  
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 Lakeland, FL 33815  
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[smartinieri@harrells.com](mailto:smartinieri@harrells.com)  
[www.harrells.com](http://www.harrells.com)

Controlled release fertilizer, liquid nutritional's, soil amendments, chemistry. *Please see our advertisement on Page 48.*

**HC Companies, The** ..... 11029, 11031  
**Tom Brewer**  
 2450 Edison Blvd., Ste. 3  
 Twinsburg, OH 44087  
 503-686-8448, FAX 440-632-3309  
[tbrewer@hc-companies.com](mailto:tbrewer@hc-companies.com)  
[www.hc-companies.com](http://www.hc-companies.com)

HC proudly supports professional growers, distributors, retail garden centers, and mass merchandisers with locations throughout North America for quick and easy delivery where your business does business. HC is a culmination of many storied brands in the industry including Dillen®, ITML®, Kord™, Amerikan®, and Listo® — all helping to create the innovative company we are today. HC utilizes the latest technologies to create our full line of greenhouse and nursery growing containers whether it's blow mold, thermoform, injection, co-ex, or vacuum formed. Additionally, our sustainable fiber containers are created in a closed-loop water recycling system to eliminate waste and help preserve the environment. *Please see our advertisement on Page 32.*

**Heritage Seedlings & Liners** ..... 15037  
**Octavio Martinez**  
 4194 71st Avenue SE  
 Salem, OR 97317  
 503-585-9835, FAX 503-371-9688  
[sales@heritageseedlings.com](mailto:sales@heritageseedlings.com)  
[www.heritageseedlings.com](http://www.heritageseedlings.com)

Unusual ornamental tree and shrub liners. Heavy-rooted transplants, pot-grown liners, natives and perennials.

**HerkuPlast International** ..... 17059, 17061  
**Alfred Boot**  
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 Ering am Inn, BAY 94140 Germany  
 +31765017402  
[export@herkuplast.com](mailto:export@herkuplast.com)  
[www.herkuplast.com](http://www.herkuplast.com)

Reusable heavy duty air pruning propagation and growing trays. Cell sizes 1"-4" sq/rd, 1"-8" dp. *Please see our advertisement on Page 18.*

**High Caliper Growing Inc.** ..... 9051  
**Kurt Reiger**  
 7000 N Robinson Ave.  
 Oklahoma City, OK 73116  
 405-842-7700, FAX 405-842-7706  
[info@treebag.com](mailto:info@treebag.com)  
[www.treebag.com](http://www.treebag.com)

Fabric field grow bags, fabric pot pruners for containers, pond pots for aquatic plants, and Smart Pot fabric container.

**HIP Labels LLC** ..... 17031  
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Custom packaging for growers and retailers!

**Holiday Bright Lights** ..... 21047, 21049  
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Premium Christmas lighting, foliage, outdoor items, and Belle Luci patio lighting.

**Hopper Bros.** ..... 12010, 12012, 12014  
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[sales@hopperbros.com](mailto:sales@hopperbros.com)  
[www.hopperbros.com](http://www.hopperbros.com)

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**Hort Tech Systems LLC** ..... 16063, 17064  
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 503-789-9675  
[clay@horttechsystems.com](mailto:clay@horttechsystems.com)  
[www.horttechsystems.com](http://www.horttechsystems.com)

**Horticultural Research Institute (HRI)** ..... 14013  
**Jennifer Gray**  
 2130 Stella Ct.  
 Columbus, OH 43215  
 614-884-1155  
[HRI@AmericanHort.org](mailto:HRI@AmericanHort.org)  
[www.HRIResearch.org](http://www.HRIResearch.org)

The Horticultural Research Institute (HRI), the AmericanHort foundation, has provided more than \$10.7 million in funds to research projects covering a broad range of production, environmental, and business issues important to the green industry. HRI invests in the green industry's future through critical research, college scholarships, industry education, and leadership development.

**Howell Prairie Nursery Inc.** ..... 16043  
**Carolyn Staab**  
 8772 Howell Praire Rd. NE  
 Silverton, OR 97381  
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[info@staabnursery.com](mailto:info@staabnursery.com)  
 Wholesale grower.

## BOOTH

**HPS Pipe & Supply**.....17058, 17060  
**Ben Langford**  
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**BenL@hpspipe.com**  
**www.hpspipe.com**  
 Irrigation supplies, pump service and repair, water filtration.

**Huanmei Supply Inc** ..... 12048  
**Huanmei Supply Inc**  
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 Bastrop, TX 78602  
 512-809-1409  
**addy@huanmeisupply.com**  
**www.huanmeisupply.com**

Thermoformed and injection molded plastics manufacturer specializing in round and square pots, carry trays for round and square pots, plug trays, packs and flats, and hanging baskets. Huanmei Supply Inc. also offers mold production for new items, 6 color printing and Pantone color matching, and sourcing opportunities for blow mold, nursery pots, coco products, ceramics and more. Our U.S. based sales team looks forward to meeting you and helping you with your plastics needs. Feel free to stop by our booth!

**ICL Growing Solutions**.....14014  
**Darin Heiland**  
 Mount Vernon, WA 98273  
 360-202-9805  
**darin.heiland@icl-group.com**  
**https://icl-growingsolutions.com/en-us**

Manufacturer of high quality Osmocote brand controlled release fertilizer, the Peters line of water-soluble fertilizer solutions, industry leading pre-emergent nursery weed control products like Gemini, OH2 and Corral as well as the award-winning growing media wetting agent H2Pro.

**IHORT LLC**..... 23050, 23052  
**Dylan Sandstrom**  
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 Hollister, CA 95024  
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**Dylan@ihort.com**  
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**Integrity Logistics**..... 15026  
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**nursery@integritylogistics.com**  
**www.integritylogistics.com**  
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## BOOTH

**ISCC Nursery**..... 13012  
**Isidro Cazares**  
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**isccnursery@yahoo.com**

Wholesale grower, Specializing in landscape contractor ornamentals, ranging from plants for hedges to decorative needs.

**Iseli Nursery** ..... 19037  
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Extraordinary line of conifers, maples and companion plants. Twelve months of color.

**Izzy's Nursery**.....9025  
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 503-840-4018  
**izzynursery@yahoo.com**  
**izzynurserytx.com**

The Izzy's Nursery story started a few decades ago, when Ismael Palominos (Izzy) Immigrated from Mexico in 1978 and settled in Western Washington County. Soon after, he began working for Glenn Walters Nursery. There he contributed over 35 years, becoming the senior manager of propagation and production department for the Glenn Walters organization along with its hundreds of acres. So we are confident our nursery stock is grown from top quality cuttings with true propagation methods along with being grown in the fertile soil of the beautiful Willamette valley. We guarantee our plants will thrive in their specified zones!

## J

**J. Frank Schmidt & Son Co.** .....19026, 19028, 19030, 19032  
**Rich Bailey**

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 503-663-4128, FAX 503-663-2121  
**talk-to-us@jfschmidt.com**  
**www.jfschmidt.com**

Shade, flowering and ornamental trees: Bare root, containerized, root bags and B&B.  
**Please see our advertisement on Page 34.**

**JAVO USA Inc.** ..... 18047  
**Jay Honeycutt**  
 1900 Cobb International Blvd., Ste. G  
 Kennesaw, GA 30152  
 770-428-4491, FAX 770-424-6635  
**info@javousa.net**  
**www.javou.eu**

Javo is the world leader in horticulture automation. We provide potting machines, tray lines, substrate-handling machines, robotics and transportation for nurseries and greenhouses throughout North America

## BOOTH

**Jiffy Products of America** .....16048  
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 Lorain, OH 44053  
 440-282-2818  
**prosales@jiffygroup.com**  
**https://jiffygroup.com**

Jiffy growing solutions help innovative and leading companies in global horticulture with sustainable plant growing solutions to feed and beautify the world. Jiffy Products include pots, pellets, coir products, substrates and plugs. We always have the best growing solution for your crop, process and business size. By listening carefully and by sharing our knowledge, we help you to improve sustainability, efficiency and product quality. Together we aim for more yield and less waste. **Please see our advertisement on Page 20.**

**Jim's Supply Co. Inc.** .....15014  
**Wayne Ackermann**  
 599 S 3rd St.  
 Independence, OR 97351  
 503-664-5721  
**wackermann@jimssupply.com**  
**https://www.jimssupply.com**

Jim's Supply is your premier manufacturer of trellising solutions. Our in-house production plant allows us to bring customized trellising solutions to life. Together, we can strategize and create a trellising system that reaches your crop's full potential. Our manufacturing facility also allows us to bring you the best product in a timely manner. To better serve you, we also carry a wide range of field supplies such as harvest and pruning supplies, training and tying supplies, safety and sanitation supplies, and much more! We also have locations in California and across the Pacific Northwest.

**John Holmlund Nursery**.....10050  
**Scott Field**  
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 800-643-6650, FAX 800-668-2356  
**scottf@jhnsy.com**  
**www.jhnsy.com**

Growers of bareroot and container shade, flowering and ornamental trees.

## K

**Kellogg Garden Products**.....17011, 17013  
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 Carson, CA 90745  
 951-298-8707  
**JohnCarranza@KelloggGarden.com**  
**www.kelloggarden.com**

Kellogg Garden Organics, G&B Organics, Gardeners and Gro-Power branded organic soils, organic fertilizers, amendments, mulches and soil-care products


**KG Farms Inc.**.....9029, 9031, 10032  
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 503-969-8706, FAX 503-678-3247  
**kwilmes@kgfarmsinc.com**  
**www.kgfarmsinc.com**

Wholesale grower of quality nursery stock, including broadleaf evergreens, grafted conifers, Japanese maples and deciduous shrubs.  
**Please see our advertisement on Page 80.**



**Kirk Company .....18008, 18010, 18012**  
**Rick Miller**  
 PO Box 547  
 Beaver Creek, OR 97004  
 908-812-2520  
 rmiller@kirkcompany.com  
 www.kirkcompany.com


**Klupenger Nurseries Inc.....20049, 20051**  
**Dan Klupenger**  
 24344 Klupenger Rd. NE  
 Aurora, OR 97002  
 800-237-0768, FAX 503-678-1205  
 dan@klupenger.com  
 www.klupenger.com  
 Container Japanese maples, grafted conifers, rhododendrons, azaleas.

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**Containers**  ..... **9013, 9015**  
**Aaron Tyger**  
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 Vancouver, WA 98682  
 360-254-3980, FAX 360-254-3984  
 aaron@kaso.com  
 www.k-pots.com

K-POTS is a domestic manufacturer of injection molded plastic nursery container pots. Headquartered in Vancouver, WA we manufacture #1, #3, #5, #6 and #10. We also are open to custom injection molding manufacturing so see us at the show with your ideas.

**Kraemer's Nursery Inc. ....15031, 16032**  
**Laurie Bennett**  
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 Mount Angel, OR 97362  
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 info@kniusa.com  
 www.kniusa.com

Deciduous and broadleaf evergreen flowering shrubs, perennials, small fruits and berries, Japanese maples and conifers.

**Krueger's Nursery**  ..... **18055**  
**Matthew Hauth**  
 6560 NW Cornelius Schefflin Rd.  
 Cornelius, OR 97113  
 971-393-2833  
 matt@kruegertree.com  
 www.kruegertree.com

With 40,000 containerized trees and an additional 24 greenhouses of premium plant material, Krueger's Nursery provides exceptional plant material year-round to some of the most informed buyers in the Pacific Northwest. Located in Oregon's fertile Willamette Valley we enjoy climate ideal for producing healthy and beautiful varieties of hardy shade trees suitable for planting throughout North America. We have shipped to nearly all states and many parts of Canada, plus have a large stock for quick delivery of practically any tree you may need.

**Kuenzi Turf & Nursery .....16016**  
**Amanda Hernandez**  
 6475 State St.  
 Salem, OR 97317  
 503-585-8337, 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.

**Kwizda Inc. ....13009**  
**Mark Boardman**  
 256 Edgewater Dr.  
 Libby, MT 59923  
 406-880-1979  
 m.boardman@kwizda.com  
 https://www.kwizda-us.com/

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**Laceleaf Maples LLC ..... 18057**  
**Ryan Goodin**  
 9729 SE 222nd Dr.  
 Damascus, OR 97089  
 360-772-6322  
 RYAN@GBUILDFRAME.COM  
 Japanese Maples

**Lake Valley Seed**  ..... **13015**  
**Conner Joyce**  
 5717 Arapahoe Ave.  
 Boulder, CO 80303  
 720-695-9916, FAX 303-449-8752  
 conner@lakevalleyseed.com  
 https://lakevalleyseed.com  
 Garden seeds.

**Lambert Peat Moss Inc. ....8015**  
**Richard Salas**  
 106, Lambert Rd.  
 Riviere-Ouelle, QC GOL 2C0 Canada  
 418-852-2885  
 richards@lambertpeatmoss.com  
 www.lambertpeatmoss.com

For over 95 years, Lambert Peat Moss has been acknowledged as a leader in sphagnum peat moss industry. Well-known for their ability to quickly adapt to the customer's requests and special needs. Lambert's success is based on their obsession for quality control. Their devotion and passion for their products makes the perfect partner, whether if you are a professional grower or an amateur horticulturist. At Lambert Peat Moss, we stand behind our products!

**Landscape Materials**  
**Northwest** ..... **18011, 18013**  
**Tyler Sester**  
 24010 SE Highway 212  
 Damascus, OR 97089  
 503-669-1268  
 sales@landscapematerialsnw.com  
 landscapematerialsnw.com

Supplier of bulk and bagged soil, compost, bark, rock flowering trees and shrubs, ornamental grasses, evergreens. Edible fruit trees and berries. Fertilizer, herbicides and gardening tools. Irrigations, water and cleaning supplies. Hardscape supplier for several manufacturers.

**Lane Forest Products Inc. ....13028**  
**Tom Campbell**  
 2111 Prairie Rd.  
 Eugene, OR 97402  
 541-501-0070, FAX 541-461-2427  
 tom@laneforest.com  
 www.laneforest.com  
*Please see our advertisement on Page 99.*

**Left Coast Logistics.....12050**  
**Rob Bissell**  
 5775 SW Jean Rd., Ste. 215  
 Lake Oswego, OR 97035  
 877-745-9567, FAX 866-576-3783  
 rob@leftcoastlogisticsllc.com  
 www.leftcoastlogisticsllc.com

We are a new transportation brokerage that provides over-the-road service to the contiguous 48 states and Canada. With over 16 years' experience in the nursery business, we have developed many long-term relationships with core carriers and customers alike. Our staff has over 40 combined years' experience in the industry. Our goal is competitive, honest pricing and completing every transaction as seamlessly as possible. We only succeed when our customers and carriers succeed.

**Leonard Adams Insurance Inc. .... 13037**  
**Randy Skinner**  
 5201 SW Westgate Dr., #300  
 Portland, OR 97221  
 503-296-0077, FAX 503-296-0044  
 randys@lacoinsurance.com  
 www.lacoinsurance.com

Leonard Adams Insurance brokers all lines of insurance, from our own exclusive, OAN-endorsed health insurance program, to business property and casualty insurance. We also offer personal lines for home, auto, boat and more. *Please see our advertisement on Page 91.*

## BOOTH

**Loen Nursery Inc.**.....8007, 8009  
**Thatcher Loen**  
 6803 Kinns Rd. NE  
 Woodburn, OR 97071  
 503-982-6300, FAX 503-982-3751  
 orders@loennursery.com  
 www.loennursery.com

Grower and supplier of Oregon nursery stock. Year-round availability for landscape contractors and garden centers. Complete selection. **Please see our advertisement on Page 15.**

**Lommers Trading BV** .....7019  
**Lommers Trading BV**  
 Ekkerstraat 14  
 Bergeijk, 5571LH Netherlands  
 314-975-56047  
 info@lommerstrading.com  
 www.lommerstrading.com

Our company is specialized in machinery for the horticultural and greenhouse sector. We manufacture plant hole drilling machines, several different pruning machines, machines for rootballing plants and trees in bare soil and in the greenhouse. We even manufacture porttractors. Some of our machines are "standard" machines which can also be customized to the customer's specific wishes or we develop a new machine. All machines manufactured by us are of extremely high quality and are user friendly. We install all the machines ourselves and also offer the right service after delivery. This is consistent with our strategy: develop and manufacture everything ourselves if possible. From machine parts to complete machines to the development and writing of the required software.

**Lotus International Inc.**..... 18060, 18062  
**Jordan Pugh**  
 5 Dairy Pak Rd.  
 Athens, GA 30607  
 706-207-4583  
 jpugh@lotus-intl.com  
 lotus-intl.com

Lotus International, Inc is a home and garden supply manufacturer, wholesaler and distributor. We specialize in various types of glazed and unglazed pottery from small bonsai pots to large outdoor tree planters. We distribute other product lines for indoor and outdoor gardening and maintain one of the largest Bonsai nurseries in the USA. At Lotus International, we strive to serve our customers with the highest level of customer service while providing customized solutions to their business' needs.

## M

**Mainland Floral Distributors Ltd.** ..... 20045, 20047  
**Fred de Boer**  
 25355 56th Ave.  
 Aldergrove, BC V4W 1G5 Canada  
 604-856-1264, FAX 604-856-1273  
 sales@mainlandfloral.ca  
 www.mainlandfloral.com

We offer a complete assortment of quality potted plants and cut flowers, delivered directly to your door, with our own fleet of temperature-controlled trucks. A new updated availability and price list is sent out weekly or is available on our website. We also offer freight service between Oregon, Washington, Alberta and B.C.

**Marion Ag Service Inc.**.....15405, 15047  
**Hannah Kammeyer**  
 20160 Main St.  
 St. Paul, OR 97137  
 503-633-4281, FAX 503-633-4280  
 hannahk@marionag.com  
 www.marionag.com

Entrust Nutrition powered by Pursell, Lime, fertilizers, chemicals, custom application, sandblasting, painting. **Please see our advertisement on Page 8.**

**Martel's Nursery Inc.**..... 15032  
**Kevin and Terri Martel**  
 6195 Battle Creek Rd. SE  
 Salem, OR 97317  
 503-585-9283, FAX 503-585-4802  
 martelsn@comcast.net  
 http://www.martelnursery.com

Specializing in premium Acer palmatum and Cornus kousa chinensis rootstock.

**másLabor** \$ ▶ ..... 14022  
**Emily Morris**  
 400 Preston Ave  
 Charlottesville, VA 22903  
 434-263-4300, FAX 434-263-4700  
 emorris@maslabor.com  
 www.maslabor.com

Capable, reliable, legal workers from the national leader in H-2A and H-2B guest worker services.

**Master Nursery Garden Centers** ..... 16055  
**John Coulter**  
 190 S Orchard Ave., Ste B-230  
 Vacaville, CA 95688  
 503-804-6034, FAX 707-359-2799  
 john@masternursery.com  
 www.masternursery.com

A buying group helping U.S. and Canadian independent garden centers make more money and stay independent garden centers.

**Means Nursery Inc.** ..... 15048  
**Ashlee Davis**  
 33668 Johnsons Landing Rd.  
 Scappoose, OR 97056  
 503-543-3250, FAX 503-543-4762  
 adavis@meansnursery.com  
 www.meansnursery.com

Nursery that specializes in ornamentals and shrubs.

**Meridian Young Plants** ..... 12055, 12057, 12059  
**Jagjit Aujla**  
 8647 Guide Meridian Rd.  
 Lynden, WA 98264  
 800-789-1445, FAX 604-856-4531  
 jag@jrtnurseries.com  
 www.jrtnurseries.com

**Merrill's Packaging** \$ ▶ ..... 14012  
**KC Lau**  
 1529 Rollins Road  
 Burlingame, CA 94010  
 650-259-5959  
 kc@merrills.com  
 http://www.merrills.com

Merrill's Packaging is a leading manufacturer of high-quality packaging and container solutions, including horticultural products. Committed to sustainability and innovation, Merrill's Packaging uses recycled materials to create durable and eco-friendly products. Based in the San Francisco Bay area, Merrill's Packaging serves a diverse range of industries with a focus on exceptional quality, customer service, and reliability.

## BOOTH

**Moana Nursery**.....18009  
**Joe Dula**  
 24395 S Barlow Rd.  
 Canby, OR 97013  
 503-266-8170  
 joed@moananursery.com  
 www.moananursery.com

Wholesale grower of woody ornamentals.

**Monrovia** .....17037  
**Susie Usrey**  
 817 E Monrovia Place  
 Azusa, CA 91702  
 800-666-0111, FAX 503-868-7352  
 sales.events@monrovia.com  
 www.monrovia.com

Monrovia is dedicated to growing superior plants that enhance the beauty of landscapes and gardens across the U.S. For nearly 100 years, Monrovia has been nurturing plants with meticulous care to achieve premium plant health and performance. Working with top breeders from around the world, Monrovia grows a diverse selection of more than 4,000 varieties, including more than 250 exclusives and producing hand-crafted forms such as topiary. The Monrovia green pot is recognized and desired by consumers seeking the highest quality plants for their gardens.

**Mossify** \$ ▶ ..... 21055, 21057  
**Lucas Picciolo**  
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 Markham, ON L3R 4L9 Canada  
 647-991-7897  
 lucas@mossify.ca  
 www.mossify.ca

Experience the award-winning essence of Mossify, the leading brand in indoor gardening. Trusted by horticulture professionals and a presence in over 2,000 retail locations, we are the recommended choice for botanical enthusiasts. Step into our showroom and be captivated by our curated selection of premium indoor gardening accessories. From stunning Bendable Moss Poles™ to cutting-edge grow lights and mist'r', our innovative products are designed to elevate your indoor space into a lush sanctuary. Discover why Mossify is the preferred brand for horticulture professionals and let us inspire you to create an indoor garden masterpiece. Featured on Dragons Den, One Tree Planted for Every Order.

**Mulch Mate** \$ ▶ .....22057, 22059, 22061  
**Craig Carlson**  
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 Glen Burnie, MD 21061  
 443-336-7726  
 craig@mulchmateusa.com  
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Mulch Mate DS1000 is an all-electric bulk material dispenser that can mount to a truck you already own, our trailer or a Hook-Lift or Switch n' Go container. With the press of a joystick you can easily pull and dispense mulch, stone, compost and more, directly into a wheelbarrow. Get your jobs done with less effort and less people.

## BOOTH



**Mycorrhizal Applications..... 16012, 16014**  
**Jason Padden**  
 710 NW E St.  
 Grants Pass, OR 97526  
 541-476-3985, FAX 541-476-1581  
[inquiries@mycorrhizae.com](mailto:inquiries@mycorrhizae.com)  
[www.mycorrhizae.com](http://www.mycorrhizae.com)

Mycorrhizal Applications LLC is the world's leading supplier of mycorrhizal soil inoculant products, as well as the master distributor for a suite of additional biological and botanical plant support products for the horticulture industry. Our company leads mycorrhizal fungi research and production for products used to promote root mass expansion, nutrient efficiency, and water acquisition to optimize plant health, performance, and vigor. Serving growers, retailers, landscapers, and more — Mycorrhizal Applications has a product perfect for your operation. *Please see our advertisement on Page 13.*

# N

**Netherland Bulb Company ..... 14052**  
**Renee Martelli**  
 2720 Industrial Way  
 Vineland, NJ 08360  
 800-788-8547  
[contactus@netherlandbulb.com](mailto:contactus@netherlandbulb.com)  
[www.netherlandbulb.com](http://www.netherlandbulb.com)

We are a wholesale provider of top-quality Dutch flower bulbs and bare-root perennials. We also offer starter perennial trays, edibles, pottery and water plants.

**New Christie Ventures ..... 14049**  
**Christopher DePaolo**  
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 Naugatuck, CT 06770  
 203-720-9478, FAX 203-720-9489  
[chrisedepaolo@sbcglobal.net](mailto:chrisedepaolo@sbcglobal.net)  
[www.newchristieventures.com](http://www.newchristieventures.com)

**NewGen Boxwood..... 14025**  
**Holly Scoggins, PhD**  
 2717 Tye Brook Hwy.  
 Piney River, VA 22964  
 434-277-5455 ext. 38  
[info@newgenboxwood.com](mailto:info@newgenboxwood.com)  
[www.newgenboxwood.com](http://www.newgenboxwood.com)

With continued pressure on the boxwood we cherish in our landscapes today, NewGen<sup>®</sup> Boxwood offers growers, landscapers, and garden retailers hope for the future of boxwood by trialing, selecting, and marketing superior selections. Three selections — NewGen Independence<sup>®</sup>, NewGen Freedom<sup>®</sup>, and NewGen Liberty Belle<sup>®</sup> — represent the new generation of genetics, knowledge, and vision, here to revolutionize America's garden classic.

**Next G3N Greenhouse ..... 7043, 7045**  
**Ashley Bachelder**  
 14756 Central Ave.  
 Chino, CA 91710  
 909-315-6400  
[ashley@nextg3ngreenhouse.com](mailto:ashley@nextg3ngreenhouse.com)  
[nextg3ngreenhouse.com](http://nextg3ngreenhouse.com)

Next G3N Greenhouse is a leading provider of cutting-edge greenhouse solutions, specializing in sustainable agricultural systems and advanced horticultural technologies. With a commitment to innovation and customer satisfaction, Next G3N Greenhouse delivers comprehensive greenhouse and bench solutions that optimize productivity, efficiency, and sustainability for growers worldwide. Next G3N is also a proud authorized North American distributor for Rovero North America greenhouse structures. Follow us on Instagram @nextg3ngreenhouse.

**Nexterra, Inc. \$ ..... 21050**  
**Joe Nuttbrock**  
 900 60th Ave. NE  
 Salem, OR 97317-2303  
 503-932-4805  
[joe@nexterrainc.com](mailto:joe@nexterrainc.com)  
<https://nexterrainc.com>

We grind organic materials such as wood waste, green waste, and nursery waste into finer-sized products for recycling. These can be used as soil amendments, compost, or potting soil ingredients, helping nursery growers maximize their return on investment in soil, mulch, and nutrients. We utilize highly mobile specialized heavy equipment capable of large-scale production.

**Noname Nursery ..... 17050**  
**Robb Sloan**  
 PO Box 283  
 Gaston, OR 97119-0283  
 503-724-8384  
[robb@nonamenursery.com](mailto:robb@nonamenursery.com)  
[www.nonamenursery.com](http://www.nonamenursery.com)  
 Wholesale nursery. Perennials and grafted liners.

**Northland Express Transport ..... 20046**  
**Junell Hill**  
 11288 US 31  
 Grand Haven, MI 49417  
 800-950-1010  
[jhill@northlandexp.com](mailto:jhill@northlandexp.com)  
[www.northlandexpresstransport.com](http://www.northlandexpresstransport.com)  
 We offer customized truck and rail transportation solutions for the nursery industry. Nursery shipping has been the core of our business for the past 40 years!

**Northwest Nursery Buyers Association (NNBA) ..... 14008, 14010**  
**Allison Pennell**  
 PO Box 288  
 Welches, OR 97067  
 503-622-1260, FAX 503-622-1284  
[apennell@nnba.info](mailto:apennell@nnba.info)  
[www.nnba.info](http://www.nnba.info)

Serving the Pacific Northwest, NNBA is a member owned buying co-op for independent garden centers. We coordinate group purchasing to offer top discounts, terms, rebates, and programs from our vendor partners, provide central billing, and offer members and vendors numerous educational and networking opportunities, including our annual Summer Tour and our Fall Trade Show.

**Nufarm Americas ..... 14027, 14029**  
**Todd Birchler**  
 11901 South Austin Ave.  
 Alsip, IL 60803  
 630-601-0122  
[todd.birchler@nufarm.com](mailto:todd.birchler@nufarm.com)  
[www.nufarm.com/usturf/](http://www.nufarm.com/usturf/)  
 Manufacturers of nursery and greenhouse products for crop protection solutions

**Nursery Solutions..... 22048**  
**Matt Poeschl**  
 13552 Arndt Rd. NE  
 Aurora, OR 97002  
 503-512-0082  
[info@nurserysolutions.com](mailto:info@nurserysolutions.com)  
[www.nurserysolutions.com](http://www.nurserysolutions.com)

Nursery Solutions provides innovative solutions to stabilize plants against the weather with our HookStake and TrellisLock. The HookStake easily secures potted plants to any round stake up to ½ inch in diameter, requiring no tools, and can be used with trellis wires. The TrellisLock keeps plants upright without damage, using UV-resistant materials to withstand harsh conditions for up to 25 years, fitting all trellis sizes from 9-gauge wire to ½ inch cable. Durable and easy to use, our products are designed for every nursery's needs.

**Nursery Supplies Inc. .... 15019**  
**Skye Sawyer**  
 534 W Struck Ave.  
 Orange, CA 92867  
 503-989-1021  
[ssawyer@nurserysupplies.com](mailto:ssawyer@nurserysupplies.com)  
[www.nurserysupplies.com](http://www.nurserysupplies.com)

Plastic nursery containers, injection and blow-molded; 1-quart to 45-gallon.

**Nutrien Solutions ..... 10025, 11026**  
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 Salem, OR 97303  
 503-209-4597, FAX 503-640-5973  
[zachary.halligan@nutrien.com](mailto:zachary.halligan@nutrien.com)  
[www.nutrienagsolutions.com](http://www.nutrienagsolutions.com)


Chemicals, fertilizers, soil amendments, greenhouse films, ground and shade cloth. *Please see our advertisement on Page 87.*

**NYP Corp ..... 16060**  
**John Neiger**  
 Greater Vancouver, WA  
 360-216-9847, FAX 908-351-0108  
[jneiger@nypcorp.com](mailto:jneiger@nypcorp.com)  
[www.nyp-corp.com](http://www.nyp-corp.com)

Baskets, burlap, twine, bamboo, fabrics, bags, miscellaneous nursery supplies. Serving you from New Jersey, Pennsylvania, North Carolina, Tennessee and Missouri.



**OAN Affinity Programs..... 14020, 14022**  
**Stephanie Collins**  
 29751 SW Town Center Loop W  
 Wilsonville, OR 97070  
 503-682-5089, FAX 503-682-5099  
[info@oan.org](mailto:info@oan.org)  
[www.oan.org](http://www.oan.org)

**OBC Northwest Inc.**  ..... 21037  
**Jeanette Ruiz**  
 PO Box 759  
 Canby, OR 97013  
 503-651-5201, FAX 503-266-6837  
[jruiz@obcnw.com](mailto:jruiz@obcnw.com)  
[www.obcnw.com](http://www.obcnw.com)


Earthpots | Greenhouses | Shadecloth | Soil | Pruners | Groundcover | Burlap | Pots and Labels | Dramm | Dosatron | Evergreen Vacuum Seeders | Antal-Cayson Dibble Pro | Netafim | TSC Desktop Printer and Tags | Felco | Corona | Okatsune | ARS | Max Tapener and Staples | Schaefer Fans | Root Pouch | Black Plastic Mulch | White Ground Cover | Trellis Netting. **Please see our advertisement on Page 33.**

**Obersinner Nursery Inc.** ..... 17043  
**Joe Obersinner**  
 7886 N Howell Rd. NE  
 Silverton, OR 97381  
 503-873-4004, FAX 503-873-2507  
[inquire@obersinnernursery.com](mailto:inquire@obersinnernursery.com)  
[www.obersinnernursery.com](http://www.obersinnernursery.com)

Field, pot-in-pot and container-grown rhododendrons, Pieris, azaleas, Japanese maples and grafted ornamentals. **Please see our advertisement on Page 101.**

**OHP Inc.** ..... 15016  
**Ryan Boehm**  
 19950 Pinewood Rd.  
 Bend, OR 97702  
 FAX 541-610-1842  
[rboehm@ohp.com](mailto:rboehm@ohp.com)  
[www.ohp.com](http://www.ohp.com)


Pesticide products and programs for the control of insects, mites and diseases.

**Oregon Association of Nurseries**  ..... 13025, 13027, 13029, 13031, 14026, 14028  
**Jeff Stone**  
 29751 SW Town Center Loop W  
 Wilsonville, OR 97070  
 503-682-5089, FAX 503-682-5099  
[info@oan.org](mailto:info@oan.org)  
[www.oan.org](http://www.oan.org)

The Oregon Association of Nurseries (OAN), based in Wilsonville, represents more than 700 wholesale growers, retailers, landscapers, and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodities, with annual sales of \$1.22 billion. Oregon's nursery industry is a traded sector; more than 75% of the nursery plants grown in Oregon are shipped out of state. For information, visit [www.oan.org](http://www.oan.org) or call 503-682-5089.

**Oregon Department of Agriculture** ..... 20062  
**Chris Benemann**  
 635 Capitol St. NE, Ste. 100  
 Salem, OR 97301  
 503-986-4640, FAX 503-986-4786  
[cbenemann@oda.state.or.us](mailto:cbenemann@oda.state.or.us)  
[www.oregon.gov/oda](http://www.oregon.gov/oda)  
 Government agency.

## BOOTH

**Oregon Department of Revenue**  ..... 7049  
**Faviola Morales-Chavez**  
 955 Center St. NE  
 Salem, OR 97301  
 503-457-8010

[faviola.morales-chavez@dor.oregon.gov](mailto:faviola.morales-chavez@dor.oregon.gov)  
<https://www.oregon.gov/dor/programs/businesses/pages/ag-overtime.aspx>

Oregon Department of Revenue and BOLI providing one on one information about the Employer Tax Credit for Agricultural Worker Overtime Pay.

**Oregon Forestry Laboratory** ..... 19062  
**Jimmy Loar**  
 9009 SE Adams St.  
 Milwaukie, OR 97015  
 971-250-1147  
[jimmyloar@yahoo.com](mailto:jimmyloar@yahoo.com)

#1 rated Christmas tree preserver in a university test of Christmas tree preservers for the National Christmas Tree Association. Needle Loss in water: 28 day needle loss test results — trees in water: 33.2% — our preserver: only 10.5% child and pet safe.

**Oregon Garden, The** ..... 16045  
**Delen Kitchen**  
 879 W Main St.  
 Silverton, OR 97381-0155  
 503-874-8100, FAX 503-339-2996  
[info@oregongarden.org](mailto:info@oregongarden.org)  
[www.oregongarden.org](http://www.oregongarden.org)

Visit The Oregon Garden's 80 acres including over twenty specialty themed gardens. Our mission is to welcome and inspire all visitors with an appreciation for the extraordinary ecology of the Pacific Northwest and to provide a meaningful educational experience for gardeners of all skill levels and ages.

**Oregon Landscape Contractors Board** ..... 22058  
**Juanita Montes-Romero**  
 2111 Front St. NE, Ste. 2-101  
 Salem, OR 97301  
 503-967-6291  
[juanita.montes-romero@lcb.oregon.gov](mailto:juanita.montes-romero@lcb.oregon.gov)  
[www.oregon.gov/lcb/pages/index.aspx](http://www.oregon.gov/lcb/pages/index.aspx)  
 State agency for landscape construction licensing and consumer protection.

**Oregon Pride Nurseries Inc.** ..... 8032  
**Jackie Weisenberger**  
 5380 SE Booth Bend Rd.  
 McMinnville, OR 97128  
 503-472-9147, FAX 503-434-5074  
[sales@oregonpridenurseries.com](mailto:sales@oregonpridenurseries.com)  
[www.oregonpridenurseries.com](http://www.oregonpridenurseries.com)

Located in the heart of the Willamette Valley in McMinnville, Oregon, we are a wholesale container grower focusing on cold hardy plants zone 5 or less. We specialize in grafted conifers for both retail and landscape. Our plant mix consists of arborvitae, upright junipers, spruce, pine, conifer liners, flowering shrubs and #15 ornamental trees. We have always been committed to the independent garden center and do not market or sell to the national chain stores. We strive for consistent quality and hold true to our values when we grow and sell plants to our customers.

**Oregon State University Department of Horticulture** ..... 20055  
**Al Shay**  
 4017 Ag & Life Sciences Bldg.  
 Corvallis, OR 97331-7304  
 541-737-2503, FAX 541-737-3479  
[al.shay@oregonstate.edu](mailto:al.shay@oregonstate.edu)

## BOOTH

**Oregon Valley Greenhouses Inc.**  ..... 21043, 21045  
**Kip Schuening**  
 20357 Highway 99E  
 Aurora, OR 97002  
 503-678-2700, FAX 503-678-2789  
[kips@ovg.com](mailto:kips@ovg.com)  
[www.ovg.com](http://www.ovg.com)

Manufacturers of code and non-code greenhouses. Poly, poly carbonate, shade cloth, wire lock, heating and cooling. **Please see our advertisement on Page 22.**

**Organic Control Inc.**  ..... 17012  
**Dale M Donnelly**  
 350 W Sepulveda Blvd.  
 Carson, CA 90745  
 310-952-5040  
[daledonnelly@organiccontrol.com](mailto:daledonnelly@organiccontrol.com)  
[www.organiccontrol.com](http://www.organiccontrol.com)

Supplier of live beneficial insect products for retail dealers.

**Orora Visual Horticulture** ..... 13032  
**Todd Davis**  
 3210 Innovative Way  
 Mesquite, TX 75149  
 972-222-4765, FAX 972-222-4618  
[toddw.davis@ororavisual.com](mailto:toddw.davis@ororavisual.com)  
[www.hortmp.com](http://www.hortmp.com)

Manufacturer of tags, labels and signs for nursery stock. Printers, software, custom printing.

**OSU Ornamental Plant Breeding** ..... 20057  
**Ryan Contreras**  
 4017 Ag & Life Sciences Bldg.  
 Corvallis, OR 97331  
 541-737-5462  
[ryan.contreras@oregonstate.edu](mailto:ryan.contreras@oregonstate.edu)  
<https://horticulture.oregonstate.edu/users/ryan-contreras>

Academic program to develop new cultivars and train students for the nursery industry

## P

**Pac Fibre Soils** ..... 12029, 12031  
**Jolene Neuberger, Brad Zimmerman**  
 PO Box 1194  
 Canby, OR 97013  
 503-266-4700, FAX 503-266-4701  
[customsoil@pacfibre.com](mailto:customsoil@pacfibre.com)  
[www.pacfibre.com](http://www.pacfibre.com)  
 Manufacturing.

**Pace 49** ..... 11030  
**Joe Kupillas**  
 31375 SW Kensington Dr.  
 Wilsonville, OR 97070  
 503-515-8079  
[joe@pace49.com](mailto:joe@pace49.com)  
[www.pace49.com](http://www.pace49.com)

Develops programs and products to improve the health of greenhouse, nursery and specialty agriculture products.



**Pacific Growers..... 15028****Lindsay Lifka**

9131 Markworth Rd.  
Blaine, WA 98230  
360-815-4837

[lindsay@pacificgrowersinc.com](mailto:lindsay@pacificgrowersinc.com)  
<https://pacificgrowersinc.com>

Pacific Growers is an independent family-owned root and sell, which allows us to produce young plants from multiple genetic lines. Due to the growth of the young plants business, we currently are close to completing our 43,560 square foot propagation greenhouse; in addition to our seventeen acres under glass. We supply quality plants to retailers and large chain stores as far south as California and as far north as Alaska, with shipping available across the country.

**Pacific Lamp Wholesale \$ ..... 18058****Laurent Stievenard**

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503-643-6516

[laurent@paclamp.com](mailto:laurent@paclamp.com)  
[www.pacificlamplighting.com](http://www.pacificlamplighting.com)

Lighting distributor.

**Pacific Northwest Propagators.....9047****Brenden and Jade Schipper**

10188 Chapman Rd.  
Rosedale, BC VOX 1X2 Canada  
604-991-0313

[pacificnorthwestprop@gmail.com](mailto:pacificnorthwestprop@gmail.com)  
[pacificnorthwestplants.ca](http://pacificnorthwestplants.ca)

Pacific Northwest Propagators is a specialty nursery located in the heart of the Fraser Valley producing a very wide selection of coniferous and deciduous plants. We offer custom propagation and quality container and field grown plants. Each year we increase our diverse plant collection to supply a growing market of plant enthusiasts. We will always strive to provide the very best in plant quality, selection and service.

**Pacific Plug & Liner Inc..... 11028****Steve Lendvay**

750 Casserly Rd.  
Watsonville, CA 95076  
360-661-3730

[stevel@ppandl.net](mailto:stevel@ppandl.net)  
[www.ppandl.com](http://www.ppandl.com)

Pacific Plug & Liner is a young plant grower specializing in perennials, groundcovers, tropicals, and succulents. We are based in Watsonville, California and ship to the entire U.S. and Canada. Plug sizes include 128-, 72-, and 32-cell trays.

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**Palmer Creek****Nursery LLC.....17027, 17029****Jimmy Reyes**

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[Samantha.plantquest@gmail.com](mailto:Samantha.plantquest@gmail.com)  
[www.plantquestllc.com](http://www.plantquestllc.com)

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**Plantiful Technologies Inc..... 22051****David Turer**

225 Rector Place, Apt. 8R  
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[www.plantrightsupply.com](http://www.plantrightsupply.com)

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## BOOTH

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Urban Gardener's new 32 oz. Super Growth Elixir Refill allows plant lovers to reuse their empty 8oz bottles of Super Growth Elixir and refill up to four times! Super Growth Elixir is an all-natural houseplant foliar spray that keeps leaves healthy, promotes growth, and protects against disease. Help your plant achieve new growth, recover from under/over-watering, lack of nutrients, and stress from moving or re-potting. Apply spray directly to your plant's leaves to improve health and vibrance. Formulated with liquid kelp, Yucca extract, Vitamin C, green tea extract, and plant-based Chitosan to gently nurture plants with a synergistic balance of nutrients and beneficial compounds. Super Growth Elixir is not simply a fertilizer or plant food but rather an easy-to-use balanced total care solution. Regular use gently coaxes health and brilliance out of even your most finicky plants and is safe to use around kids and pets when used as directed. Prepare to see new leaves sprouting on the happiest versions of your plants. Simply pour it into an Urban Gardener spray bottle and spritz directly onto leaves. This product is natural, cruelty-free, plant-based, and made in the USA. Suitable for use on most tropical house plants, including monstera, snake plant, pothos, alocasia, philodendron, rubber plant, fiddle leaf fig, peace lily, orchids, various succulents/cacti, and many more.



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# Growing strong roots



BY STEPHANIE COLLINS

**T**he Oregon Nurseries Foundation supports incoming or continuing college students who are preparing for careers in horticulture or related fields. Please join us in congratulating the Oregon Nurseries Foundation's 2024–2025 Scholarship Award Winners.

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. Applications are due by April 1, 2025.

**Alexandra Geschwill** has been awarded the Retail Chapter I Award for a second year. She is studying civil engineering with the intent of applying her skills to strengthen the infrastructure that supports the agricultural industry, with the possibility of giving back to the family business, OAN member **F & B Farms and Nursery**.



**Alice Montgomery** is currently a sophomore at Clackamas Community College in the landscape management program. Alice hopes to focus on their passion for trees and become a certified arborist. They have been awarded the



Clackamas/Ed Wood Memorial Award.

**Ann Amato** is a returning recipient of an ONF scholarship and currently works for OAN member, **Little Prince of Oregon Nursery**. She will continue her studies at Clackamas Community College to complete her associate degree in horticulture. Ann has been awarded the Nurseries Foundation Award.



**Avery Lord** will be returning to University of Southern California for her second year where she is studying occupational therapy. Growing up on an ornamental nursery, OAN member **Tree Frog Nursery**, 





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**(503) 678-3245**

## ONF scholarship recipients

she has developed a passion for utilizing horticulture as a form of therapy and plans to incorporate the two. She has been awarded the Joseph H. Klupenger Award again for the upcoming academic year.

**Benjamin Bailey** has been awarded the Woodburn Nursery II Award and is currently a senior at the University of Arkansas – Fayetteville. Ben is working on a degree in business and has been involved in the horticulture industry via **Smith Gardens**, an OAN member, where he has worked and held internships in various departments.



**Brady Traeger** will be a senior at Oregon State University and has been awarded the Willamette Chapter Award. He plans to help grow the family operations at OAN member **Woodburn Nursery & Azaleas** once he earns his degree in agriculture and food business management.



**Brandon Withers** has been awarded the Sid and Cindy Miles Memorial Award and will be a junior at Oregon State University. Brandon is studying agronomy with the intent to utilize his experience and education to provide advice and guidance to farmers to optimize their crop production. He spends his summers at Pratum Co-op where he is recognized at a young age as part of their Precision Ag Division.



**Charles Colvin** has been awarded the Clackamas Chapter Award and will be an incoming junior at Penn State University. Charles is vastly interested in plant genetics and has already mapped out his commitment of obtaining his Ph.D. once



his undergraduate studies are complete.

**Chloe Hupp** has been awarded the Bill Egan Memorial Award to apply towards her studies at Oregon State University, where she will be a junior. Chloe's parents own **Western Evergreen** and she is working towards the goal of having an event center situated on a small nursery where she plans on growing rare and unusual deciduous shade trees in root control bags.



**Cierra Ridenour** is the recipient of the Mt Hood I Chapter Award. Cierra is a horticulture major and will be an incoming junior at Oregon State University with the goal of owning her own small-scale nursery in the retail nursery sector.



**Ellie Perkins** will be a junior at Oregon State University pursuing a degree in horticulture and has been awarded the Emerald Empire Award. A returning recipient of an ONF scholarship, she continues to focus her studies on all aspects of horticulture, including floriculture and plant identification.



**Emily Barnett** will be an incoming freshman at Carroll College and will be studying accounting and strategic finance. Majoring in accounting will allow her to return to the family nursery, OAN member **Margie's Farm and Garden**, and apply her financial knowledge to enhance the business. Additionally, she is interested in marketing to add another level to her skills to bring back to the family business. She has been awarded the Retail Chapter





III Award.

**Gabbie Schloe** has been awarded the Nursery Employee Award for a second year and is entering her junior year at Oregon State University. She has spent many years at the family business, **Swan Island Dahlias**, and currently runs the social media for the business and growing customer following on several platforms.



**George Pohlschneider** is a recipient of the Woodburn Nursery I Award and will be an incoming freshman at Oregon State University. George will be majoring in business and attributes his interests and appreciation for new opportunities to his time at the family nursery, OAN member **Pohlschneider Nursery**.



**Kennedy McConkey** will be a senior at Oregon State University majoring in horticulture with an options focus on ecological restoration, turfgrass management, and urban horticulture. She has been awarded the Mt. Hood Chapter II Award. Formerly an employee of OAN member **Landsystems Nursery**, Kennedy hopes to continue her education and training with an internship opportunity through the Oregon Department of Forestry.

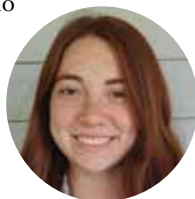


**Makayla Rose** has been awarded the Arthur Spada Memorial Award. She will be an incoming freshman at Corban University studying agribusiness. Makayla is the sixth generation, growing up on the family farm, Triangle Farms, which owns/operates OAN member **Silver Falls Seeds Co.** She plans to apply learned practices, marketing skills, and business strategies to carry



the family business into the future for further generations.

**Miriam Millet** is a junior at Brigham Young University – Idaho and is majoring in horticulture. She has been awarded the Royal Boltman Memorial Award and is highly interested in working with plant propagation and retail sales along with specializing in hydroponics greenhouse management and production. She ultimately wants to pursue owning her own business.



**Ralph Pohlschneider** has been awarded the Retail Chapter II Award. Ralph will be an incoming freshman at Montana State University >>



## 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 Collins at 503-582-2001 or **SCollins@OAN.org**.

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

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## ONF scholarship recipients

where he will be studying engineering with a minor in business to pursue a career related to agriculture. Ralph has aspirations of creating new technology and machinery for nurseries, including the family business, OAN member **Pohlschneider Nursery**.

**Saiyen Wells** is senior at Cal Poly State University, San Luis Obispo. Saiyen is studying agricultural and environment plant sciences, with the goal of applying his knowledge to advance sustainable farming practices, contributing to urban green spaces, and promoting environmental stewardship. He has been awarded the Larry Fitzgerald Memorial Award.



**Xavier Tacker** has been awarded the Nurseries Memorial Award; his fourth ONF scholarship. After completing his degrees at Oregon State University, he is now headed to University of Florida for graduate school where he will be focusing on plant breeding. Xavier has an impressive background in research and a passion for knowledge that is remarkable.



### Congratulations, students!

The Oregon Association of Nurseries and the Oregon Nurseries Foundation congratulate each of these students on their impressive accomplishments thus far and wish them the best of luck as they continue towards building the future of a strong nursery industry.

The ONF committee is comprised



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For more information on sponsoring a scholarship, contact Stephanie Collins at **SCollins@OAN.org** or 503-582-2001.



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of OAN members that 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 Collins at the OAN office, 503-582-2001 or **SCollins@OAN.org**. Thank you!

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

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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, honors received and past or upcoming events. Email [News@OAN.org](mailto:News@OAN.org).

## Oregon farm real estate values rise faster than rest of the U.S.

The value of Oregon farmland has skyrocketed in recent years, leading to concerns about affordability for the next generation of farmers, according to a report from Oregon Capital Chronicle, the online non-profit news site (Salem, Oregon).

In a recent Oregon State University analysis of data from the latest U.S. Census of Agriculture, economics professor Dan Bigelow found that the estimated value of Oregon farm real estate grew \$10.7 billion between 2017 and 2022. That's a 23% gain in just five years, and more than triple the 7% gain in total estimated farm real estate value nationwide. "This prolonged period of increase is pretty unique, at least in modern history," Bigelow said.

Increases were driven by historically low interest rates for borrowing in the last decade, an overall decline in available farmland in the state, and consolidation of remaining farmland, the Chronicle reported.

## NURSERY AND GREENHOUSE INDUSTRY REMAINS OREGON'S LEADING AGRICULTURAL COMMODITY

Oregon's nursery and greenhouse industry remains the leading agricultural commodity in the state, with a value of \$1.22 billion in 2022, down 6% from \$1.3 billion in 2021, according to a release from the Oregon Department of Agriculture.

Cattle and calves remained in the second position and had a value of production totaling \$791.5 million in 2022, up 17 percent from 2021. Historically, greenhouses, nurseries, cattle, and calves remain two of Oregon's top commodities by value.

"The nursery industry really benefited from people being stuck at home, which spurred an interest in home gardening during the Covid-19 pandemic," Executive Director Jeff Stone said for *Digger*. "The slight decrease in the industry's value in 2022 could be linked to the relaxation of Covid restrictions and a downturn in housing starts on the East Coast in 2022. That said, Oregon's nursery industry remains strong."

By the numbers:

1. Greenhouse & nursery \*\$1,219,899,000
2. Cattle & calves \$791,505,000
3. Hay \$785,455,000
4. Milk \$724,900,000
5. Grass seed \*\*\$639,100,000
6. Wheat \$431,259,000
7. Grapes for wine \*\*\*\$330,000,000
8. Potatoes \$265,740,000
9. Onions \$226,463,000
10. Blueberries \$182,785,000
11. Christmas trees \$167,341,000
12. Eggs \$140,104,000
13. Hazelnuts \$100,750,000
14. Pears \$90,752,000
15. Corn, grain \$89,586,000
16. Hops \$85,105,000
17. Industrial hemp \$73,869,000
18. Sweet cherries \$68,282,000
19. Apples \$40,753,000
20. Dungeness Crab \*\*\*\*\$31,442,000

\*ODA estimate, \*\*Oregon seed industry estimate, \*\*\*Oregon Wine Board estimate, \*\*\*\*ODFW estimate



## ODA TRANSFERS \$125,000 FROM EMERGENCY FUND TO FIGHT EMERALD ASH BORER

The Oregon Department of Agriculture has transferred \$125,000 from the nursery license emergency fund to pay for emerald ash borer (EAB) trapping in Washington County. By law, ODA can only use these funds with approval from the Oregon Association of Nurseries Board of Directors.

EAB is an invasive pest that has decimated ash trees nationwide. It recently has infested portions of Washington County, and officials can only hope to slow the progress of the borer because there's no known means of eradication.

Because of the reputation of the ODA, due in large part to its rigorous inspection program, only Washington County is under a quarantine. In other instances of EAB infestation across the United States, entire states have been quarantined when EAB was found. As of June, EAB infestations have been reported in 36 states and the District of Columbia.

Ultimately, Oregon nursery own- »

## Northwest News

ers have paid for the trapping and will replenish the funds used to do it. The year after disbursement of any emergency funds, each nursery licensee will be assessed an amount to refill the fund to its capped level. There will be a one-year recovery surcharge to replace the funds at \$50.03/grower and \$8.34/dealer. These numbers will be recalculated as ODA nears the renewal period to adjust for any interest accrued during the year.

### RECORD CHRISTMAS TREE PRICES DON'T TRANSLATE TO MORE PLANTING

Despite record high prices for Oregon's Christmas trees, farmers are planting fewer of them, according to *Capital Press*, an agricultural newspaper based in Salem, Oregon.

Today's strong market isn't enough to

allay fears about uncertain future demand, higher costs and difficult growing conditions for the trees. "Starting a Christmas tree farm is nearly impossible because there are so many years of investment in that crop before you get a cent back," said Casey Grogan of Silver Bells Tree Farm near Silverton, Oregon. According to the National Christmas Tree Association, Oregon is the top grower and exporter of Christmas trees, followed by North Carolina and Michigan.

Oregon farmers received more than \$37 per tree in 2023, a 19% increase since 2020 and the highest price on record in USDA's Christmas tree surveys. But growers planted fewer than 5.5 million Christmas trees in 2023 and 5.4 million in 2024, down from the most recent peak of 6.2 million in 2022. Two decades ago, up to 9.8 million trees were planted annually in the state, swamping the market when

they reached maturity years later.

### OBSTACLES BLOCK POTENTIAL OF IRRIGATING WITH WASTEWATER

Using treated water to irrigate crops is a promising way of supplementing the Oregon's dwindling water resources but bureaucratic obstacles hinder this effort, the *Capital Press* agricultural newspaper (Salem, Oregon) reported.

What's in the way? It's difficult to change entrenched state government processes, even when nobody disputes an overhaul is warranted. Utilities say they can't confidently estimate how much wastewater recycling will cost and if it'll reliably work compared to other methods. That's because, according to wastewater treatment agency officials, state rules are outdated and confusing.

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Until the regulatory procedures for installing water recycling projects are clarified in Oregon, treatment facilities will be reluctant to make such investments, said Jared Kinnear, water resources project manager for the Clean Water Services utility in Hillsboro, Oregon.

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### FARMWORKER PAY RULES FACE SUITS FROM BOTH SIDES AND STATES

Both employers and workers are challenging, the U.S. Department of Labor's methods for setting prevailing wages for domestic and guest farmworkers, according to a report from the *Capital Press* agricultural newspaper (Salem, Oregon). The outcome could affect worker pay scales and employer costs.

The Washington farmworker union Familias Unidas por la Justicia con- ➤



Agricultural employers and a farmworker union are separately challenging how the U.S. Department of Labor determines prevailing piece rates. CAPITAL PRESS FILE

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## Northwest News

tends the methods will depress wages, while the National Council of Agricultural Employers argues they will inflate wages. At issue is the way the Labor Department surveys prevailing wages for such tasks as picking a bin of apples. Farmers in the H-2A program must pay prevailing wages or the H-2A hourly wage, whichever is higher. The Labor Department depends on states to survey wages and follow federal rules. If surveys are invalid, the wage defaults to the H-2A hourly wage.

### STATES FILE LAWSUIT TO BLOCK DOL ALLOWING GUEST WORKERS TO UNIONIZE

Kansas is leading a coalition of 17 states in a lawsuit to block the Department of Labor's Final Rule on H2-A Farm Worker Protections, according to a press release from Kansas Attorney

General Kris W. Kobach's office.

The lawsuit, filed in the U.S. District Court for the Southern District of Georgia, argues that the DOL exceeded its authority in allowing temporary farm workers in the country on H-2A visas to unionize. Under federal law, American farm workers are prohibited from collective bargaining. "The U.S. Department of Labor's new rule is a rewrite of the National Labor Relations Act. Only Congress has the authority to make changes to the NLRA," according to the lawsuit. Additionally, Kobach argues that the rule creates a situation where hundreds of thousands of temporary foreign-migrant farmworkers would have the right to unionize while millions of American farmworkers do not.

Kobach is joined by two private agricultural organizations and attorneys general from Georgia, South Carolina,

Arkansas, Florida, Idaho, Indiana, Iowa, Louisiana, Missouri, Montana, Nebraska, North Dakota, Oklahoma, Tennessee, Texas, and Virginia in the lawsuit.

### FARM GROUPS ASK COURT TO BLOCK CALIFORNIA CARD CHECK REGULATIONS

A farm coalition led by the Western Growers Association have filed an amicus brief endorsing the challenge by Wonderful Nurseries LLC asking to halt implementation of new card check regulations for union elections, according to Agri-Pulse.

The Wonderful Co., a major producer of almonds, pistachios, mandarins and juice, has been battling the United Farm Workers in ongoing closed-door sessions at the California Agricultural Labor Relations Board and filed suit to block the



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new California card check law, saying that the law is unconstitutional. It is accusing the union of misleading farmworkers into believing they were applying for federal benefits when they were actually signing ballot cards.

“We need to pay attention to how signatures for a card check are collected,” Oregon Association of Nurseries Executive Director Jeff Stone said. “The methods being deployed in California border on dishonesty.”

### SAVE THE DATES FOR ONPAC CANDIDATE MEET-AND-GREET FUNDRAISERS

ONPAC, the political action arm of the Oregon nursery and greenhouse industry is holding a series of candidate meet-and-greet fundraisers in the next several months at several locations. Members are invited to participate.

U.S. Rep. Lori Chavez-DeRemer (R-5th District), August 7, 5:30 p.m., **Columbia Nursery**, 29490 South Jackson Road, Canby, Oregon.

Oregon Rep. Tracy Cramer (R-Gervais), September date to be decided, Mid-Valley Clay and Shooting School, 6181 Concomly Road N.E., Gervais, Oregon.



Lori Chavez-DeRemer

Bipartisan endorsed candidate forum, September 20, location to be decided.

To learn more about ONPAC or to make a donation, go to [OAN.org/ONPAC](http://OAN.org/ONPAC).



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### EPA PUBLISHES PROPOSED DECISION ON DIMETHOATE

The Environmental Protection Agency has published its Dimethoate Proposed Interim Registration Review Decision (PID) and opened a 60-day public comment period ending August 23, 2024.

The nursery industry is affected by the EPA's proposed mitigation measures to address ecological risks to Pacific salmonids including cancellation of several uses from dimethoate labels, including conifer seedling nurseries, nursery-grown ornamentals, wheat (spring and winter), pears, watermelon, broccoli, brussels sprouts, cauliflower, and "other brassicas (kale, mustard greens, turnip greens)."

Submit comments, identified by the docket identification number EPA-HQ-OPP-2009-0059 by one of the following methods by August 23, 2024.

- Federal eRulemaking Portal:

### Regulations.Gov

- By mail to: U.S. Environmental Protection Agency, EPA Docket Center, EPA-HQ-OPP-2009-0059, Mail Code 28221T, 1200 Pennsylvania Ave. N.W., Washington, DC 20460.

### TERRA NOVA UNVEILS 'OUT-OF-THIS-WORLD' CATALOG AND PLANT VARIETIES

**Terra Nova Nurseries** of Canby, Oregon, has launched its new 2024-2025 catalog with an "out-of-this-world" theme that elevates the plant selection experience with a celestial touch, showcasing the company's new plants and current best-of-breeding varieties.

"We decided to take a fun and artistic approach to our 2024-2025 catalog," said Chuck Pavlich, director of new product development at Terra Nova Nurseries. "In



a playful way, the theme points to the fact that our varieties, collections and series are so unique, they virtually offer a wonderful, divine and transcendental effect for anyone who grows or sees them."

The catalog is available on Terra Nova Nurseries' website to download. Print copies can be requested through Terra Nova's sales representatives or brokers and by visiting Terra Nova at booth 9044 and 9046 at the Farwest Show in Portland, Oregon, August 21-23, 2024.

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### SIMPLOT ENTERS FLORIDA MARKET

**Simplot Turf & Horticulture** is opening its first location in Florida in the greater Fort Myers area, J. R. Simplot Company said in a statement.

The new location will expand Simplot Turf & Horticulture to 26 locations in 38 states, including Oregon. The new location is expected to open later this summer.

### THREE OREGON NURSERIES IN TOP 100 INDEPENDENT GARDEN CENTERS LIST

The nurseries: Top 100 Independent Garden Centers list included **Portland Nursery** (Portland, Oregon, 23), **Farmington Gardens** (Beaverton, Oregon, 77), and **Cornell Farm** (Portland, 78), according to Garden Center magazine.

How it's compiled: The list, compiled in spring 2024, is based on 2023 retail revenue as reported by garden centers in North America.





Little Prince of Oregon Nursery received the Greenhouse Grower Medal of Excellence for Operation of the year. PHOTO COURTESY LITTLE PRINCE OF OREGON

## LITTLE PRINCE OF OREGON HONORED BY GREENHOUSE GROWER AS OPERATION OF THE YEAR

**Little Prince of Oregon Nursery**, a grower focusing on perennials, groundcovers, succulants, ornamental grasses, ferns and other rare plants in Aurora, Oregon, was awarded Greenhouse Grower Medal of Excellence for Operation of the Year at Cultivate '24 in Columbus, Ohio.

What Greenhouse Grower says: “Little Prince has made major investments in management software designed to streamline marketing and sales delivery, and in solar generation, high-efficiency heating and cooling, and modernized logistics systems to lessen energy inputs. It has also implemented an aggressive and successful biocontrol, biorational, and low-impact pest and disease control program across the entire nursery. The growing staff at Little Prince is continually looking for new, high-value plants to add to their collection, making them stand out among their peers for quality breeding and

selection. It is one of the most recognizable brands in horticulture today due to its marketing efforts.”

“As the needs of the company have grown and evolved over the years, every member of our team has grown to meet new challenges,” said Mark Leichty, Director of Operations at Little Prince of Oregon.

## Announcements

### BILL PERRY HIRED AS OAN CONTRACT LOBBYIST

Respected longtime Oregon State Capitol lobbyist Bill Perry has been hired as contract lobbyist for the Oregon Association of Nurseries, effective July 1. Perry took over from Thorn



Bill Perry



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Run Partners, who served as the association's contract lobbyist for the past 11 years.

Having an effective voice at the state capitol is a top priority for the OAN. With a dynamic legislative session ahead in 2025 and issues bubbling that will affect the industry, hiring a lobbyist who is respected on both sides of the aisle was critical.

Bill Perry and OAN Executive Director Jeff Stone have worked closely on several labor related issues over the past two decades. Perry was a critical link on a coalition to deal with federal immigration policy in 2007 and joined forces with OAN to pass the state's drivers card for undocumented Oregonians in 2013. "He negotiates deals like no one else in the Capitol and is successful because he builds genuine relationships with people, stands behind his word, and advocates for common sense solutions," Stone said.

### NNBA HIRES PENNELL TO HANDLE MEMBER, VENDOR RELATIONS

Northwest Nursery Buyers Association (NNBA), a leading cooperative of independent retail nurseries and garden centers in the Pacific Northwest, has hired Allison (Ali) Pennell to handle member and vendor relations as well as coordinate and manage the associations events, education, and annual trade show.



Allison Pennell

Her role combines the talents of two retiring staff members – Steve Magley who

has been the lead for member services since coming on board in 2017 and Carrie Trax, who has been the association's office and event manager since joining NNBA in 2005.

A native Oregonian, Pennell gained career experience over the last 20 years as a past employee of several well-known independent garden centers, through the Oregon Association of Nurseries (OAN) as their event and education manager, and at The Oregon Garden as development director.

### LITTLE PRINCE OF OREGON PROMOTES TWO STAFF MEMBERS

**Little Prince of Oregon**, a nursery in Aurora, Oregon, specializing in perennials, groundcovers, succulents, ornamental grasses, ferns and other rare and unusual plants, has recently promoted two staff members.

**Zen Landis** has been named office manager. She previously was sales manager and has been with the nursery a little over two years. In her new role, which began in June, she oversees sales, shipping, marketing, and office administration.



Zen Landis

**Alexa Patti** who has been head grower since August 2023, has been named nursery manager and head grower. In her new role, which began in March, she is the head grower, IPM manager,



Alexa Patti

propagator, Hellebore Winter Jewels breeder, and manages the crew and labor in shipping, production, and growing,



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oversees HR and is safety manager. Patti has worked at the nursery for a little over two years.

## OAN PRESIDENT APPOINTS MCVICKER AND CADY TO ODA BUDDLEIA ADVISORY COMMITTEE

Oregon Association of Nurseries President Amanda Staehely (**Columbia Nursery**) has appointed OAN members Ken McVicker (**Woodburn Nursery & Azaleas**) and Josh Cady (**Monrovia**) to serve on an advisory committee on *Buddleia* aka butterfly bush.

At the request of nursery industry, the Oregon Department of Agriculture (ODA) has been assembling a Buddleia Advisory Group with local researchers, industry stakeholders, and several ODA programs to create a framework which would allow for cultivar additions to the state approved list.

“The goal is to identify butterfly bush cultivars that are not weedy and will not pose a threat as an invasive plant in Oregon,” OAN Executive Director Jeff Stone told *Digger*. “Hopefully, by this time next year the ODA Advisory Committee will have a process for reviewing new cultivars so that our list can be expanded.”

Currently, the ODA has a ban on the sale of butterfly bush (*Budlieja dividii*), with the exception of ODA-approved seedless cultivars.

## GOV. KOTEK APPOINTS TWO TO STATE BOARD OF AGRICULTURE

Gov. Tina Kotek has appointed farmers Tyrel Kliewer and Ellie Norris to the Oregon State Board of Agriculture, according to an announcement by the Oregon Department of Agriculture.

The newly appointed members fill the remaining partial terms left vacant when Shantae Johnson and Randi Svaty resigned from the board. Kliewer and Norris will serve on the Board until October 31, 2026, and be eligible to serve at least one additional 4-year term. >>



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## Northwest News

Tyrel Kliewer is a third-generation Klamath Basin farmer, rancher, and part-time brewer. He graduated from Henley High School and Oregon State University, earning a degree in animal science. In addition to farming forage crops and raising Angus, Gelbvieh, and crossbred cattle, Kliewer is the owner and founder of Skyline Brewing Company.

Ellie Norris is a second-generation blueberry farmer with Norris Farms located in the Umpqua Valley in Southern Oregon. She graduated from Oregon State University with degrees in biology and chemistry. After graduation, she worked in marine biology, then made the jump to outdoor apparel companies REI and Arc'teryx. In 2014, she came home to the family blueberry farm and began the transition to owner/operator.

Oregon Association of Nurseries member and past president Josh Zielinski, owner of **Alpha Nursery**, currently serves on the board.

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### KIZER TO LEAD OREGON FFA

Oregon FFA has named Veterinary Service Inc. executive Kjer Kizer as its new CEO, according to *Capital Press*, an agricultural newspaper based in Salem, Oregon.

Kjer succeeds Phil Ward, who retires in July. Kizer said FFA played a role in her childhood growing up in Joseph, Oregon, and shaped her as an adult. Besides being a member in the Joseph FFA Chapter during high school, she was Oregon FFA's state treasurer in 2000-01 before enrolling at Oregon State University. She worked for the National FFA presenting leadership development conferences during and after college.

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## In memoriam

### DON SPRAGUE

The Oregon Association of Nurseries is saddened to report that Don Sprague, owner of **Garden Gallery Iron Works**, passed away peacefully June 25, 2024, in his home in Woodburn, Oregon, surrounded by family and friends.

Donald Franklin Sprague was born



Over the last 60 years Don Sprague enjoyed spending his time tending to his garden. PHOTO COURTESY GARDEN GALLERY IRON WORKS

to Bennie L. Sprague and Margret M. Spinner on July 21, 1944, in Glen Flora, Wisconsin.

Don was raised on a dairy farm with his parents and siblings, which played a huge role in shaping him into a community-orientated man. His family moved to Woodburn, Oregon when he was 17. There, he met the love of his life, Eileen Crose. He saw Eileen through the library window his senior year and knew he had to meet her. They married on September 26, 1964 and remained happily married for 60 years until his passing.

Don spent four years in the U.S. Air Force serving as an aeromechanic, stationed in Vietnam and Turkey. Don and Eileen welcomed their first daughter, Lecia, in 1965, while residing in Florida. They moved back to Woodburn a few years later where he and his father, Bennie, built their family home. It was here that they welcomed their second and third daughters — Debra in 1967, and Carrie in 1970.

Seventeen years later Don, started Don Sprague Sales to provide for his family, which evolved into Garden Gallery Iron Works, which makes hand crafted metal goods for home, yard, patio and retail as well as planters for commercial applications. To this day, the company continues to successfully serve customers nationwide with quality craftsmanship

and dedication.

At the 2023 OAN Convention, Don was honored with one of the OAN's highest honors, the Clayton Hannon Distinguished Service Award. This award recognizes a specific, notable contribution to the nursery industry. The award was given to Don for his contributions to the Farwest Show as well as the Yard, Garden & Patio Show. He provided artistic and functional landscape and patio metal artwork and furnishings that enhanced the shows' displays, showcases and break/meeting areas. He also was a prolific promoter of both shows and served on the committees for each.

Over the last 60 years Don enjoyed spending his time tending to his garden, having daily coffee dates with Eileen and bringing the family together for parties, holidays and gatherings.

Don is survived by his wife Eileen; sisters Verna, Judy, and Carol; daughters Lecia, Debra and Carrie; 12 grandchildren; and 5 great grandchildren. He was preceded in death by his parents, Bennie and Margaret; and his brothers, Earl and John.

A funeral Mass was held July 10 at Saint Luke's Catholic Church in Woodburn, Oregon.

In lieu of flowers, the family requests donations to a cancer charity of choice. ©



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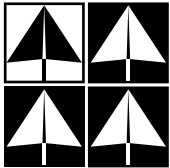
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# GROWING KNOWLEDGE

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

## Highlights from the 2024 Oregon Nursery Science Summit



Dr. Lloyd Nackley of Oregon State University and Dr. Jerry Weiland of the USDA present to attendees at the 2024 Oregon Nursery Science Summit at the North Willamette Research and Extension Center. PHOTO BY DALYN MCCAULEY

### Participants get update on research, insect and pest management and plant selection and production

BY LLOYD NACKLEY

**E**arlier this year, Dr. Lloyd Nackley of Oregon State University, and Dr. Jerry Weiland of the USDA, hosted the 2024 Oregon Nursery Science Summit at the North Willamette Research and Extension Center. The summit offered a deep dive into the forefront of nursery science and brought together experts from across the nursery industry to share their

latest insights and innovations.

#### Plant pathology

Dr. Jay Pscheidt and Dr. Luisa Santamaria kicked off the summit by exploring the realm of nursery pathology Extension. Drawing on their extensive experience, they illuminated the history and diverse programming of agricultural Extension, showcasing the myriad ways individuals can engage with and benefit from these resources.

Agricultural Extension, often seen as the outreach arm of the scientific community, serves as a bridge between researchers and stakeholders, disseminating valuable

knowledge and resources to farmers, gardeners, and enthusiasts alike. At its core, plant pathology at a high school level introduces students to the fascinating world of plant diseases, instilling an appreciation for the intricacies of ecosystem health and the vital role of scientific inquiry in combating agricultural challenges.

In the realm of sophisticated modeling, Dr. Brittany Barker and Dr. Nik Grunwald captivated attendees with their groundbreaking research.

Barker, a trailblazer in national-level efforts to predict disease and pest outbreaks based on climate data, exemplified how epidemiology in plant pathol- ➤

## Growing Knowledge



Propagation at NWREC of drought-tolerant ground covers for Professor Neil Bell and Heather Stoven's collected plants. PHOTO BY HEATHER STOVEN

ogy parallels both detective work and fortune-telling. Like skilled detectives piecing together clues, researchers analyze vast datasets and environmental factors to anticipate and mitigate disease threats before they escalate.

Grunwald, a global authority on the distribution and evolution of *Phytophthora* pathogens, unveiled the intricate tapestry of microbial life, where genetic insights unlock secrets of evolution and adaptation, offering glimpses into the future of disease management.

As the summit progressed, Weiland shed light on the vital role of the USDA IR4 program in horticulture. Established to facilitate the registration of pest control products for specialty crops, including nursery plants, the IR4 program serves as a lifeline for growers, providing access to essential tools for pest management. Through extensive research and collaboration, Weiland and his colleagues work tirelessly to evaluate new control products and expedite their approval, ensuring a sustainable and resilient nursery industry.

### Insect and pest management

Following a brief coffee break, the

summit delved into insect pest management with presentations by Dr. Silvia Rondon, Dr. Jana Lee, and Dr. Man-Yeon Choi. This session underscored the importance of integrated pest management (IPM) strategies in fostering sustainable nursery practices.

Rondon opened the session by highlighting the diverse projects at the Oregon Integrated Pest Management Center. She emphasized that the center, staffed with dedicated experts working across various crops, has become the go-to resource for nursery IPM since the retirement of renowned entomologist Robin Rosetta in 2019.

The breadth and depth of the center's projects demonstrate its pivotal role in supporting the nursery industry through research and innovation.

The Oregon IPM Center promotes and supports integrated pest management for Oregon and the Northwest region across both agricultural and non-agricultural sectors.

The center collaborates with Oregon's university researchers, Extension agents, producers, and state and federal agencies to protect Oregon's natural resources. Its primary goal is to serve as a one-stop hub

of information regarding IPM research and Extension activities in the region.

By fostering communication, participation, and engagement among IPM researchers, practitioners, and partners, the center aims to achieve economically sustainable pest management practices while reducing risks to human health and the environment.

Next, Lee, widely known for her research in developing biologically based solutions for pest management in small fruits and ornamental nurseries, introduced attendees to innovative pest management methods.

Lee's program has made significant strides in recent years, focusing on the biology and biological control of the brown marmorated stink bug. Additionally, her work on azalea lace bug phenology, cultivar preferences, and non-toxic controls has provided valuable insights for nursery pest management.

One of her recent focuses includes using a mint-based product that emits a sweet wintergreen aroma while being detrimental to insects. This sweet-smelling solution offers a novel approach to pest control, combining effectiveness with a



pleasant scent, thus enhancing the nursery environment while protecting crops.

Dr. Man-Yeon Choi concluded the session with a captivating presentation on his lab's meticulous work with western flower thrips. Given the tiny size of these insects, Choi has developed cutting-edge technology to handle them with extraordinary precision. By using air to hold the thrips in place and employing the finest microscopic needles, his team can syringe individual thrips without causing harm.

This groundbreaking technique allows for detailed study and identification of biological targets, showcasing the incredible scale and sophistication of projects undertaken by the nursery insect group leaders.


#### Plant selection and production


The summit continued with a focus on plant selection and production, featuring presentations by Dr. Ryan Contreras, Nackley, Prof. Neil Bell, and Dr. Marcelo Moretti. Attendees gained insights into recent developments in cultivar development, long-term landscape evaluations of drought-tolerant groundcovers, and innovative alternatives to conventional practices such as the use of Pulse Electric Field as a substitute for Methyl Bromide.

Bell, a world-renowned plant collector, brought his characteristic warmth and wit to the summit. Bell, who has presented at the International Society of Horticultural Science in France and regularly at the Oregon Hardy Plant Society, has been conducting hardiness trials for decades at NWREC. He is credited with introducing numerous hardy landscape plants to the Oregon trade.

Bell's current trial focuses on drought-tolerant groundcovers, which he loosely defines as plants that are wider than they are tall. He and esteemed colleague Heather Stoven have embarked on plant collection adventures that would make any plantsperson green with envy, traveling to far-off places to find the hardiest specimens.

Bell highlighted the best performers in his trial, which faced significant challenges from sub-freezing temperatures during recent ice storms.

Contreras discussed the latest 



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## Growing Knowledge



Professor Neil Bell and colleague Heather Stoven collect drought-tolerant Mediterranean plants at a nursery in France. PHOTO COURTESY NEIL BELL

releases from the Oregon State University Ornamental Plant Breeding program, showcasing his prolific year. He introduced new hardy hibiscus, nativar huckleberry, and philadelphus varieties. These accessions complement his existing cotoneaster line and are available for commercial production.

Nurseries interested in growing these varieties can reach out to the Contreras Lab. Contreras also shared promising new selections, including a purple weeping *Styrax* and continued validation on his sterile Norway maple work.

Moretti shocked the audience — literally and figuratively — with his electric weed control research. He has imported a cutting-edge machine from Europe and has been testing its efficacy in organic horticulture systems like grapes and blueberries. Moretti sees great potential for this technology in nurseries and orchards too, promising a jolt of innovation in weed management practices.

Nackley kept it cool while discussing his lab's recent research on both above-

ground and belowground heat mitigation. For belowground temperature control, Nackley's team is investigating methods to manage root zone temperatures in containers, enhancing plant health and the efficacy of controlled-release fertilizers.

Aboveground, his research into misting techniques and biostimulants aims to keep red maples and other plants cool under the collar. Nackley's lab has been hosting regular workshops and field days at the North Willamette Research and Extension Center for those interested in collaborating and learning more about climate change adaptation and labor-saving technologies.

### Post-summit discussions and future directions

The NWREC Nursery Science Summit was the first of its kind for the nursery working group. OAN and ODA leadership were in attendance as well.

Scientific engagement plays a crucial role in sustaining agriculture by fostering innovation, improving crop resilience, and ensuring food security. Engaging with

scientific research allows growers to adopt cutting-edge technologies and practices that enhance productivity while minimizing environmental impact.

As the challenges facing agriculture continue to evolve—ranging from climate change to pest pressures—ongoing collaboration between researchers, Extension agents, and the agricultural community is essential. This synergy not only drives the development of effective solutions but also empowers growers with the knowledge and tools needed to navigate an increasingly complex landscape.

After the talks, attendees enjoyed lunch and participated in an open discussion about the challenges and opportunities in nursery research. The conversation, while contentious at moments, revealed a shared commitment among the Oregon Association of Nurseries, Oregon State University, the USDA, and the Oregon Department of Agriculture to sustain and advance Oregon's vibrant nursery industry.

In this open space created by the summit, frustrations about the status quo were



candidly shared. Academics highlighted the disproportionately low level of engagement and financial support for nursery research compared to other agricultural commodities. An OAN member pointed out that often the same individuals have attended these workshops for the past 10–20 years, emphasizing the need for broader involvement.

From the industry side, there was an appreciation of the basic science, but a strong desire for more on-farm trials and research focused on solving immediate issues faced by growers. The discussions underscored the necessity for practical, applicable science that can directly benefit nursery operations.

Despite the tensions, the dialogue was ultimately fruitful. A positive outcome of the meeting was the creation of a list of specific research topics desired by the industry, which was shared with the academic community. This collaboration highlights the potential for future research that is closely aligned with the industry's needs.

Oregon Association of Nurseries Executive Director Jeff Stone concluded the summit with encouraging remarks, emphasizing the importance of continued collaboration and innovation. Buoyed by the strong attendance and eagerness to share ideas, the organizers plan on hosting a similar summit next winter.

By staying informed and involved in scientific advancements, the nursery industry can continue to thrive, adapting to new challenges and seizing emerging opportunities for growth and sustainability. Stay tuned to OAN member updates, or email Nackley directly to be added to the workshop announcement email list. ☺

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# Little doubt about it

## Recently the U.S. Department of Agriculture National Agricultural Statistical Service (USDA NASS) and the Oregon Department of Agriculture (ODA) released the Top 20 Commodity List for the State of Oregon.

Our industry remains the shining example of resilience and once again is the “King of the Crops.” Despite punishing weather events, increased production costs levied by state and federal elected officials, uncertain labor markets, an unsettled, inflation-riddled economy, and a recession-hampered housing industry nationwide, the nursery and greenhouse industry left little doubt who would maintain the top spot in Oregon agriculture, with wholesale sales over \$1.2 billion.

In August, Oregon will show off the most productive nursery lands (and nursery growers) in the entire country. Those who travel to Oregon will find what they are looking for. The 2024 Farwest Show has been the preeminent confluence of grower operations, education, and networking for the last 51 years.

### Texas travels to the Pacific Northwest

In June, the OAN was pleased to host our friends from the Texas Nursery & Landscape Association.

The full board and staff traveled to the green and fertile Willamette Valley to meet with the OAN Board of Directors, as well as spend a day with diverse industry production types. Texas toured **Smith Gardens** and **Oregon Flowers** in Aurora, Oregon, and **Woodburn Nursery & Azaleas** and **Wooden Shoe Tulip Farm** in Woodburn, Oregon. During the joint board meeting, the two association leaders discussed common issues and pledged to work together on critical issues facing the industry.

The TNLA Board travels each June and visited Michigan in 2023. The relationship between the Oregon and Texas associations grew during the last several years while leaders and executive directors met for the Western Region Nursery & Landscape Association Executives meeting. Topics for the joint board meeting

included education and creation of worker pipelines into the industry, employee retention practices, political issues in Washington, DC through the local level, and Oregon’s well respected advocacy training.

### Tour shows off the breadth of ag

The Ag-Pac Educational Services Association conducted their 2024 Legislature Tour with two buses toting around 90 participants — including sitting legislators, legislative candidates for the 2024 general election, state agency directors and staff along with members of Ag-Pac.

During the day-long tour, Ag-Pac hit several issues head on with a clear focus on labor and its impact on production in the agricultural sector. The stops included Lewis Brown Farm, Oregon State University AA Red Emmerson Advanced Wood Products Laboratory, Cheshire Yard Stroda Brothers:

This tour broke down the urban/rural divide to show firsthand the depth and breadth of natural resources in the state.

### Generational debate on land use

There are a growing number of interest groups and legislators who believe they know better what the highest priority for ag lands may be. Generally, I regret to say, their idea of the best is not best for agriculture.

Prior to becoming your executive director, I worked as a chief of staff at the Metro regional government when Rod Park (**Park’s Nursery**) was an elected councilor.

Years later, Rod and I were called upon by the Oregon Legislature to draw up a 50-year peace accord between agriculture and development through the creation of urban/rural reserves. Unfortunately, our brokered peace lasted only 10 years, and the push to develop farmland resumed.

As Park has said to me a number of times — it’s key to understand that one’s stance on land use is generational. Young, you want land to farm. Middle age, you want land to expand. Old age, you want land to retire and/or pass along to your kids. The key question remains though. Is having land to farm important to the



Jeff Stone  
OAN EXECUTIVE DIRECTOR

nursery community?

I believe ag land is precious because once it is gone — it is gone. We see in our industry all around the country, ag lands are disappearing. Food production and nursery operations all are on the chopping block.

Back in 1973, we passed farmland protections. Do we still have the same values now? Oregon is chasing semiconductor companies. Where to put them? Ag lands. The governor wants a quantum effort to provide affordable housing. What is flat, has infrastructure and is seen by developers as open land? Ag lands. But ag is not open land. It’s neither empty nor unproductive. Ag land is simply industry without walls.

Oregon will be ground zero for the next big discussion over land use and what the industry will look like in the future. We all have a stake in the outcome.

### What the Farwest show means

In the end, the nursery industry is a handshake business. Nobody cares about inner workings of a trade show — what they care about are the people, and the industry connections the show fosters. You can’t replicate that with an iPhone.

Texas has traveled and saw Oregon firsthand. Elected officials left their concrete jungles of urban life and got their shoes dirty and saw with clarity who we are. The Farwest Show aligns with what is produced at such a high quality — year after year.

The Farwest Show, for Oregon growers and all those who exhibit and attend, is the persona of the industry. Come to Oregon in August and see it to believe it. ☺



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