

Digger

AUGUST 2025

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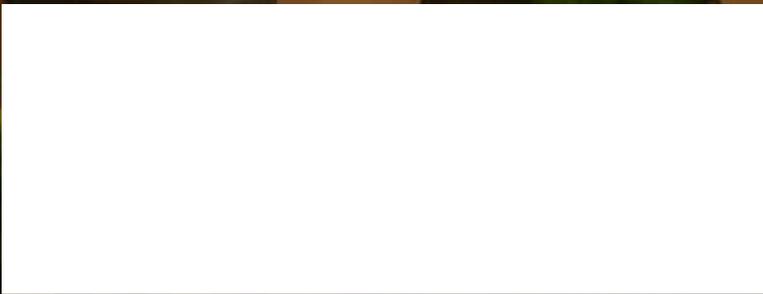
THE **BIGGEST** AND **GREENEST**
TRADE SHOW IN THE WEST

AUGUST 20-22, 2025

PUBLISHED BY



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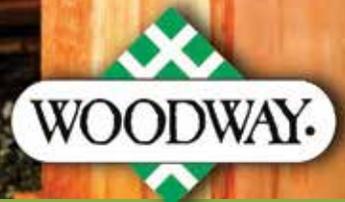


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On the cover from left: Kathy and Greg Wilmes, owners of KG Farms Inc.; Pete and Wendy Brentano, owners of Brentano's Tree Farm LLC.

ILLUSTRATION BY TREVIN SWICK

On this page: More than 300 exhibitors attended the 2024 Farwest Show. OAN FILE PHOTO

On the next page clockwise from top left: Weigela Electric Love®. PHOTO COURTESY OF VAN BELLE NURSERY
Dawn redwood (*Metasequoia glyptostroboides*). PHOTO BY MIKE DARCY Plant orders await shipping at VanBelle Nursery. PHOTO COURTESY OF VANBELLE NURSERY
Kierstin Thompson prepares water samples for *Phytophthora* testing. PHOTO COURTESY OF OSU PLANT CLINIC
Vladimir Lomen, general manager of John Holmlund Nursery. PHOTO BY VIC PANICKUL



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Go with the flow



From left: Eli Van Allen, Ben Verhoeven and Kim Schille-Miller. PHOTO BY BETHANY BENNETT

All is quiet as I wait for the gate to open at Down To Earth Home, Garden and Gift in Eugene, Oregon.

Staff are finishing the morning watering of neatly arranged organic herbs and beautiful hydrangeas.

It's going to be a clear day, and in no time, the aisles will be busy with shoppers.

I'm here to take a crash course in Retail 101. My tutors are Kim Schille-Millier, the head merchandiser, and Eli Van Allen, the store manager. Kim and Eli greet me with a smile and introduce me to Bethany Bennett, their housewares and gift buyer.

Kim has been with the company since 2007. It is clear she knows every square inch of the store like the back of her hand, but that doesn't stop her from discovering new ways to better shape the space. She is constantly thinking about the flow of customers.

Until recently, they stored their ceramics at the back corner of their garden center. Some of the clay pots were tremendously heavy, teetering on aging shelves. It was a safety hazard and a challenge to help customers move their 25-gallon blue-glazed pot past racks of annuals to their car.

Kim asks, "Where do they put the milk and eggs in a grocery store? At the back!" For this garden center their everyday staples are annuals. Now Kim and

her team have the annuals in the back, encouraging customers to further explore the nursery. The ceramics are now at ground level, mixed with plants in tidy islands.

As Eli puts it, "They are mini-stores." It results in shoppers lingering to browse, and staff quickly loading purchases with fewer bottlenecks. Brilliant!

"Keeping it fresh is really important," says Kim. "If you touch it, it'll move." She explains that they have great customers who sometimes come three times a week. If you touch something to rearrange it, it will be noticed by a customer, and that's a crucial step towards making the sale.

Another improvement that Bethany wants to show me is how they have bookended the entire store with plants. There is the garden center at one end, and a handsome area dedicated to houseplants at the other. In between there are enough kitchen items and gifts to fill everyone's wish lists.

Kim reminds me, "We are a plant store." Plants are what drive sales, and by creating these "mini-stores," they are further drawing customers in to explore. It all, "makes you want to walk through the nursery."

I, for one, am truly sorry that my time is up. I would love to keep wandering and discovering. ☺



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Déjate llevar



De izquierda a derecha: Eli Van Allen, Ben Verhoeven y Kim Schille-Miller. FOTOGRAFÍA DE BETHANY BENNETT.

Todo está en silencio mientras espero a que se abra la puerta de Down To Earth Home, Garden and Gift en Eugene, Oregón.

El personal está terminando de regar las diferentes especias orgánicas y las hermosas hortensias, cuidadosamente colocadas. Será un día despejado y enseguida los pasillos estarán llenos de compradores.

Estoy aquí para recibir un curso intensivo de comercio minorista básico. Mis tutores son Kim Schille-Miller, la jefa de compras, y Eli Van Allen, el gerente de la tienda. Kim y Eli me saludan con una sonrisa y me presentan a Bethany Bennett, su encargada de compras de artículos para el hogar y regalos.

Kim lleva en la empresa desde 2007. Es evidente que conoce cada rincón como la palma de su mano, pero eso no le impide descubrir nuevas maneras de optimizar el espacio. Siempre está pendiente del flujo de clientes.

Hasta hace poco, guardaban la cerámica en la esquina trasera de su centro de jardinería. Algunas macetas de barro eran tremendamente pesadas y se tambaleaban sobre estantes viejos. Ayudar a los clientes a mover su maceta azul de 95 litros entre los estantes de plantas anuales hasta su coche era un riesgo para la seguridad y un reto.

Kim pregunta: “¿Dónde ponen la leche y los huevos en el supermercado?

¡En la parte de atrás!”. En este centro de jardinería, sus productos básicos son las anuales. Ahora Kim y su equipo tienen las anuales en la parte de atrás, animando a los clientes a explorar más el vivero. La cerámica está ahora a ras de suelo, mezclada con plantas en islas ordenadas.

Como dice Eli: “Son como minitiendas”. Esto hace que los compradores se queden mirando y que el personal cargue las compras rápidamente, con menos atascos. ¡Genial!

“Mantenerlo fresco es muy importante”, dice Kim. “Si lo tocas, se mueve”. Explica que tienen clientes excelentes que a veces vienen tres veces por semana. Si tocas algo para cambiarlo de lugar, un cliente lo notará, y eso es crucial para cerrar la venta.

Otra mejora que Bethany quiere mostrarme es cómo han rodeado toda la tienda con plantas. En un extremo está el centro de jardinería y en el otro, una bonita zona dedicada a las plantas de interior. Entre ambos extremos, hay suficientes artículos de cocina y regalos para llenar las listas de deseos de todos.

Kim me recuerda: “Somos una tienda de plantas.” Las plantas impulsan las ventas, y al crear estas “minitiendas,” atraen aún más a los clientes a explorar. Todo esto “da ganas de recorrer el vivero.”

Lamento mucho que se me haya acabado el tiempo. Me encantaría seguir explorando y descubriendo. ☺



Calendar

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

AUGUST 5-7

GARDEN CENTER CONFERENCE & EXPO

As the leading event for independent garden centers in the U.S. and Canada, the Garden Center Conference & Expo is the one conference where retailers convene for inspiration, education, innovation and networking. The event is August 5-7 in Kansas City, Missouri. Not only will you find actionable ideas you can take home to implement at your garden center, you'll find a collaborative community that will inspire you with ways to make your business the best it can be. For more information or to register, go to GardenCenterConference.com.

AUGUST 5-7

NURSERY/LANDSCAPE EXPO 2025

Get the knowledge necessary to thrive in your respective green industry segment at the 2025 Nursery/Landscape Expo in San Antonio, Texas. Stay up to date on the latest trends, explore new products, 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.

AUGUST 20-22

FARWEST SHOW

Meet the experts; discover innovative ideas, products, and services to grow your business; and see the industry's most stunning plants at the Farwest Show, August 20-22 at the Oregon Convention Center, 777 N.E. MLK Jr. Blvd., Portland, Oregon. With nearly 350 exhibitors, Farwest is your ticket to the nursery and retail garden center industry. Whether you're a grower, retailer, wholesale buyer, supplier, or landscape professional, you'll find that Farwest offers you the complete trade show experience. Show hours are noon-5 p.m. Wednesday, 10 a.m.-5 p.m. Thursday, and 10 a.m.-2 p.m. Friday. The tours — three of them! — are on Tuesday, August 19. Register now at FarwestShow.com.

AUGUST 20-22

THE LANDSCAPE SHOW

The Landscape Show is where 7,000 attendees come to network, attend workshops, and see the newest plant material, related products and equipment. The show offers dozens of educational programs, industry CEUs, peer-to-peer exchanges, and inspiration to grow your business. The show is August 20-22 at the Orange County Convention Center in Orlando, Florida. For more information or to register, go to TheLandscapeShow.org/2025.

SEPTEMBER 5

NEXGEN CORNHOLE TOURNAMENT

Save the date for the NexGen Cornhole



OAN FILE PHOTO

AUGUST 8

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 at the Farwest Show! Space is limited and the deadline for Tier 3 submissions is August 8. Go to FarwestShow.com/New-Products-Showcase-Submissions. Questions? Contact Jamie Moore at JMoore@OAN.org.

Tournament, Friday, September 5 at Brentano's Tree farm, 5009 Davidson Rd NE, St Paul, Oregon. Check OAN.org/Events for upcoming details.

OCTOBER 29-31, 2025

2025 OAN CONVENTION IN HAWAII

Aloha OAN Members! Join your fellow members in paradise for the 2025 OAN Convention October 29-31 (Wednesday-Friday) at the Wailea Beach Resort Marriott, Wailea, Maui, Hawaii. Enjoy social time with old and new friends, talk about the issues that are vital to Oregon nurseries, honor the industry's achievers at the annual President's Awards Banquet, and immerse yourself in scenic luxury at this family-friendly resort just steps from the ocean. Members registered for the event will receive access to discounted room rates and the ability to extend your stay before and after the event. Rooms are limited. Make plans now and register for the convention at OAN.org/Convention.

DECEMBER 8-11

IRRIGATION SHOW AND EDUCATION WEEK

The Irrigation Show brings the brightest minds and the latest innovations in irrigation to one place. As an attendee, you will be making an investment in your business and your career while spending an exciting,

jam-packed week with your peers. The show this year is being held in vibrant New Orleans, Louisiana. The Irrigation Show and Education Week is a program of the Irrigation Association, a not-for-profit 501(c)(6) organization dedicated to promoting efficient irrigation. For more information or to register, go to Irrigation.org/2025Show.

VARIOUS DATES

FIRST AID/CPR CLASSES AT OAN

Need a first aid and CPR certification renewal for yourself or one of your employees? For the first time, the Oregon Association of Nurseries is proud to offer first aid/CPR training to members at no charge through OAN's partnership with the State Accident & Insurance Fund (SAIF). The certification is valid for two years, and participants receive hands-on first aid and CPR training in small class sizes. The classes are offered in English and Spanish from 8 a.m.-12:30 p.m. The sessions in English are offered September 17, October 15, November 19, December 17. Sessions in Spanish will be September 18, October 16, November 20 and December 18. Classes are held at the OAN office, 29751 S.W. Town Center Loop West, Wilsonville, Oregon. Register at OAN.org/Page/CPRclass. Download the English and Spanish First Aid/CPR breakroom flyer at OAN.org/2025CPRFlyer. ©

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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.



PHOTO COURTESY OF OREGON STATE UNIVERSITY

OSU testing kiwiberry

Oregon State University has planted an acre of kiwiberry vines and is using an Italian trellis system at its North Willamette Research & Extension Center, reports *Capital Press*, an agricultural newspaper in Salem Oregon.

Kiwiberry, also known as hard kiwi, is from Asia. The vines grow well in the Pacific Northwest. Unlike its fuzzy relative, the fruit is the size of a large grape with smooth skin. While OSU studies initially will focus on the Ananasnaya variety of hardy kiwifruit (*Actinidia arguta* 'Ananasnaya'), which is widely seen as quality fruit, plantings will include 40 different selections.

Kiwiberry could fill a niche market and help Pacific Northwest growers by expanding their season with another small fruit in their portfolio. Its September harvest doesn't compete with any berries and the crop is picked unripe and packed, becoming ready to eat fresh in October and November.



Monrovia says its Oregon nursery in Dayton has become the center of its growing innovations, plant trials and technology advancement. OAN FILE PHOTO

MONROVIA MOVES HEADQUARTERS TO OREGON NURSERY

Monrovia Nursery has named its Dayton, Oregon nursery as company headquarters. Originally founded in Southern California in 1926, the company has three large scale nursery locations as it celebrates its 100th anniversary next year, Monrovia said in an announcement June 25.

The company said its Oregon facility, located southwest of Portland with 750 acres of production, has become the center of Monrovia's growing innovations, plant trials and technology advancement. This location is ideal for growing plants that provide outstanding performance in various conditions including cold-hardy selections.

"As we plan the celebration of our 100th year in business, we wanted to shine a light on the great work happening at our Oregon nursery and acknowledge that our center of

operations has moved north," said Jonathan Pedersen, president and CEO of Monrovia. "Our expansion in shrubs, conifers, and perennials is being driven by this location. Our forward-thinking team is developing industry-leading processes that will translate across all of our nurseries, helping Monrovia provide the highest-quality plant material for retailers across the country."

The Willamette Valley provides optimal growing conditions for woody shrubs, including hydrangea and rhododendron, as well as roses. The Dayton nursery is also well known for its high-quality deciduous trees, conifers, and Japanese maples.

Monrovia also has large-scale nurseries in California and Georgia. Its Visalia, California nursery includes 750 production acres in the San Joaquin Valley, the ideal location for growing heat and drought tolerant selections. Visalia is known for its outstanding production of *Bougainvillea*, *Mandevilla*, juniper, boxwood, grasses and suc-

culents. The Visalia nursery also includes 40 acres dedicated to camellias, where more than 70 varieties are grown.

ICE ARRESTS OF VINEYARD WORKERS IN NEWBERG, OREGON STOKES FEARS

At least two people were arrested and detained recently by U.S. Immigration and Customs Enforcement in Newberg, Oregon, shaking the community and stoking fears among immigrants, KGW-TV (Portland, Oregon) reported.

KGW said the owner of a vineyard management company was arrested on June 12 and a truck driver for the same company was also arrested.

U.S. Rep. Andrea Salinas (D-Oregon) confirmed there were two targeted ICE arrests of vineyard workers in Newberg.

“As a part of my congressional duty,



Moises Sotelo, owner of Novo Start Vineyard Service, a company that provides pruning, pest control and harvesting services to vineyards in the Willamette Valley, was arrested while on his way to work. PHOTO COURTESY OF THE NEWBERG GRAPHIC

I am meeting with ICE to ensure they maintain the right to due process for all detained individuals,” Rep. Salinas stated in a release.

The *Newberg Graphic* identified one of those taken into custody as Moises Sotelo, owner of Novo Start Vineyard Service, a company that provides pruning, pest



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control and harvesting services to vineyards in the Willamette Valley. He was arrested while on his way to work early in the morning.

While the arrests did not occur at the workplace, OAN Executive Director Jeff Stone said it was important for nursery owners as well as workers to know their rights and how to respond if ICE does show up at a nursery.

“As a service to OAN members, we are providing a guidance document prepared by the OAN’s law firm Jordan Ramis P.C.,” Stone said. “It outlines in detail how to be prepared for enforcement action if it should occur, and includes specific steps to consider in response to various enforcement scenarios.”

This guidance document is intended to inform the reader of general legal principles applicable to the subject area. It is not intended to provide legal advice regard-



The Washington State Department of Agriculture has found nine Japanese beetles in traps in Grandview and one in Wapato, Washington. PHOTO COURTESY OF WASHINGTON DEPARTMENT OF AGRICULTURE

ing specific problems or circumstances. Readers should consult with competent counsel with regard to specific situations. Download the guidance document at TinyURL.com/IceOAN and the Spanish version at TinyURL.com/IceSPOAN.

JAPANESE BEETLES DETECTED IN WASHINGTON’S YAKIMA VALLEY

The Washington State Department of Agriculture has found nine Japanese beetles in traps in Grandview, Washington, and one beetle was detected in a trap in Wapato, Washington on June 9, the Pacific Northwest Ag Network reported.

The Japanese beetle quarantine in Washington includes portions of Benton and Yakima Counties. Movement of the following out of the quarantine area is prohibited: soil or sod (turf), plants not free from soil, fruit trees and bushes, nursery stock and potted plants.

The following items are prohibited from May 15–October 15: hop bines and cones, unshucked corn ears, cut flowers, all plants and plant cuttings, roots, leaves, grass clippings, weeds and other yard of farm waste.

MORE OREGONIANS WORKING PART TIME AS LABOR MARKET COOLS

The number of those working part-time jobs in Oregon hit its highest point in a decade last year, *The Oregonian* reports, another sign that the state’s labor market is cooling off.

Nearly 23% of Oregon workers had part-time jobs last year, up 4% from 2022. Many take part-time jobs by choice, preferring the flexibility, but it may also reflect fewer job opportunities.



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Northwest News

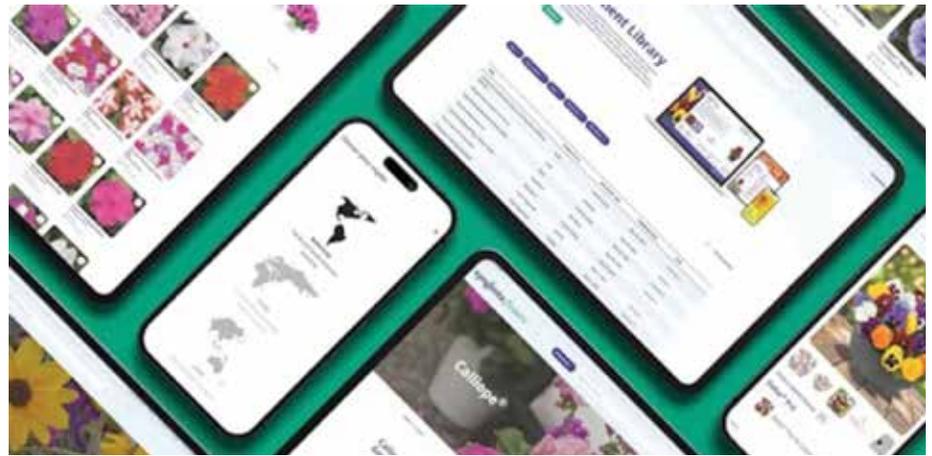
The unemployment rate in Oregon has been steadily rising the past few years and is now approaching 5%, the highest point since the pandemic.

Job openings have fallen by more than half since 2022 to around 50,000.

SHARE PEST-MANAGEMENT NEEDS WITH IR-4

IR-4 is collecting industry input for its 2025 Environmental Horticulture Program Grower & Extension Survey.

The Grower & Extension Survey is the best way to inform IR-4 of pest problems you have difficulty managing due to insufficient tools. Grower input helps shape discussions at the biennial IR-4 Environmental Horticulture Workshop and helps IR-4 understand the needs of growers in this vital sector. The survey responses also help IR-4 understand



Syngenta Flowers has revamped its website to only show the products available in a customer's given region. PHOTO COURTESY OF SYNGENTA FLOWERS

regional needs. This year, the survey utilizes more user-friendly Google Form.

The deadline for submitting is August 29. Go to TinyURL.com/IR4Survey.

SYNGENTA FLOWERS LAUNCHES REDESIGNED WEBSITE

Syngenta Flowers' redesigned website delivers a tailored digital experience focused on customer needs and provides

a region-specific product access so that customers only see products available in their specific market, according to *Nursery Management* magazine.

The enhanced website features:

- **Regional customization:** Automatic IP recognition directs visitors to the appropriate regional website and can be manually adjusted by users — for example, when traveling abroad.
- **Accelerated search functionality:** Find products, technical information and resources with unprecedented speed.
- **Complete product information:** Dynamic, automated product pages have all images, marketing positioning and technical details in one place.
- **Mobile-first design:** Functionality is optimized for mobile access, bringing the company's deep technical knowledge directly to growers' fingertips in the field, greenhouse and beyond.
- **Enhanced technical support:** Comprehensive growing guides and resources are organized by crop, making in-depth cultural information readily accessible.

U.S. DEPARTMENT OF LABOR STOPS ENFORCEMENT OF H-2A FARMWORKER RULE

The U.S. Department of Labor's Wage and Hour Division announced it is suspending enforcement of the Biden Administration's 2024 farmworker rule, according to *Greenhouse Grower*. The decision provides clarity for American farmers navigating the H-2A program, while also aligning with President Trump's ongoing commitment to strictly enforcing U.S. immigration laws.

As multiple federal court injunctions have created significant legal uncertainty,

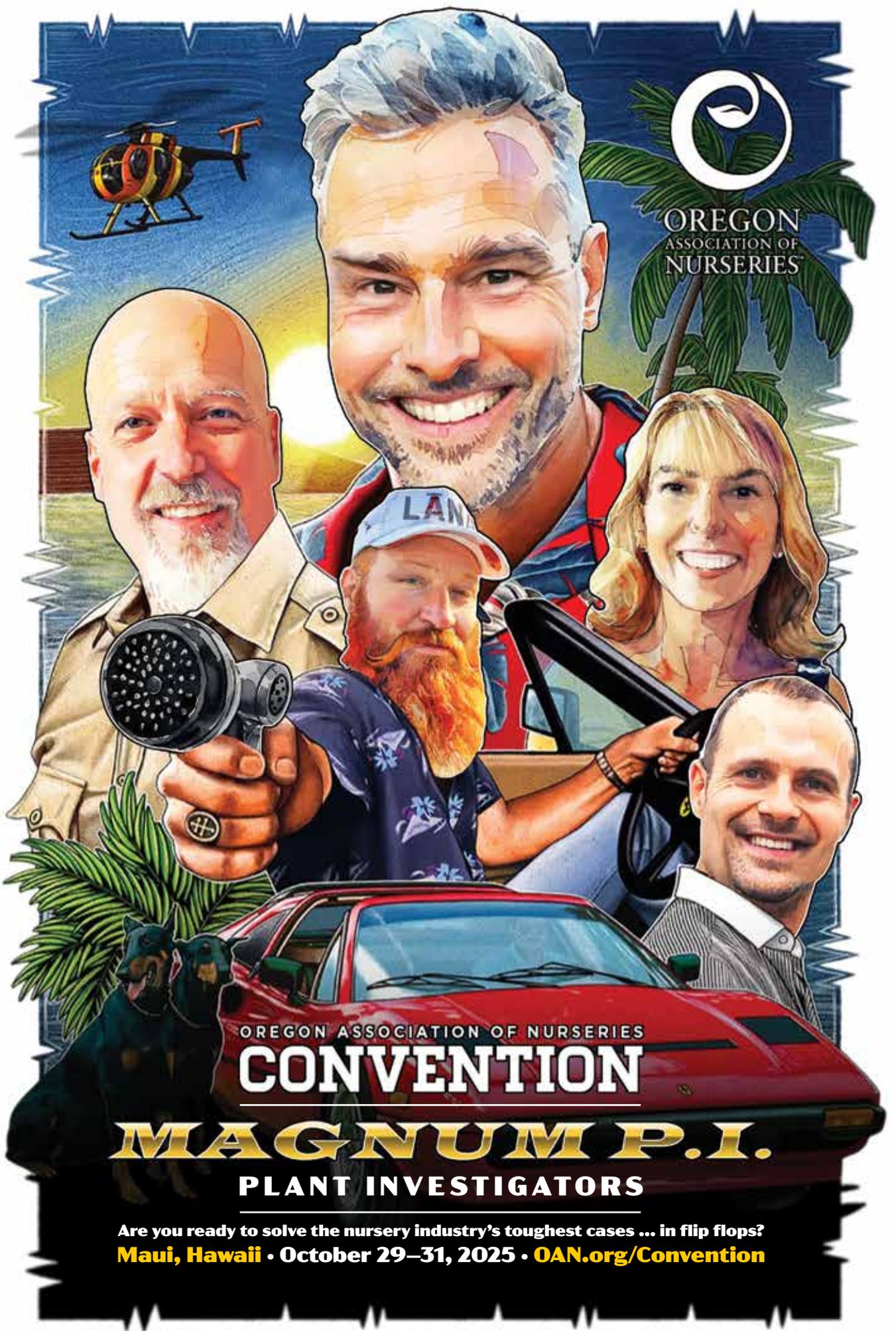
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inconsistency, and operational challenges for farmers lawfully employing H-2A workers, this field assistance bulletin clarifies that the department will not be enforcing the 2024 final rule effective immediately – providing critical predictability for agricultural employers as litigation continues and as the department considers further regulatory action.

The rule’s implementation had already been suspended by the department because of federal injunctions. This guidance does not change existing regulations or limit the Wage and Hour Division’s authority to enforce H-2A requirements put in place prior to the 2024 final rule. It supersedes any contrary or conflicting guidance to field staff but does not create legally enforceable obligations or alter any statutory or regulatory requirements, ensuring full enforcement of U.S. immigration laws.

For additional guidance beyond the field assistance bulletin, workers and

employers can contact the Wage and Hour Division at its toll-free helpline, 866-4US-WAGE (487-9243).

Announcements

MCHUTCHISON NAMES NEW NURSERY DIRECTOR OF SALES, PROMOTES ANOTHER

Kenneth McVicker, who has held key roles at Van Essen Nursery and Woodburn Nursery & Azaleas, has been hired by McHutchison as its nursery director of sales, according to *Nursery Management* magazine.



Kenneth McVicker

In his new role, McVicker will work to advance McHutchison’s nursery strategy, strengthen vendor relationships and drive continued growth.

Kim Burns has been promoted to the role of nursery director of vendor management. She joined McHutchison in September 2021 as vendor program manager, according to *Nursery Management* magazine.



Kim Burns

Since then, she’s played a pivotal role in enhancing McHutchison’s vendor programs and driving strategic growth within the nursery category.

GARDENCOMM ANNOUNCES 2025 HONORS RECIPIENTS

Awards: GardenComm has announced the recipients of its 2025 Honors, recognizing exceptional leaders in garden communication. These prestigious honors celebrate individuals whose achievements have significantly impacted the field of garden communication and demonstrated exceptional service to the industry.

The awards were to be presented at the annual Honors & Laurel Media Awards dinner on July 11, during the Gather & Grow Mega Connect, held before Cultivate’25 in Columbus, Ohio.

“We’re thrilled to recognize the individuals and organizations that have contributed so much time and talent to the art of garden communication,” said Maria Zampini, past president of GardenComm and chair of the Honors Committee.

2025 GardenComm Honorees:

- Hall of Fame: Jo Ellen Meyers Sharp
- Fellows: Katie Elzer-Peters and Jessica Walliser
- Green Medal Sustainability Award: Heather Holm

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- Cynthia Westcott Scientific Writing Award: Dr. Allan Armitage
- Emergent Communicator Award: Perla Sofia Curbelo-Santiago
- Wilfred J. Jung Distinguished Service Medal: Iseli Nursery (Boring, Oregon)
- Honorary Member: Piet Oudolf
- Corporate Leadership and Impact Award: Sandra Reid, The Davey Tree Expert Company

PLANT DEVELOPMENT SERVICES INC. NAMES BRAND SALES DIRECTOR

Tyler Brown is the new brand sales director for Plant Development Services Inc., which is based in Loxley, Alabama.



Tyler Brown

The company said in a statement that Brown's appointment highlights the company's continued focus on strengthening grower relationships and expanding the reach of its plant brands, including Better Boxwood®, Southern Living® Plant Collection, Sunset® Plant Collection, Encore® Azalea and Butterfly Candy®.

Most recently, Brown served as Mid-Atlantic territory manager for Star® Roses and Plants, where he identified and educated on proprietary genetics from more than 100 suppliers, collaborated on market-informed production plans, and provided grower solutions.

Prior to that, Brown was southeast sales manager for HIP Labels, focusing on account growth and industry engagement.

BIOSAFE SYSTEMS ADDS TECHNICAL SALES REP

Matt McGraw has joined **BioSafe Systems'** horticultural division as a technical sales representative, the company announced on its website. He will promote BioSafe Systems' reduced-risk >>

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Matt McGraw

Before joining BioSafe, McGraw worked in the palm and bamboo industry.

In memoriam

BLAIR HAYNES

The Oregon Association of Nurseries is saddened to report that Blair Haynes, 86, of Bandon, Oregon, founder of Shinglehouse Nursery on the Oregon Coast, passed away June 1.

Haynes, son of Mary and Laramee Haynes, grew up in San Marino, California and worked for



Blair Haynes

many years in the family insurance business. In 1978 he chose to pursue his passion and started Blair Haynes Landscape Design with his avid gardener mother, creating many beautiful gardens in the Pasadena area.

In 2001, Haynes moved to Coos Bay, Oregon and built Shinglehouse Nursery, where he specialized in indigenous and exotic plants. In the industry, Haynes was known as the plant whisperer. It was said that “You didn’t buy plants from him, you adopted them.”

In addition to his longtime companion Merle Hatley, Haynes is survived by his brother, Toby Haynes; six children (Aimee, Laramee, Michael, Laura, Maria, and Tomas; 12 grandchildren; and two great grandchildren. ©

Jurassic plants certainly exist



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.



Gunnera tinctoria is probably one of the most well-known prehistoric plants. At some garden centers, it is even designated as “dinosaur food.” PHOTO BY CYNTHIA BURGNER

Being a member of The Hardy Plant Society of Oregon has many perks. One of my favorites is the opportunity to visit other gardeners. It is almost always a pleasant time to visit with other gardeners, and a great time to not only learn about new plants, but also to see new ideas for plant combinations.

There is also the element of seeing a new design feature or how to showcase certain plants.

On a recent visit to the Portland garden of Gene Rosenboom, a new garden for me to visit, he had a theme that I had not experienced in any other garden. His theme was “Jurassic Plants.” These are plants that would be considered prehistoric, from an age when dinosaurs roamed the earth. Initially Gene’s theme was Japanese maples, then it was conifers, and now today, it is prehistoric plants.

Initially, I was skeptical that there are many plants in this category that we could grow in local gardens, but I was wrong. Walking through this garden and listening to Gene, there are many that thrive here and would also be suitable for many other parts of the United States. The following is a partial listing of some of the prehistoric

plants that we can grow here.

Gunnera tinctoria is probably one of the most well-known plants in this category. At some garden centers, it is even designated as “dinosaur food.” Whether dinosaurs actually ate it or not is questionable.

Gunnera fossils have been found from the Cretaceous geological period of about 145 million years ago. It seems to have been native to what is now southern Chile and southwestern Argentina. Planted as an ornamental in the garden, it requires lots of room and lots of water.

It is not unusual for the leaves to reach three to four feet across. In most gardens, they do best with some afternoon shade, because the leaves can get scorched in the hot afternoon sun. The soil must be kept moist.

Plants will usually die to the ground in the winter here in western Oregon, but are rarely killed by the cold. It is classified as an invasive plant in some areas due to its spreading abilities.

Another well-known garden plant is *Ginkgo biloba*, usually just called *Ginkgo*. Fossil records show them to be about 290 million years old. At one time they were found all around the world, even in North America.

Ginkgo trees have long been cultivated in China with some trees at temples estimated to be 1,500 years old. *Ginkgo* are well adapted to our urban environment because they tolerate pollution well. They are often used as street trees and are particularly noted for their outstanding fall color when the leaves turn golden yellow.

There are many cultivars available that are dwarf or semi-dwarf which makes them suitable for smaller gardens. There is a relatively new cultivar, *Ginkgo biloba* ‘Obelisk’, that is a tight columnar grower, making it ideal for small spaces. Some cultivars offer variegation in the leaves.

Sciadopitys verticillata, Japanese umbrella pine is another well-known landscape plant that is seen in many gardens. Being evergreen, it looks good all year and makes an excellent container plant. It dates to about 200 million years ago. It gets its name from the whorls of umbrella-like needles that grow at the ends of the branches. Give it some shade from afternoon sun to prevent burning. It once thrived in Eurasia and North America, but today it is only found wild in Japan.

While horsetail, (*Equisetum hyemale*), can be a very invasive weed, but it can also offer a striking statement in the garden under the right conditions, with those conditions being containment! Dating back to about 350 million years ago, horsetail is known for its hollow, jointed stems, with small scale-like leaves arranged in whorls. Fossils indicate that horsetail in prehistoric times, grew to 65 feet tall or more! Today, they are much shorter and spread by underground rhizomes. This makes them difficult to eradicate. In Rozenboom’s garden, he has ➤

What I'm Hearing

them planted in about a four-foot-wide bed with a rock wall on one side and a concrete walkway on the other. Gene said that he cuts them to the ground every February and has had his planting for about seven years.

The dawn redwood, *Metasequoia glyptostroboides*, is another ancient tree that has been found in fossils. It was thought to be extinct until it was discovered in 1941 in China. It is a deciduous, fast-growing conifer and not suited to most urban gardens due to its size of reaching 100 feet or more. Fortunately, there are dwarf cultivars available, one of which I have in my garden called 'North Light'. With the fern-like foliage that is soft to the touch, it makes an ideal container plant.

The Wollemi pine, *Wollemia nobilis*, is actually not a true pine, although it is a conifer and an evergreen. It dates to about 200 million years ago. It was thought to be extinct, but was discovered in 1994 by a rock climber in a rainforest gorge in the Wollemi National Park in the Blue Mountains in Australia.

I knew that North Portland gardener Peter Eastman had one growing in his garden and below are his comments.

"This is by far, the rarest plant we grow. I purchased a small cutting in 2006 from the National Geographic website. At the time, it was the only way to get one outside of Australia! The tree was only rediscovered in 1996, so 10 years later, I had my plant! It arrived in August of 2006, dormant. Australia's winter of course.

"I grew it in a pot for the first 15 years as it progressively got taller, and taller, and taller. At the time, no one knew how hardy it would be in the northern hemisphere, so we wintered it first in the basement, then after outgrowing the 7-foot ceilings, into the shelter of a courtyard. Summers were spent in the garden in the shade of other conifers.

"Eventually it got to 15 feet tall and the decision was made to permanently plant it in the shade garden. It loves its present location, in the lee of a large sheltering cedar. We give it regular waterings and some occasional lawn food, but that's it.



Dawn redwood (*Metasequoia glyptostroboides*) has been found in fossils and was believed to be extinct until it was discovered in 1941 in China. PHOTO BY MIKE DARCY



Horsetail dates back to about 350 million years ago. PHOTO BY MIKE DARCY

"You will notice that the middle third of the tree looks brown and burnt. The January 2024 storm did a huge amount of damage. We weren't sure it was going to survive. But survive it has, sending out new lush growth on the top and sending out new trunks from the main trunk. Eventually it will become a multi-trunk tree, which is common in the wild.

"What I love about this conifer and why you can tell it is so ancient, is that it lacks the ability to send out side branches. Each branch sends out one growth spurt from the terminal bud and that's it. You can literally count the number of years growth on each branch by counting the growth sections. This is what gives the Wollemi pine its distinctive skinny appearance. Conifers later evolved the ability to



Japanese umbrella pine, dates back 200 million years. PHOTO BY MIKE DARCY

send out side branches giving them much wider branches which gave the foliage more light and more photosynthesis. But that evolution came after this plant."

How does this relate to a retail garden center? Think about how signage has changed in the past few years. New categories have been added that we would not have seen 15-20 years ago. We now routinely see signs for "pollinators," "native plants," "hummingbird attractants" and other examples.

Imagine the attention that a sign reading "Jurassic plants" might create. Garden centers could embellish the whole creative idea by adding photographs of dinosaurs or even toy dinosaurs to captivate gardeners. ©



Remaking Weigela

Bloomin' Easy's Weigela Electric Love® has electrifying red bell-flowers against dark foliage for a striking contrast. PHOTO COURTESY OF VAN BELLE NURSERY

New cultivars are breathing new life into an old favorite

BY EMILY HOARD

Weigela florida has been a longtime favorite, with its deer resistance, and ability to attract pollinators. It has also been used widely throughout the United States for creating privacy and screens. It was already a useful shrub.

But in the past few years, growers have developed new cultivars with more flowers and more compact forms with denser branches that don't need to be

pruned. They also keep their shape, adding even more versatility.

Longtime favorite

Tom Foley, director of product development at **Everde Growers** in Fallbrook, California, has been working with *Weigela* for several decades. He first learned of the plant while growing up in the Eastern United States. He said in most of the Northeast and Midwest, deer grazing is a significant problem for gardeners, but deer do not graze on *Weigela*.

"When I began to work in commercial horticulture, I focused on evaluating

ornamental shrubs for landscape performance, consumer appeal and nursery production capabilities," Foley said. "I became especially interested by *Weigela*'s versatility, vibrant floral display and ease of care. The plant is easy to root, fast to grow and flowers in the spring, when most retail sales occur."

Josh LaPoint, owner of **Standard Nursery LLC** in Lafayette, Oregon, has been working with *Weigela* for more than eight years. At the start, he was focused on classic varieties. These included 'Red Prince' (*Weigela florida* 'Red Prince') with its green leaves and red blooms, 'Merlot' >>

Remaking *Weigela*



Weigela Peach Kisses™ from Bloomin' Easy is a new and improved rebloomer that's loaded with peachy pink flowers from late spring through fall. PHOTO COURTESY OF VAN BELLE NURSERY

Rose' (*W. florida* 'Bokrafive' PP21725), with its burgundy leaves and pinkish red blooms, 'Rubidor' (*W. florida* 'Rubidor'), with its chartreuse leaves and red blooms, and 'Variegata' (*W. florida* 'Variegata') with its green leaves lined with a cream color and pink blooms.

Bill MacKenzie, who works in sales at **Meridian Young Plants**, said his first experience with *Weigela* was 25 years ago at the retail level, selling them to consumers. He was amazed by the striking foliage and many cultivars. These made it easy to sell many *Weigela* plants.

"From homeowners to landscape contractors, *Weigela* has been a popular choice for adding a colorful foliage palette that withstands the elements and is fairly forgiving on the maintenance side," MacKenzie said.

Shelby Klassen, program manager at **Bloomin' Easy**, said she has been able to



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Bloomin' Easy's *Weigela Afterglow*™ has dark foliage and cream and pink flowers that hold for weeks. PHOTO COURTESY OF VAN BELLE NURSERY

grow and trial many *Weigela* selections over the last eight years of her career in the horticultural industry.

“Part of my role as program manager for Bloomin' Easy is selecting new varieties of both shrubs and perennials to bring to market,” Klassen said.

Bloomin' Easy had eight *Weigela* varieties in its collection as of June 2025, with another, Watermelon Kisses™, that was set for introduction at Cultivate'25 in July.

“This new release is one of my favorite *Weigelas*, so make sure to keep your eye out for the release this summer,” Klassen said.

Pollinator friendly

Weigela are magnets for pollinators and hummingbirds, adding to their popularity.

“They love the trumpet-like flowers and I have even found a bee sleeping inside the flower,” Klassen said. “A source of nutrition and a safe habitat for our garden friends!”

“*Weigela* stands out for its sheer abundance of tubular flowers that attract pollinators — particularly hummingbirds

and bees — through spring and often with a repeat flush into summer,” Foley said.

Reblooming is most common in the new varieties of *Weigela*. Klassen said it results in two instances of full color in the garden, each lasting about three to four weeks.

This reblooming is very important for urban environments where flower accessibility for pollinators is typically more constricted, LaPoint said.

“If you love fruit, flowers and wildlife, you love *Weigela*,” LaPoint said.

Landscape design

“*Weigela* are a hardy shrub that withstand drought and provide foliage interest combined with vibrant, prolific blooms,” MacKenzie said.

The foliage comes in many different colors too, Foley said.

“The genus also offers some of the most vivid foliage contrasts available in deciduous shrubs, with chartreuse, deep burgundy and variegated leaf options providing color even when the plant isn't in bloom.”

In landscape design, *Weigela* is used in mass plantings, mixed borders or as a flowering hedge. Foley said compact ➤



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Remaking *Weigela*

varieties work well in containers or for foundation plantings. Larger cultivars provide a colorful screen to hide air conditioners and other man-made objects in a garden.

“They love a full-sun spot in the garden, with soil that drains well,” Klassen said. “I’ve even seen some people use a taller, upright form of *Weigela* as a small hedge in their garden.”

New cultivars

Over the years, consumer preferences shifted toward smaller garden spaces and lower-maintenance plants. Foley became involved in working with several breeders who are breeding compact *Weigela* cultivars with extended bloom periods, improved color contrasts and reliable performance.

“I’ve had the opportunity to collaborate with breeders and trial partners globally, helping to bring forward a new



My Monet® *Weigela florida* from Proven Winners is a dwarf variety with variegated foliage and pink flowers. PHOTO COURTESY OF SPRING MEADOW NURSERY

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Remaking *Weigela*



Midnight Sun® from Proven Winners maintains its tidy compact shape and leaves turn from red hues during summer to blazing orange in the fall. PHOTO COURESTY OF SPRING MEADOW NURSERY

generation of *Weigela* that are far more adaptable and visually engaging than their predecessors,” Foley said.

According to Foley, the latest breeding breakthroughs in *Weigela* have been nothing short of transformational.

“These new cultivars are engineered to fit modern gardening needs: they stay naturally compact, offer more profuse and longer-lasting blooms, and maintain a neat, rounded habit with little to no pruning.”

Klassen added that while pruning isn’t necessary, if a gardener wants to shape the plants, a light prune right after the flowers are finished blooming is ideal.

Foley said the modern varieties are bred for improved branching and shape so they maintain a tidy habit without the heavy pruning. This makes them easy to grow and maintain for both homeowners and professionals. They’re also fast to establish in the landscape and are hardy in



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colder climates.

“*Weigela* are relatively low maintenance and quite durable, even in harsh climates like Denver,” LaPoint said.

LaPoint said for several years of his work with *Weigela*, he noticed demand was dropping on the classic cultivars as bold new genetics entered the marketplace.

“My first real experience of losing a sale to Proven Winners® varieties was with their Spilled Wine® variety (*Weigela florida* ‘Bokraspiwi’ PP23781, CP4655), which is a dwarf spreading *Weigela* that is very low maintenance and has a burgundy leaf with pink blooms,” LaPoint said. “A nursery in British Columbia was interested in a thousand Spilled Wine, and the Merlot simply was not a good substitute, although my prices and quality were great.” LaPoint said Proven Winners Color Choice *Weigela florida* introductions have been raising the bar on performance ever since.

He said Proven Winners replaced

Tuxedo™ *Weigela* with a superior *Weigela Wine & Spirits*® (*Weigela florida* ‘SMNWFGC’ PP34358, CPAF), with its dark leaves and white flowers.

“Merlot was replaced with Fine Wine® which was replaced with Very Fine Wine® (*Weigela florida* ‘SMNWFDFPD’ PP32223, CP7155), a stronger bloomer,” LaPoint said. “Ultimately, I believe that variety will be replaced with a very recent introduction called Sonic Bloom Wine® (*Weigela florida* ‘SMNWFVG’ PP35120, CPAF).”

He said Sonic Bloom Wine is the only dark-leaved rebloomer he has seen on the market.

“Hopefully the breeders they’re working with will continue to achieve great things with dark-leaved rebloomers,” LaPoint said.

Mackenzie said *Weigela Prism*™ Sunset (*Weigela hybrida* ‘WG19-108’) is a taller growing variety with striking new growth that lives up to its name.

“We are loving the Arabian Nights (*Weigela hybrida* ‘WG17-18’) and Midnight (*Weigela hybrida* ‘WG19-104’) of the Prism series for their dramatically dark foliage and compact form,” MacKenzie said.

Versatility

LaPoint said he personally thinks the power of *Weigela* is its versatility and durability.

“There are a ton of different color schemes and growth habits available,” LaPoint said. He added this helps landscape architects design *Weigela* varieties according to their own company’s branding guidelines.

Many of the new *Weigela* varieties are offered in branded programs.

LaPoint said he thinks the new reblooming options will take center stage as they can match commercial color schemes in the spring and in the summer. >>

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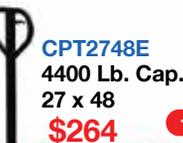
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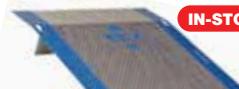
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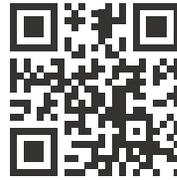
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Foley said he is also seeing a shift toward cultivars bred for improved branching, denser foliage and repeat blooming. These include Raspberry Lemonade, Stunner, Electric Love, Peach Kiss and the Sonic Bloom series (all *Weigela florida*).

“These plants flower not only at the tips but also along the stem, giving a fuller floral presentation,” Foley said. “Additionally, many new introductions now feature dark, saturated foliage that contrasts beautifully with the blooms, adding landscape interest even when not in flower.”

He added that the new cultivars of *Weigela* fit well into smaller urban gardens, patio containers or high-visibility foundation plantings where consistency and curb appeal are key.

“They represent the kind of low-maintenance beauty that today’s homeowners are searching for,” Foley said. He said these varieties are easy to produce at commercial nurseries, add color in retail stores and are easy to plant and take care of for homeowners and landscape contractors. ©

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 Hoard123@Gmail.com.



For OAN member and Canadian nursery Van Belle Nursery, other than a good scare in February and March, business hasn't been affected by the Trump tariffs. PHOTO COURTESY OF VAN BELLE NURSERY

Tariffs and the tea leaves

The administration's trade wars have created uncertainty for everyone, including Oregon's nurseries

BY JON BELL

If there's anything that's certain in this day and age — and under the administration of President Donald Trump — it's uncertainty.

As this story was being written in early June, the president and his once-close confidant Elon Musk were mucking through a messy online fallout just a few months after the tech and space mogul had joined the administration to head up the Department of Government Efficiency (DOGE).

By the time members of the Oregon Association of Nurseries have this issue of *Digger* in their hands in early August, a veritable lifetime will have transpired — and who knows what else will have gone down in the meantime.

“Certainly a framing element of this

story is that by the time you write it, it could be completely, 180 degrees different,” said Jeff Stone, OAN's executive director. “The consistency of inconsistency is quite alarming and unsettling.”

By “this story,” Stone is specifically referencing one of the most significant and disruptive issues yet under the relatively new administration: tariffs.

As promised during the campaign, Trump rocked the world financial system with a series of tariff announcements throughout the early spring, including a 10% universal tariff on all imports and specific reciprocal tariffs on certain countries. At one point, China was facing 145%.

But almost as quickly as the tariffs were announced, many were either postponed, reduced or whittled down to allow



“I think the uncertainty that this has created has been the biggest thing.”

— **Todd Nelson**
CO-OWNER
Bountiful Farms

some goods to skirt the system.

The result has created a business environment that's at the very least stamped with uncertainty, including for Oregon's nurseries.

Though largely a domestically focused industry — just 10 percent of what's grown in Oregon gets shipped outside the U.S. — nurseries in Oregon are riding a sea of uncertain waves capped with questions: Will the tariffs raise costs on fertilizer for plants, aluminum for greenhouses, plastic pots and peat moss? Will Canadian customers turn their backs on longtime Oregon relationships? Will it still be financially feasible to

invest in equipment manufactured in Europe that makes growing plants in Oregon more efficient?

“It's hard to predict,” Stone said. “By the time we get to this article, our whole»

Tariffs and the tea leaves

conversation could be spot on — or wide right. You're trying to write this for August. That's like 10 years from now."

Direct hit

The most direct potential impacts that the tariffs could have on Oregon's nursery industry are on its inputs. Lots of the NPK — nitrogen, phosphorous and potassium — fertilizers that nurseries use come from overseas. Most of the plastic pots used here are imported from China. And aluminum for greenhouses, as well as 90% of the peat moss used in the U.S., comes from Canada.

"It's too early to determine for sure the impacts," said Charlie Hall, professor and Ellison Chair in International Floriculture at Texas A&M University. "Undoubtedly, some inputs have been impacted, but I am waiting on data that can tell me how much."

As of early June, those input costs had yet

to show up for nurseries, at least anecdotally.

"I think the uncertainty that this has created has been the biggest thing," said Todd Nelson, co-owner of **Bountiful Farms Nursery Inc.** in Woodburn. "The actual tariffs themselves may not have impacted us yet, but we still don't know."

Part of the reason Oregon nurseries and other agriculture sectors have been spared has been because of the delayed tariffs. But there have also been other forces working hard to except certain goods — forces like OAN, AmericanHort and other agricultural associations that have been lobbying away.

"We are trying to keep tariffs away from green goods," Stone said. "There are always lists (of products excluded from tariffs). Live plants are not listed, and that's a bigger victory that we should acknowledge. Peat moss was not listed. We had to work very, very hard to make

sure that was not listed."

That's not to say there hasn't been some tariff trauma. Nelson purchased a robot from The Netherlands to help with pruning and other tasks at Bountiful. When the container arrived from overseas, it incurred a new tariff. Nelson said the tariff was impactful in a way that will make Bountiful have to size up future purchases in a different way.

"It's a whole new budgeting process now," he said.

Canadian clubbing

Perhaps some of the more painful pokes for Oregon nurseries from the new trade wars have been the cold shoulders from customers up north in Canada. When Stone visited the country earlier this spring, he sensed a palpable Canadian pride. He saw firsthand how some Canadian businesses were excising

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American goods from their shelves.

“There were liquidation sales for American-made furniture, they’ve taken American alcohol off their shelves,” he said. “How do you make the Canadians that mad? You talk about them as the 51st state.”

Nelson, too, has felt the Canadian chill. He said when all of the trade turmoil began, several long-time customers emailed to cancel orders with Bountiful in favor of supporting Canadian options instead.

“I don’t know if those customers will stay strong with that,” Nelson said, “but this has all definitely ruffled some feathers.”

Other Oregon agriculture-related companies, among them Bob’s Red Mill and Columbia Distributing, mentioned similar instances of being iced by longtime Canadian customers during a roundtable Nelson attended that Oregon Gov. Tina Kotek convened in April.

On the other side of the border, at least one Canadian Nursery, **Van Belle**, a wholesale grower in British Columbia, said the dust kicked up earlier in the year had settled by mid-spring.

“Other than a good scare in February and March, our business hasn’t been affected by the Trump tariffs,” said Scott Erickson, sales manager for Van Belle. “Things between our two countries have reverted back to the pre-existing trade agreement where plants travelled without tariffs. Thankfully, it hasn’t been much of a story for us.”

Weathering the storm

Katie Briggs, a relationship manager at **AgWest Farm Credit**, noted that despite shifts in trade policy under the new administration, nursery growers have yet to experience any significant changes. While there is concern that costs for imported supplies, such as containers, greenhouse materials and specialized equipment, will rise, the full impact remained uncertain as of June.

“People are anticipating cost increases across the board, but it’s hard to prepare for events that haven’t happened yet,” Briggs said. “That said, the nursery industry is well-positioned to weather economic shifts better than some other sectors.” >>

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Aside from the usual spring renewal period — when AgWest’s nursery customers review and renew their lines of credit — Briggs reported no significant uptick in loan activity. This suggests that nursery growers are not aggressively expanding or seeking additional financing to offset potential rising input costs.

“I think nursery growers are holding steady right now,” she said. “Many are waiting for more economic data, watching how inflation trends, what the Federal Reserve does with rates and whether tariffs will affect their costs. With economic uncertainty, nursery growers are proceeding with caution as they assess the best path forward.”

It’s that uncertainty that is likely to continue coloring the trade landscape for the foreseeable future. There’s nothing partisan in acknowledging that the certainty that business and industry covet isn’t always the main focus of the powers

that be.

For nurseries, not knowing what lies ahead or what could sneak up from behind has been something they’ve always had to contend with. Nelson said whether it’s meteorology, politics or economics, nurseries have to plan, react and redirect the best they can no matter what.

“My line is that we are farmers — we deal with Mother Nature,” he said. “You have to be ready and able at all times to roll with the punches. There has never been a time when we could predict everything, from forest fires to ice storms to the heat dome



“People are anticipating cost increases across the board, but it’s hard to prepare for events that haven’t happened yet.”

— Katie Briggs
RELATIONSHIP MANAGER
AgWest Farm Credit

we experienced. We are very resilient and figure out ways to make it work.

“The problem is, we don’t need uncertain weather on top of uncertain tariffs on top of the uncertainty that comes with doing business in a state like ours. But like I said, we’ll figure it out. We wake up with a smile every morning and the goal is to go home and go to sleep every night with a smile too.” ☺

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.

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Hedgerows make a comeback

The staple of European agriculture provides a profitable, practical approach to biodiversity

Peoria Gardens planted a small experimental multispecies hedgerow four years ago. PHOTO COURTESY OF PEORIA GARDENS

BY ERICA BROWNE GRIVAS

As sustainable land management practices gain momentum, growers and homeowners are rediscovering the value of the humble hedgerow — a long-standing staple of European agriculture.

And for good reason: hedgerows are ecological workhorses.

These multifunctional plantings offer far more than nostalgic charm. They provide critical habitat and forage for pollinators, improve biodiversity, pollinate adjacent crops, and support soil health and water conservation, according to “A Guide to Hedgerows,” a publication of the Oregon State University Extension Service.

Hedgerows also sequester carbon, control erosion, suppress invasive weeds, reduce pest pressure, and can even produce food for humans and livestock or supply profitable nursery stock.

The art of hedge laying developed in the Middle Ages, typically started by weaving hawthorn whips to create a living structure or “hagas” (hawthorn in Old English), increased by propagation assisted by birds drawn to the berries. By layering multiple plants of varied species, heights, and benefits, the hedgerow’s power is multiplied exponentially, attracting diverse wildlife and microorganisms.

Jude Hobbs, a permaculturist designer and educator, calls these “multifunctional hedgerows.” Hobbs consults with growers through Agro-Ecology Northwest on plantings that serve ecological, functional and practical goals and teaches through Cascadia Permaculture. “In the last 20 years there’s been a big return to planting hedges,” on both sides of the Atlantic, nursery consultant Nicholas Staddon said.

England, once famed for its hundreds of thousands of miles of picturesque hedgerows now has perhaps half that number, following widespread removal during the industrialization of farming. Now, Staddon noted, the British government offers subsidies to encourage hedgerow restoration.

Hedgerows also serve an increasingly urgent role as wildlife corridors, offering food and shelter to species displaced by expanding urban and suburban development.

In England the hedges, which are probably 20-30 feet wide, “allow for larger animals to move through landscape and remain hidden, and on either side, they are planting crops like grasses and flowers that would attract pollinators and foraging birds,” Staddon said.

The central hedge becomes critical nesting space, while the flanks, perhaps 10–15 feet wide, prove a food source for humans and wildlife and nesting cover for

ground-nesting animals.

“Millions of creatures have moved in alongside us,” Staddon said, adding that green spaces of all kinds, from gardens to highways, parks, and grower’s fields represent an opportunity to recreate much-needed habitat here.

Cynthia Lafferty, of Doak Creek Native Plant Nursery and native plant landscape consultant in Eugene, agreed, noting that Oregon Department of Transportation is trying to educate municipalities, instructing them “not to spray the flowers on the side of the highways” because “they’re not weeds — they’re an important part of the ecosystem.”

For growers and land managers, hedgerows that reconnect ecosystems represent a rare win-win: beautiful, functional, and ecologically smart.

Hedgerows at work in the landscape

Among the many benefits of hedgerows, Hobbs offers some compelling examples. In one study from the University of California Cooperative Extension, researchers found that permitting bird access to cocoons during the wintertime increased codling moth predation from 11% to 46%, and predation increased with an increasing amount of natural habitat within 500 meters (one-third mile) of the orchard. Hobbs added»

Hedgerows make a comeback

that the windbreak effect of hedgerows is equally important — crop yields can increase anywhere from 5 to 44% when protected by a well-placed hedgerow.

One of Hobbs' clients said a hedgerow helped save their blueberry crop. "One farmer I worked with, the birds were eating their blueberries. They planted a bunch of bird attracting plants in the hedgerow," such as elderberry (*Sambucus* spp.), goumi (*Elaeagnus multiflora*), and huckleberry (*Vaccinium parvifolium*), "which drew birds away from the crops."

Eric Hammond, head grower for Salem's **Heritage Seedlings and Liners**, has seen the benefits to ecological-minded planting firsthand.

"Here at Heritage, we have a garden along our greenhouse," he said, referring to a casual mixed tree-shrub border including vine maple (*Acer circinatum*), red twig dogwood (*Cornus sanguineum*), Oregon white

oak (*Quercus garryana*), and Alaskan yellow cedar (*Cupressus nootkatensis*).

"Thanks to that we have a wild population of *Delphastus* beetle which eat mites and whiteflies, so I don't have to inoculate with *Delphastus* in our biological control program. The bad insects are always going to come, but the good ones seem more inclined to come if we have that diverse border. It reduces our reliance on pesticide, and provides cost savings on labor, materials and reduced environmental impact."

Compared to traditional monoculture hedges, which often require constant battling with the hedge trimmer, hedgerows deliver higher reward with lower maintenance, he said. The UK's Wildlife Trust recommends pruning hedgerows every two to three years in winter, rotating through different sections to preserve nesting wildlife and ensure full fruiting and flowering.

Traditional single-species hedges offer

privacy screening, but Hobbs suggested that multifunctional hedgerows can offer a much broader range of advantages for growers, including:

- Enhancing ecological biodiversity.
- Supplying food for livestock, wildlife, and humans.
- Providing habitat for pollinators and beneficial insects.
- Conserving water.
- Acting as effective windbreaks.
- Helping to control invasive weeds.
- Reducing erosion and improving soil health.
- Supporting waterways through better stormwater management.
- Sequestering carbon and building long-term soil resilience.
- Serving as attractive, functional borders or privacy screens.
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- Creating propagation banks for nursery product.
- Diversifying farm income with salable flowers, fruits, and basketry materials.
- Delivering beauty and seasonal interest year-round.

Growers leading by example

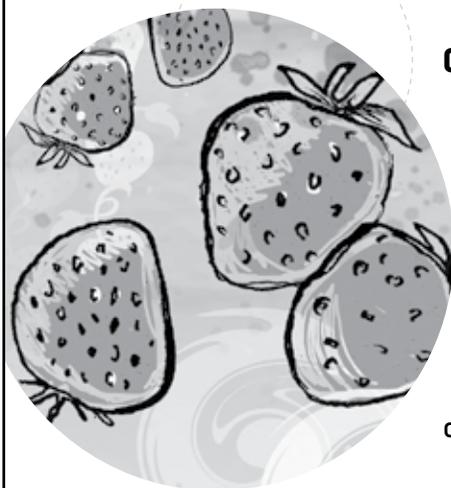
Spurred by the success of a smaller hedgerow experiment at **Peoria Gardens**, Kathryn Weeks installed all-native hedgerows ranging from 180–700 feet long last year at her family's wholesale nursery in Corvallis, which has 10 out of 60 acres in production.

What prompted the move?

"Environmental responsibility is an important value for our family nursery," Weeks said. "We wanted to establish conservation spaces on our farm that were beautiful and full of life while also helping us to form a barrier around the nursery operation that could integrate with our existing IPM work."

"Our nursery is surrounded by grass seed fields. When the fields are cut, the greenhouses tend to see an influx of pests, in particular Western flower thrips [*Frankliniella occidentalis*]. The goal of the hedgerows is to provide a barrier and habitat for those pests as well as the predatory insects that feed on them."

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The trees and shrubs included are blue elderberry (*Sambucus nigra* ssp. *cerulea*), hawthorn (*Crataegus* spp.), cascara (*Frangula purshiana*), snowberry (*Symphoricarpos albus*), Douglas spirea (*Spiraea douglasii*), rugosa rose (*Rosa rugosa*), Oregon grape (*Mahonia aquifolium*), mock orange (*Philadelphus lewisii*), twinberry (*Lonicera involucrata*), osoberry (*Oemleria cerasiformis*), nine-bark (*Physocarpus capitatus*), oceanspray (*Holodiscus discolor*), Scouler's willow (*Salix scouleriana*), and buckbrush (*Ceanothus cuneatus*).

The hedges feature grasses and perennials like large-leaved lupine (*Lupinus polyphyllus*), milkweed (*Asclepias speciosa* or other native *Asclepias* spp.), yarrow (*Achillea millefolium*), California mugwort (*Artemisia douglasiana*), goldenrod (*Solidago canadensis* or *Solidago lepida*), self-heal (*Prunella vulgaris* var. *lanceolata*), blue wild-rye (*Elymus glaucus*), and tufted hair grass (*Deschampsia cespitosa*).

Regarding uses in the field, Weeks said, "I see the potential uses for hedgerows in the nursery industry as three-fold: as a part of a larger IPM program both as a 'trap' for pests and habitat for beneficials that eat those pests; as stock for cuttings; and being good stewards of the community and our environment, which is what our industry is all about!"

Doak Creek Nursery's edges are skirted by hedgerows. One includes nootka rose (*Rosa nutkana*), mock orange (*Philadelphus coronarius*), Douglas spirea (*Spiraea douglasii*) native hazelnut (*Corylus americana*) snowberry (*Symphoricarpos albus*), cascara (*Frangula purshiana*), and madrone (*Arbutus menziesii*), punctuated by oak trees.

"Oak trees are so important," said Lafferty. "They provide habitat for a little over 500 species worldwide. They call them the keystone tree on the planet," she added, referring to ecologist Douglas Tallamy's work.

Another features red-flowering currant (*Ries sanguineum*) and twinberry (*Lonicera involucrata*), which delight the hummingbirds, and serviceberry (*Amelanchier canadensis*), which draws cedar waxwings in droves.

Nursery industry opportunities

Staddon highlighted hedgerows as an expanding outlet for the gardening market, dovetailing with the movement toward wildlife friendly gardening.

"I see more interest in gardening for plants and wildlife than I've seen in the last 40 years," he said. He cited **Bountiful Farms** in Woodburn, Oregon, which sells started *Fagus* and *Carpinus* hedges. He also recalled working with **Monrovia** it sold boxed Japanese maple espaliers.

"Garden centers need to be constantly giving their customer base ideas," Staddon said, "and they also need to give marketing departments ideas. With hedging, there's a terrific opportunity to sell a collection of plants as a hedge. It would need to be done regionally."

Beyond offering premade hedgerows, he suggested, garden centers can spotlight the garden and ecological value of hedgerows by creating creative vignettes of hedgerow choices for various benefits (such as edible, multilayered, all-season interest), offer sketches of hedgerow designs, and lists of the wildlife supported by and attracted to hedgerows.

"Even the smallest hedgerow on a patio can make a huge impact on wildlife," Staddon noted. "Let's say all you have is a patio or tiny back garden. You could even do small hedgerow of blueberries (*Vaccinium* spp.), blackberries (*Rubus* spp.) and gooseberries (*Ribes uva-crispa*). They will live quite happily in a container or raised bed for two to three years."

Including an espalier will expand your options. Or why not combine individual container-grown plants to make your hedgerow?

"Part of the job is providing solutions," said Staddon. "You want to send them away with something that will work short or long term."

Plant selection and maintenance

Depending on the grower or gardener's needs, there are nearly countless combinations of plant choices. Among trees, Staddon recommends *Acers*, *Rhus*, *Sorbus*, *Eucalyptus*, *Cornus*, *Malus* (cra-bapple), fruit-bearing oaks such as pin >>

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Hedgerows make a comeback

oak (*Quercus palustris*), *Magnolia* ‘Little Gem’, birch (*Betula* spp.), *Sambucus*, *Cercis occidentalis*, *Crataegus*, *Hamamelis* spp. and fragrant *Halesias*.

Some favorite shrub choices are *Arbutus compacta*, *Cotoneaster*, hollies, winterberries, especially *Ilex verticillata* ‘Sparkleberry’, ‘Black Alder’ and ‘Winter Red,’ smaller *Aeschylus*, *Rosa rugosa* for their hips, cherry laurels (*Prunus laurocerasus*), *Elaeagnus*, upright *Taxus*, *Pyracantha* ‘Yukon Bell’, *Physocarpus* ‘Diabolo’, any twig dogwood (*Cornus sanguineum*), *Viburnum*, *Mahonia*, *Cotinus*, and *Ribes*.

At Peoria, Weeks has taken an experimental approach. She tried smaller hedgerows for several years and found that planting into landscape fabric significantly improved weed suppression while enhancing soil warmth and moisture retention.

She removed the fabric after three years once the shrubs were large enough

to shade out weeds. For her new hedgerows, she prepped areas with high weed pressure using landscape fabric for two growing seasons.

She also experimented by planting into the fabric in some sections, while in others she removed it added either bark mulch or a mix of California poppies (*Eschscholzia californica*), meadowfoam (*Limnanthes alba*), and white perennial clover (*Trifolium repens*) as underplanting. Both overhead and drip irrigation supported healthy growth, but drip offered better ease of use and water efficiency.

Overall, she cautioned, “It takes time and money to plan and implement successful hedgerows if you don’t want a lot of plant die-off. It is a multi-year process with ongoing maintenance needs, not a set-it and forget-it kind of project. Without annual weeding work, it can quickly turn into an invasive blackberry hedge instead

of the beautiful multi-species multi-function hedgerow you had envisioned.”

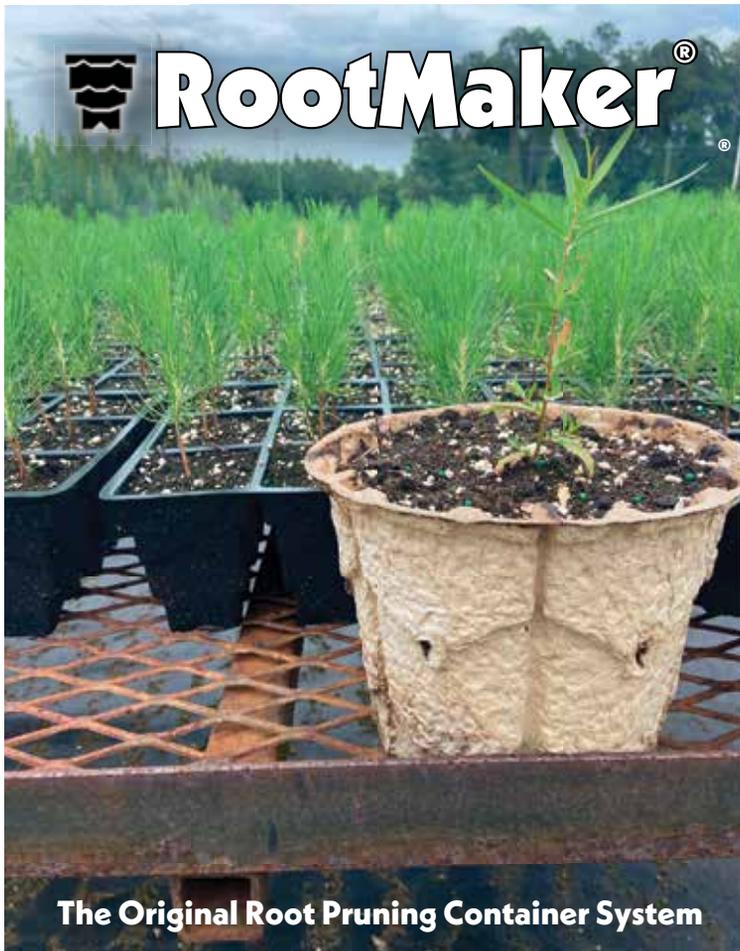
Hammond agreed.

“We need to care for all aspects of our space. At the farm we spend a good bit of money, time and labor to take care of the edges. When you have lots of small fields, that means more edges.” Weeding before plants go to seed is critical, he said.

Yet, Weeks added, “The payoff in beauty and habitat is more than worth it!”

That payoff is especially evident at the edges — where hedgerows provide windbreaks, pollinator pathways, and visual appeal, proving that the margins of our landscapes can be just as productive — and profitable — as the center. ©

Erica Browne Grivas is an award-winning journalist and gardener pushing zone boundaries in Seattle, Washington. She can be reached at EBGrivas@gmail.com.



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AF Nursery LLC
Farwest Exhibitor

Eric Hammond
& Octavio Martinez
Heritage Seedlings & Liners Inc.
Farwest Exhibitor

SHOW GUIDE

AUGUST 20-22, 2025

The biggest and greenest trade show in the West.

FarwestShow.com

FARWEST 2025

Show schedule

CONNECT. GROW. THRIVE.

Your essential guide to getting the most from your Farwest Show experience.

Welcome to the **Farwest Show** — where the green industry comes to grow. Right here in the heart of nursery country, thousands of growers, retailers, landscapers, and suppliers come together to connect, explore new ideas, and move the industry forward.

Inside this **Show Guide**, you'll find everything you need to make the most of your time at Farwest, including a full list of **exhibitors**, a detailed **floor map**, **schedules** for can't-miss **events**, and highlights of key **show features**.

Whether you're here to explore new solutions, connect with industry leaders, grow your business, or to see the industry's most stunning plants — this guide will help you make it happen.



TUES AUGUST 19	NURSERY BUS TOURS: 8 a.m.–6 p.m. (check-in at 7:30 a.m.)		
WED AUGUST 20	SEMINARS: 8:30 a.m.–3:45 p.m. Keynote: 11 a.m.–noon Climate Summit: 1:30–3:30 p.m.	TRADE SHOW: noon–5 p.m. Solution Center: 12:45–3:15 p.m.	SOCIAL EVENTS: NexGen: 3:30 p.m. Happy Hour: Starts at 5 p.m.
THURS AUGUST 21	SEMINARS: 8:30 a.m.–3:30 p.m. Climate Summit: 1:30–3:30 p.m.	TRADE SHOW: 10 a.m.–5 p.m. Solution Center: 11 a.m.–3:15 p.m.	SOCIAL EVENTS: Women in Hort: 3:30 p.m. Pub Crawl: Starts at 5 p.m.
FRI AUGUST 22	SEMINARS: 8:30–10:45 a.m.	TRADE SHOW: 10 a.m.–2 p.m. Solution Center: 11 a.m.–1 p.m.	

SHOW FEATURES

Discover **growing excellence**

FARWEST TOURS

Tuesday, August 19

**Check in at 7:30 a.m.; buses leave at 8 a.m.
Pre-registration required.**

Visit Nursery Country and engage with other nursery professionals for an entire day. Make new connections and gain valuable knowledge to enhance your career and/or business. There will be time for questions and answers, so bring your curiosity!!

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

The tour will provide a deep dive into some of Oregon's best tree and shrub growers in the Cascade Range foothills, under the backdrop of majestic Mt. Hood. They include **Don**

Marjama Nursery Co., J. Frank Schmidt & Son Co., Hans Nelson & Sons Nursery Inc., and John Holmlund Nursery LLC. It's a chance to learn about propagation, grafting and bare-root vs. potted plant production.

Sponsored by



Tour 2: Retail Garden Center Tour

The tour will take you from the heart of Oregon Wine Country to some of the most innovative retailers in the Portland area. The day will begin at **The Garden Corner**, home of the Garden Rebels, which features the world's largest hanging basket. Next up is **Durant at Red Ridge Farms**, which is Oregon's premier olive tree nursery and olive mill. It offers olive oil tasting and a great selection of herbs, edible landscape trees and shrubs. The farm is also home to a vineyard and winery. The last stop? **Portland Nursery**, a landmark known for broad selection and amazing houseplants.

Sponsored by



Tour 3: Automation Tour

This one's all about equipment as well as application. Participants will see cutting-edge nursery automation equipment being built at **GK Machine Inc.'s** state-of-the-art manufacturing facility, and tour a prototype of a fully-automated smart-greenhouse. Stops to follow will include three innovative nurseries that are redefining the future of the nursery industry through automation — **Brentano's Tree Farm LLC., Woodburn Nursery & Azaleas Inc., and Bountiful Farms Nursery Inc.**

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KEYNOTE ADDRESS:

John Kennedy

**Wednesday, August 20,
11 a.m. in Room C124**

Sponsored by



FREE to all registered Farwest participants



John Kennedy is a speaker and author specializing in strategic planning, benchmarking, culture creation, onboarding, retention processes and videos, leadership development and teamwork, and accelerating sales within the horticulture industry. Over the past 25 years, he has presented to nearly 500,000 audience members worldwide, delivering a dramatic and

sustainable impact on scores of companies and associations within the horticulture industry.

Kennedy's two-decades-plus connection to our industry places him at the top of the list of thought leaders for growers, garden centers and green industry associations in North America. In this keynote address, **Plant Your People**, he will introduce the audience to his four-step approach to having your team rooted and ready to grow on day one. From employee engagement survey results to top industry data, he will help you build the culture and the future where employees show up to work because they want to, not because they have to. That's a huge mindset change and worthy outcome for any horticulture business. One of the harsh truths of the horticulture industry is that sometimes, we care more for our plants than our people. Join us and hear Kennedy's insights and innovative approaches to investing in your most valuable roots — your people.

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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www.haifa-group.com

NEW VARIETIES SHOWCASE

View the top new plant introductions for 2025!

Come explore the next generation of problem-solving plants that will be turning heads in garden centers across the nation.

This popular show feature gives you the first look at a wide variety of newly-introduced plants, trees, shrubs and grasses that gardeners will be unable to resist. With easy-to-read Hip Labels tags providing plant and licensed grower information, you will have no problem finding the Farwest exhibitors offering them for sale.

A panel of distinguished industry judges will select the New Varieties Showcase Best in Show award winners. Meanwhile, attendees can vote for their top three plants, which will determine the People's Choice awards. **Don't forget to walk through and vote for your favorites!**

NEW PRODUCTS SHOWCASE

Inspiring products to improve your business
Discover innovative solutions and the latest new and improved green industry products for 2025.

From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find the hot new products to grow your green industry business. These featured products are new to the U.S. market and were introduced in either 2024 or 2025.

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INTERNATIONAL ROSE TEST GARDEN AWARDS

Join us for an unforgettable awards ceremony as we celebrate this year's 2025 Portland's Best Rose and the 2024 Gold Medal Award winners! The Gold Medal Award, presented by the International Test Garden, has been honoring excellence for over 100 years, since 1919. And Portland's Best Rose has been a local tradition for more than 25 years! Don't miss this celebration of floral brilliance!



Awards Ceremony held at the Solution Center at 2:45 p.m. Wednesday, August 20.

The International Rose Test Garden — Portland was founded in 1917 and is the oldest continuously operated public rose test garden in the United States.

RETAILERS' CHOICE AWARDS

Calling all trendsetters!

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



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

Participating in this talent-scouting mission is easy and fun! **Participating retailers must pre-register.** Go to the Farwest website (FarwestShow.com) and click Show Features to access the Retailers' Choice Awards registration link to participate in the judging. The awards presentation on Thursday afternoon will spotlight products chosen as standout favorites. You won't want to miss it! **Awards Ceremony held at the Solution Center at 2:45 p.m. Thursday, August 21.**



SHOW MAP

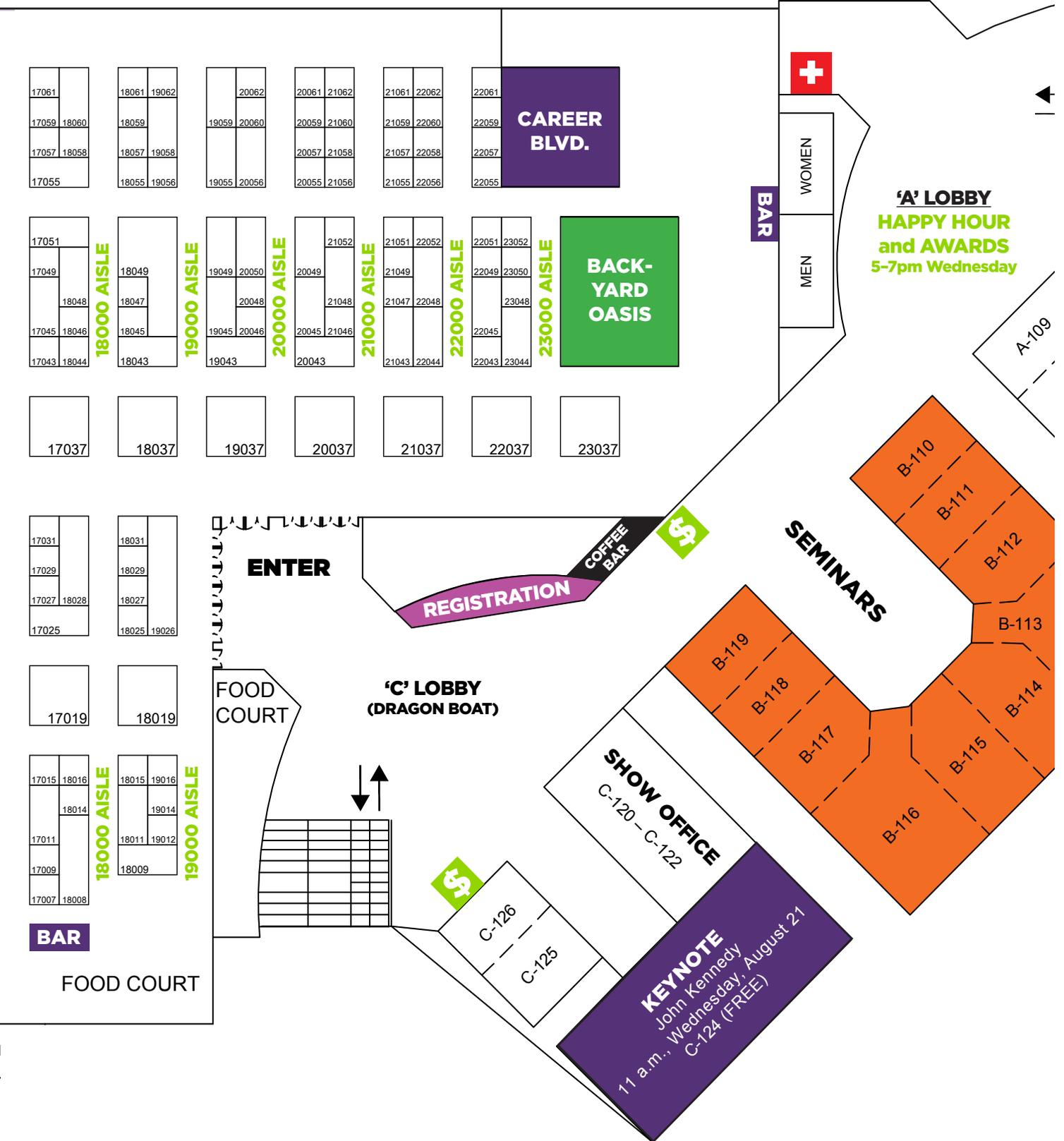
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 www.bhfnursery.com

MIX AND MINGLE

Networking and social events

Connect, grow
and thrive!

You're invited! Don't miss these **FREE** networking and social events, open to all Farwest registered participants.

NEXGEN NETWORKING EVENT

Wednesday, August 20, 3:30-5 p.m.

Lobby A



Sponsored by



Connect and grow with NexGen!

Join us for this free event open to all horticulture professionals and get to know the brightest and most enthusiastic professionals in the green industry and our future leaders. Enjoy free appetizers and a complimentary beverage as you get to know each other!

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 21, 3:30-5 p.m.

Room C124

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

Sponsored by



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!

Wear your support for Women in Hort. Snag your gear on Bonfire and help support the Women in Hort event at the Farwest Show.

Visit FarwestShow.com/WomenInHort.

HAPPY HOUR

Wednesday, August 20, 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! Cheers!

Sponsored by



PUB CRAWL

Thursday, August 21,

5 p.m.-late night

Starting at Spirit of 77

Let's hit the town for another round!

Sponsored by



Socialize and network with new and old friends while snacking and relaxing. Join us at our Farwest Pub Crawl for a fun-filled night of witty banter and laughter. The merriment starts at **Spirit of 77**, 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/PubCrawl for the remainder of the stops for the evening.

5 p.m. Spirit of 77

500 N.E. Martin Luther King Jr Blvd.,
Portland, OR





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SEMINARS

At a glance

Educational **seminars**,
pesticide classes and
featured **speakers**

Advance your career and power up your business by registering for the **Farwest Show's industry-focused seminars!** We have put together an extraordinary schedule of speakers to share the latest developments, research 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.

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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**.

WEDNESDAY, AUGUST 20

BUSINESS TRACK Pathways for Green Industry Businesses	GROWER TRACK Navigation for Growing Operations	GROWER TRACK Navigation for Growing Operations	PEST MANAGEMENT TRACK Guidance for Horticultural Professionals
<p>8:30-9:30 a.m. Room B110</p> <p>The Garden Retailing Train: Looking Ahead to 2026</p> <p>Danny Summers</p>	<p>8:30-9:30 a.m. Room B116</p> <p>How Climate Change is Affecting Our Use and Application of Native Plants</p> <p>Steven Paulsen</p>	<p>8:30-9:30 a.m. Room B119</p> <p>Labels, Tags and Marketing: The Latest Trends and Innovations</p> <p>Todd Davis</p>	<p>8:30-9:30 a.m. Room B113</p> <p>Big, Bad Botrytis: How to Beat it, Biologically</p> <p>Michael Brownbridge, Ph.D.</p>
<p>9:45-10:45 a.m. Room B110</p> <p>The Importance of Emotional Intelligence in the Green Industry</p> <p>Todd Downing, Paige Franks</p>	<p>9:45-10:45 a.m. Room B116</p> <p>New Varieties for a Changing Environment</p> <p>Sharon Hadden</p>	<p>9:45-10:45 a.m. Room B119</p> <p>Hot Pots: How Container Colors Influence Root Zone Temperatures and Plant Production</p> <p>Lloyd Nackley, Ph.D. Jeb Fields, Ph.D.</p>	<p>9:45-10:45 a.m. Room B113</p> <p>The Importance of Training in Your IPM Program</p> <p>Broch Martindale</p>
<p>11 a.m.-noon Room C124</p> <p>KEYNOTE SESSION</p> <p>State of the State Jeff Stone FREE Plant Your People John Kennedy</p>			
<p>12:30-1:30 p.m. Room B110</p> <p>Streamline Your Inventory</p> <p>Tim Quebedeaux</p>	<p>12:30-1:30 p.m. Room B116</p> <p>What Am I Missing? Using DNA-Based Testing Methods for Detection of Viruses and Viroids</p> <p>Aubry Field</p>		<p>12:30-1:30 p.m. Room B113</p> <p>Developing a Biological Control Strategy that Works for You</p> <p>Karen Stever, Ph.D.</p>
<p>1:30-3:30 p.m. Room A106</p> <p>CLIMATE SUMMIT DAY 1: Research-Driven Discovery</p> <p>FREE</p>			
	<p>1:45-2:45 p.m. Room B116</p> <p>Horticulture Plastics Sustainability: Environmental Impacts and Regulatory Trends</p> <p>Tom Brewer, Tom Marting</p>	<p>1:45-2:45 p.m. Room B119</p> <p>ODA Case Studies and Lessons Learned</p> <p>Keawe Molifua</p>	
<p>2-3 p.m. Room C124</p> <p>BREAKOUT SESSION</p> <p>You Can't Expect What You Can't Inspect</p> <p>John Kennedy FREE</p>		<p>2-3 p.m. Room C123</p> <p>PANEL DISCUSSION</p> <p>Attracting the Next Generation To the Green Industry</p> <p>Broch Martindale, Jazmin Albarran, and Rachel Popp</p>	
<p>2:45-3:45 p.m. Room B110</p> <p>Creating Your Internet Marketing Plan 2025-2026</p> <p>Ron McCabe</p>			<p>2:45-3:45 p.m. Room B113</p> <p>Why Do Some Pesticide Applications Fail?</p> <p>Aaron Palmateer, Ph.D.</p>

THURSDAY, AUGUST 21

BUSINESS TRACK
Pathways for Green Industry Businesses

8:30–9:30 a.m. | Room B110
How A Quick Sketch Can Double Your Sale
Ryan Watkins

9:45–10:45 a.m. | Room B110
Managing and Motivating the Multi-Generational Green Industry
Todd Downing
Paige Franks

LANDSCAPING TRACK
Scouting Advice for Design and Maintenance

8:30–9:30 a.m. | Room B116
Native Plants, Cultivars, and Sustainability: Selecting the Genes that Fit Your Design
Benjamin Hoover, Ph.D.

9:45–10:45 a.m. | Room B116
The Picture Perfect Portfolio: Photography and Marketing for Landscapers and Designers
Grace Hensley

GROWER TRACK
Navigation for Growing Operations

8:30–9:30 a.m. | Room B119
Can Technology and Automation Help Ease Labor Concerns
Connie Lindsay

9:45–10:45 a.m. | Room B119
Hot Yards, Cool Tips: Fire-wise Landscaping 101
Amy Jo Detweiler

PEST MANAGEMENT TRACK
Guidance for Horticultural Professionals

8:30–10:30 a.m. | Room B113
Getting the Most from Your Beneficials: Handling, Quality Assessment and Application
Suzanne Wainwright-Evans, Ph.D.

11 a.m.–noon | Room B113 (IN SPANISH)
Best Management Practices for Effective Applications in Nurseries
Carlos E. Bográn, Ph.D.

11 a.m.–noon | Room C124
BREAKOUT SESSION
The One-Hour Strategic Plan
John Kennedy **FREE**

12:30–1:30 p.m. | Room B119
Sustainability in Horticulture: Virtue Signaling or Affecting Change?
Benjamin Hoover, Ph.D.

12:30–1:30 p.m. | Room B113
The Value Proposition of Beneficial Microbes
Michael Brownbridge, Ph.D.

1:30–3:30 p.m. | Room A106
CLIMATE SUMMIT DAY 2: Policy Roundtable
Growers and policy makers discuss nursery industry's role **FREE**

1:30–2:30 p.m. | Room B110
Human Capital Risks When You Have Limited Resources
Michael Maggiotto Jr.

1:30–2:30 p.m. | Room B116
Landscape Design Basics: Time-Saving Tips
Ryan Watkins

2:30–3:30 p.m. | Room B119
Plants that Pay the Rent
Dan Heims

2:30–3:30 p.m. | Room B113
Biological Control: The Importance of Quality
Raymond A. Cloyd, Ph.D.

FRIDAY, AUGUST 22

BUSINESS TRACK
Pathways for Green Industry Businesses

8:30–9:30 a.m. | Room B110
The 5-Star Customer Experience: Winning the Hearts of the Next Generation
Jeff O'Brien and Jon Morrison

9:45–10:45 a.m. | Room B110
AI for the Green Industry
Ashley Wright

GROWER TRACK
Navigation for Growing Operations

8:30–9:30 a.m. | Room B119
Advancements in Growing Media: How New Fibers are Securing a Sustainable Future
Brian Schulker

9:45–10:45 a.m. | Room B119
Perennial Production-Reducing Your Shrink With Best Practices
Christopher Fifo

PEST MANAGEMENT TRACK
Guidance for Horticultural Professionals

8:30–9:30 a.m. | Room B113
The Fundamentals of Resistance Management
Raymond A. Cloyd, Ph.D.

9:45–10:45 a.m. | Room B113
New Approach to Thrips Management in Nurseries
Man-yeon Choi, Ph.D.



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CLIMATE SUMMIT

A vital **new initiative**

This **FREE** event is open to all Farwest Show registered attendees.

FARWEST
PORTLAND 2025

DAY 1: RESEARCH-DRIVEN DISCOVERY

Wednesday, August 20 | 1:30–3:30 p.m.
Room A106

Panel: **Lloyd Nackley** of Oregon State University, **Chad Higgins** of Oregon State University, **Daniel Hua** of the Northwest Power and Conservation Council, **Adam Farley** of Countryside Nursery, and **Tyler Meskers** of Oregon Flowers. Additional participants may be announced as details are finalized.

We know we're a green industry, but we need the data to back it up. **Day 1 focuses on scientific quantification** — especially the life cycle and carbon sequestration impact of trees and plants. From reducing urban heat islands to cleaning the air, our products already support climate goals. With updated methods and metrics, we can prove it. Forestry is ahead of us in this regard. It's time we catch up — and lead.

DAY 2: CLIMATE POLICY ROUNDTABLE

Growers and policymakers discuss nursery industry's role.

Thursday, August 21 | 1:30–3:30 p.m.
Room A106

Roundtable: **Megan Boutwell** of Stillwater & Associates, **Margi Hoffman** of the Northwest Power and Conservation Council, **Nora Apter** of Climate Solutions, **Lisa Hanson** of Oregon Department of Agriculture, **Adam Farley** of Countryside Nursery, and **Tyler Meskers** of Oregon Flowers. **Staff from Congresswoman Andrea Salinas' office** will also join the discussion. Additional participants may be announced as details are finalized.

Meaningful climate action depends on effective policy. **Day 2 will feature a roundtable with climate leaders** from state and environmental organizations, exploring key strategies and opportunities.

Learn more at FarwestShow.com/ClimateSummit.

CAREER BOULEVARD

Plant the seeds of a **green industry career**

Designed for students, recent grads, and anyone interested in a green industry career.

FARWEST
PORTLAND 2025

Let's grow the next generation of horticulture leaders, starting with you.

New this year, the **Farwest Career Boulevard** connects students, recent grads, and jobseekers with real pathways into the green industry. Discover **career spotlights** in horticulture and landscaping, get help with **internships** and **scholarships**, browse **job boards**, and make valuable **industry connections** — all in one dynamic space. Learn more at FarwestShow.com/CareerBoulevard.

SOLUTION CENTER

Educational **mini-sessions** on the show floor

These **FREE** mini-sessions are included with your trade show pass.

Sponsored by



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

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

WED AUGUST 20	THURS AUGUST 21	FRI AUGUST 22
	<p>11-11:30 a.m. AI for the Green Industry Ashley Wright, Plantista</p>	<p>11-11:30 a.m. 2025 OAN/ODA Research Project Updates</p>
	<p>11:45 a.m.-12:15 p.m. NEW PRODUCT SHOWCASE PRESENTATIONS</p>	<p>11:45 a.m.-12:15 p.m. 2025 OAN/ODA Research Project Updates</p>
	<p>12:30-1 p.m. Picture Perfect Phone Photography Grace Hensley, Fashion Plants</p>	<p>12:30-1 p.m. Emerald Ash Borer: Research, Resources, and Regulations in 2025 Max Ragozzino, Ph.D., and Kara Mills, Ph.D., ODA Kat Bethea and Matt Mills, ODF</p>
<p>12:45-1 p.m. Lightspeed Introduction</p>		
<p>1:15-1:45 p.m. Ten Ways to Pay for Your Solar System Rob Aldridge, Pure Energy Group</p>	<p>1:15-1:45 p.m. 2025 OAN/ODA Research Project Updates</p>	
<p>2-2:30 p.m. NEW PRODUCT SHOWCASE PRESENTATIONS</p>	<p>2-2:30 p.m. 2025 OAN/ODA Research Project Updates</p>	
<p>2:45-3:15 p.m. INTERNATIONAL ROSE TEST GARDEN AWARDS</p>	<p>2:45-3:15 p.m. RETAILERS' CHOICE AWARDS Danny Summers, The Garden Center Group</p>	

WEDNESDAY-FRIDAY

STAY AND PLAY

Enjoy and create **great memories** with us

Known for its sustainability initiatives, public transit, excellent dining, craft microbrews, great coffee and fine wines, Portland is the heart of the Northwest culture. We hope you'll take time before and after Farwest to treat yourself to some of the many unique opportunities Portland and the nearby areas offer. Our city is one of the world's greatest places for wilderness, forest hikes, funky neighborhoods, taste-bud-jolting food, delicious beer and so much more. Here are a few stops to make while you're in town.

Discover things to do in the area at TravelPortland.com and TravelOregon.com.

FOR THE FOODIE:

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.

CONVENTION CENTER AND VICINITY

BAO BAO

545 N.E. Couch St.; 503-477-8911

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

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

NOBLE ROT

1111 E. Burnside St., Fourth Floor
503-233-1999

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

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

PETITE PROVENCE

1824 N.E. Alberta St.; 503-284-6564

ProvencePDX.com

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



Bar inside Nostrana, an Italian restaurant in Portland, serving robust salads, bowls of pasta and wood-fired oven pizza. Photo courtesy of Travel Portland.

¿POR QUE NO?

3524 N. Mississippi Ave.; 503-467-4149

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

HOTELS

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

To book your hotel room at a discounted rate, please visit FarwestShow.com/Hotel, or 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-FW25**

800-233-1234

375 N.E. Holladay Street, Portland, OR 97232

2 COURTYARD by MARRIOTT

503-234-3200

435 N.E. Wasco Street, Portland, OR 97232

3 DOUBLETREE HOTEL — Mention code: **FAR**

503-281-6111

1000 N.E. Multnomah Street, Portland, OR 97232

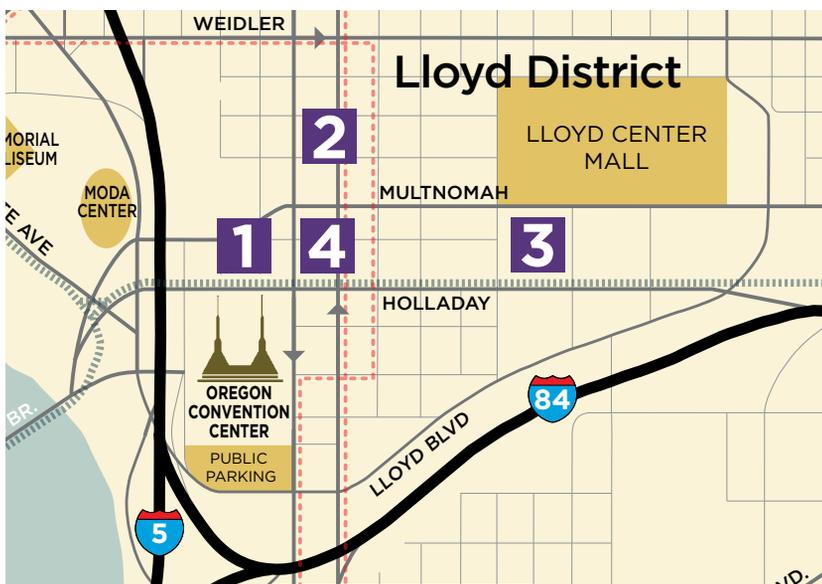
4 Hotel Eastlund — Mention code: **FARWEST25**

503-235-2100

1021 N.E. Grand Avenue, Portland, OR 97232

*Discounted rates can be reserved through **July 31, 2025**, subject to availability. Secure your reservation at FarwestShow.com/Hotel.

Please be aware there are companies who contact exhibitors directly claiming to have room blocks on behalf of the Farwest Show. Do not give your credit card information to anyone claiming to be a Farwest Travel Agent. Farwest Show staff do not make outbound calls to solicit reservations. For more information, contact Farwest@OAN.org.



LLEGÓ LA HORA SOCIAL

¡Disfrute de bebidas y aperitivos de cortesía!

¡Está invitado! No se pierda estos eventos GRATUITOS para todos los participantes de Farwest.

EVENTO DE FORMACIÓN DE REDES DE NEXGEN

MIÉRCOLES 20 DE AGOSTO, de 3:30 p.m. a 5 p.m., en el vestíbulo A



¡Haga conexiones y crezca con NexGen!

Acompáñenos en este evento gratuito para todos los profesionales de la horticultura y conozca a los profesionales más brillantes y entusiastas en la industria verde y a nuestros futuros líderes. ¡Podrán disfrutar de aperitivos y una bebida de cortesía mientras se conocen!

NexGen es un nuevo grupo de profesionales de viveros y liderazgo de la OAN, el cual está abierto para todos los miembros de la comunidad de viveros e invernaderos, y tiene un enfoque especial para las personas nuevas en la industria o que comienzan a avanzar en sus carreras. ¡Únase a la diversión y dese la oportunidad de conectar, formar redes y socializar con colegas de mentalidades similares que comparten su pasión por la industria!

Patrocinado por



MUJERES EN LA HORTICULTURA

JUEVES 21 DE AGOSTO de 3:30 p.m. a 5 p.m., Salón: C124

¡Acompáñenos a celebrar más de una década de conectar con mujeres en la industria verde!

¡Este es un evento inclusivo y le damos la bienvenida a cualquier defensor de las mujeres en la horticultura, sin importar el género!

Desde su comienzo en 2010, el evento de creación de redes Mujeres en la horticultura en Farwest ha sido un lugar donde las mujeres pueden compartir sus experiencias, crear conexiones y fortalecer sus habilidades profesionales. ¡Juntos podemos crear una fuerte red de apoyo para las mujeres en toda la industria verde!

Patrocinado por



VÍSTASE CON SU APOYO PARA LAS MUJERES EN LA HORTICULTURA

A petición del público, ya puede comprar la playera de Mujeres en la horticultura de este año a través de Bonfire. Todas las ganancias ayudarán con el abastecimiento de alimentos y bebidas para el evento de este año. Encuentre los detalles para comprar playeras de Mujeres en la horticultura en el siguiente enlace: FarwestShow.com/Event/Women-In-Horticulture

Hay más estilos de playera y colores disponibles.

EVENTOS SOCIALES

GRATIS y abierto a todos los participantes de Farwest.



HORA FELIZ

MIÉRCOLES 20 DE AGOSTO, de 5 p.m. a 7 p.m., en el vestíbulo A

¿Quién quiere fiesta? ¡¡Nosotros!!

Acompáñenos y disfrute deliciosas bebidas y aperitivos gratuitos mientras interactúa con amigos y colegas para celebrar la culminación del primer día del evento. Los premios de Farwest a las casetas de exhibición se anunciarán durante las festividades de la hora feliz, incluyendo al ganador del mejor espectáculo! Abierto para todos los participantes de Farwest. ¡Salud!



Patrocinado por



RECORRIDO DE BARES

JUEVES 21 DE AGOSTO, de 5 p.m. a tarde a la noche, en Spirit of 77

¡Vamos a la ciudad por otra ronda! Socialice y haga conexiones con nuevos y viejos amigos mientras disfruta de aperitivos y se relaja. Únase a nuestro recorrido de bares de Farwest para una noche llena de diversión con bromas ocurrentes y risas.

La alegría comienza en **Spirit of 77** (500 N.E. Martin Luther King Jr. Blvd., Portland), muy cerca del centro de convenciones, donde habrá aperitivos ligeros. Las primeras 100 personas en Spirit of 77 recibirán una bebida de cortesía. Consulte FarwestShow.com para conocer las demás paradas de la velada.

Este vivaz evento es imperdible y está abierto para todos los participantes de Farwest!

Patrocinado por



CORTEVA
agriscience

5 p.m. Spirit of 77

500 N.E. Martin Luther King Jr Blvd.,
Portland, OR



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y eventos sociales.



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Eric Hammond
& Octavio Martinez
Heritage Seedlings & Liners Inc.
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AND BULBS**

A.D.R. Bulbs Inc.	15013, 15015
Ball Seed Company.....	15025, 15027, 16026, 16028
DeVroomen Garden Products.....	21046
F & B Farms & Nursery	10025, 11026
Growing Colors.....	12047
Netherland Bulb Company.....	14052
Premier Color Nursery	18045
Smith Gardens Inc.	10015, 11016
T&L Nursery Inc.	14051

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Chemeketa Community College.....	20056, 20058
Clackamas Community College	20060
Direct Labor	12011
Energy Trust of Oregon.....	14048
Great Plant Picks.....	20061
Horticultural Research Institute (HRI)	14013
Master Nursery Garden Centers.....	16055
Northwest Nursery Buyers Association (NNBA)	13007, 14008
Oregon Association of Nurseries.....	13025, 13027, 13029, 13031, 14026, 14028, 14030, 14032
Oregon Department of Agriculture.....	20062, 20060
Oregon Department of Forestry.....	21060
Oregon Department of Revenue	10013
Oregon Landscape Contractors Board.....	21058
Oregon State University Department of Horticulture.....	20055
OSU Ornamental Plant Breeding.....	20057
ProGreen EXPO	13010
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**BAMBOO AND
ORNAMENTAL GRASSES**

Bamboo Garden	18014
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BENEFICIAL INSECTS

Beneficial Insectary.....	10030
Evergreen Growers Supply	11025
Sound Horticulture.....	15056

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BASF	8046
BioSafe Systems LLC.....	9044
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Bobbex Inc.....	17049
Corteva Agriscience.....	9043
Dip 'N Grow Inc.....	11045
Envu.....	10045
Gowan USA LLC	11056
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Pace 49.....	11030
Syngenta.....	11055
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WREATHS AND GREENS**

Kirk Company.....	18008, 18010, 18012
Novelty Lights Inc.....	7025

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AND SOFTWARE**

Aster Software	12007, 12009
CompuPlants.....	12056
GreenThumb AI.....	17010
Growmentum.....	10007
Incline Marketing.....	13011
Mprise Agriware	10008
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PlantX	13047

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Brooks Tree Farm.....	10043, 11044
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Iseli Nursery.....	19037
PRT USA Hubbard.....	8045
Tree Frog Nursery.....	13052

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Anderson Die & Mfg Co.....	19043, 20044
Bowers Forest Products.....	8050, 8052
Compostify.....	10027, 10029
Discount Nursery Supplies LLC.....	16029
East Jordan Plastics Inc.....	8027
GROWinBAG by Growinnovate.....	16050
Growscape.....	11029, 11031
JVK.....	10055, 10057
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PBM Supply & Mfg. Inc.....	15063
Raymond West Intralogistics Solutions.....	16019
RAYN Growing Systems.....	18019
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Agra Tech Inc.....	22055
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Next G3N Greenhouse.....	11028
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verypants.....	21056

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Huanmei Supply Inc.....	12048
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Cascade Tropicals LLC.....	15014, 15016
Mainland Floral Distributors Ltd.	20045, 20047
Sunborne Nursery.....	9025, 10026

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Agromillora Quality Assurance Lab 9050
Melinda Guzman
 9375 NE Warmington Rd.
 McMinnville, OR 97128
 971-237-3566
mguzman@agromillora.com
www.agromillora.com/en-us/quality/qa-lab/

The QA lab goal is to ensure the genetic integrity and health of plant material by conducting genetic and phytosanitary molecular testing. Our testing serves as quality control at various stages of the production process. **Please see our advertisement on Page 103.**

Air Tray Technologies by Blackmore Co......9026, 9028
Joe Osterholtz
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joe_osterholtz@msn.com
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ahmad@aivaka.com
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Alpha Nursery 13037
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info@alphanursery.com
www.alphanursery.com

Complete line of quality containerized nursery stock for your retail market. **Please see our advertisement on Page 16.**

American National Property and Casualty Co.12049, 12051**Dionne Miller**1949 E Sunshine St.
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www.americannational.com

American National specializes in insurance for the green industry. Our team of local American National agents are hands-on. They personally meet with business owners, review their property and then help build a customized business insurance plan based on the client's unique needs and budget. As an added convenience our agents can also help advise on annuities. Contact us for a no-obligation professional insurance review. **Please see our advertisement on Page 107.**

Anderson Die & Mfg Co.19043, 20044**Rick Anderson**2425 SE Moores St.
Portland, OR 97219
503-654-5629, FAX 503-654-5655info@andersonpots.com
www.andersonpots.com

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

Armando Alvarez Group 12058**Caitlyn Allison**1480 Justin Rd.
Rockwall, TX 75087
780-619-1758callison@armandoalvarez.com
<https://armandoalvarez.com>**Aster Software12007, 12009****Tony Van Oort**PO Box 273
Rosedale, BC VOX 1X0 Canada
888-452-0861sales@astersoftwaregroup.com
www.astersoftwaregroup.com

iQ Grower: CRM and ERP United, software built for growers by growers. Turning chaos into clarity, together.

Aurora Peat Products ULC 21049**Norita Von Grad**13704 170 St. NW
Edmonton, AB T5V 1T2 Canada
780-203-8364norita.von.grad@aurorapeat.com
www.aurorapeat.com

Aurora Peat Products offers a diverse range of peat and peat-based products to meet the needs of every customer. Whether it's for large-scale agricultural operations or small-scale gardening projects.

B**Bailey Nurseries Inc. 17019****Jason Bizon**1325 Bailey Rd.
St. Paul, MN 55119
800-829-8898, FAX 800-829-8894jason.bizon@baileynurseries.com
www.baileynurseries.com

Growing a full line of bareroot and container plants for the nursery industry. Trees, shrubs, roses, evergreens, vines, fruits, perennials, rootstock seedlings and rooted cuttings. Creator of the Endless Summer® Collection, Easy Elegance® Roses and First Edition® Plants. **Please see our advertisement on Page 5.**

Ball Publishing8051**Paul Black**PO Box 1660
West Chicago, IL 60186
866-888-4237, FAX 630-231-5254pblack@ballpublishing.com
BallPublishing.com

GrowerTalks/Green Profit is the premier industry magazine for commercial greenhouse growers and retail garden centers. With 34,000+ print and digital subscribers and a focus on all things horticulture, GrowerTalks/Green Profit combines the best on growing, retailing and consumer insights into one premium monthly publication. There is nothing else like it.

Ball Seed 15025, 15027, Company16026, 16028622 Town Rd.
West Chicago, IL 60185
630-231-3600, FAX 630-562-7790tlatelle@ballhort.com
www.ballhort.com

Ball Seed is North America's leading wholesale horticultural distributor, and your complete business partner with a wide variety of plants, products and services to make your business a success. Our Ball Seed sales representatives work with you to customize solutions you need for your greenhouse business. Plugs, seed, unrooted cuttings, liners, bulbs and bare root are all available on WebTrack, our online ordering system — so you get what you need, when you need it.

Bamboo Depot 20048**Aaron Rey craft**20231 72nd Ave. S
Kent, WA 98032
888-273-6888, FAX 253-245-2214aaron@bamboodepot.net
www.bamboosupply.net

Your source for bamboo stakes, poles and trellises.

Bamboo Garden 18014**Penelope Costley**18900 NW Collins Rd.
North Plains, OR 97133
503-647-2700admin@bamboogarden.com
www.bamboogarden.com

Bamboo plants and bamboo containment barriers. **Please see our advertisement on Page 20.**

Bamboogro Inc.17009**Tom Long**7019 S 234th St.
Kent, WA 98032
302-650-2629sales@bamboogro.com
www.bamboogro.com

We supply quality bamboo stakes, trellises and gloves etc to nurseries, farms and distributors.

Barnel-USA 1705215220 NW Laidlaw Rd., Ste. 200
Portland, OR 97229
503-291-1500, FAX 503-291-1600info@barnel.com
www.barnel.com

Manufacturer of professional-grade lawn and garden tools since 1985.

BASF 8046**Ryan Wyckoff**26 Davis Dr.
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541-310-1457ryan.wyckoff@basf.com
www.betterplants.basf.us

Basic manufacturer of fungicides, herbicides, insecticides and bioinsecticides for greenhouse and nursery markets.

BeaverLake Nursery 17007**Troy Martin**PO Box 927
Beavercreek, OR 97004-0927
503-632-4787, FAX 503-632-5412troy@beaverlakenursery.com
www.beaverlakenursery.com**Beneficial Insectary10030****Jessica Tobiason**9664 Tanqueray Ct.
Redding, CA 96003
530-226-6300jessica.tobiason@insectary.com
www.insectary.com

Based in Redding, California, Beneficial Insectary has been offering domestically-produced BCAs for growers of all types of crops for over 35 years. With many organisms available for next-day shipping, Beneficial Insectary proudly offers unbeatable quality and freshness of live organisms delivered to growers within 48 hours of ordering. Check us out at insectary.com!

Bernert Nursery 21048, 21050**Nathan & David Bernert**26044 NE Butteville Rd.
Aurora, OR 97002
503-432-7905nathanbernert@outlook.com
<http://www.bernertnursery.com>

Wholesale grower of Japanese maples and conifers

BFG Supply Co.16056, 16058**BFG Customer Service**14500 Kinsman Rd.
Burton, OH 44021
800-883-0234info@bfgsupply.com
www.bfgsupply.com

Our purpose is to supply growth solutions that cultivate valuable partnerships and promote the expansion of horticulture and outdoor living.

BOOTH

BioSafe Systems LLC..... 9044
Dusty Barroso
 22 Meadow St.
 East Hartford, CT 06108
 408-279-9467, FAX 860-290-8802
dbarroso@biosafesystems.com
<https://biosafesystems.com/>

From the makers of ZeroTol 2.0 comes a whole line of environmentally friendly products that eliminate algae, bacteria, and fungi. Simply sustainable. Always effective.

BioWorks Inc..... 10028
Erik Hansen
 100 Rawson Rd., Ste 205
 Victor, NY 14564
 208-519-6461
ehansen@bioworksinc.com
www.bioworksinc.com

At BioWorks, we believe that how you grow is just as important as what you grow. That's why we are passionate about bringing growers environmentally responsible solutions for controlling insects and plant diseases. Our innovative family of products combines the environmental responsibility that you strive for with the cost-effectiveness and efficacy that you depend on

Bizon Nursery Co. 12037
Kevin Borts & Eric Bizon
 29895 SW Kinsman Rd.
 Wilsonville, OR 97070
 503-682-2435, FAX 503-682-2758
info@bizonnursery.com
www.bizonnursery.com

As a 3rd-generation nursery in the beautiful Willamette Valley of Oregon, we grow a wide range of B&B and container trees and shrubs — from the very unusual to common in both retail and landscape sizes. The plants are pruned to provide you with a fuller, heavier grade plant than is common in the trade.

Blooming Nursery \$ ▶ 19056
Grace Dinsdale
 3839 SW Golf Course Rd.
 Cornelius, OR 97113
 503-357-2904, FAX 503-357-2932
gkdinsdale@bloomingnursery.com
www.bloomingnursery.com

Perennials, annuals, grasses, herbs, shrubs and groundcovers available in finished containers.

Blue Heron Farm 11037
Thurman Main
 7240 River Rd. S
 Salem, OR 97306
 541-754-4224, FAX 541-754-6181
customerservice.bhf@gmail.com
www.bhfnursery.com

Specimen shade and flowering trees, conifers, container trees and ornamentals, bare root trees. **Please see our advertisement on Page 46.**

Blue Mountain Nursery LLC..... 17055, 18056
Leo Gentry II
 22643 SE Tillstrom Rd.
 Damascus, OR 97089
 503-658-1991, FAX 503-658-1992
sales@bluemountainnsy.com
www.bluemountainnsy.com

High-quality Japanese maples, grafted conifers, boxwoods, ornamentals, shrubs, grasses and laurels.

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brian@bobbex.com
www.bobbex.com

Tested most effective deer and rabbit repellent. All natural, safe and easy to use, and will not wash off.

Botaniworld..... 22043
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 Framingham, MA 01701
 781-214-1854
info@soilwand.com
soilwand.com

SoilWand is a compact, modular, articulated landscape gardening tool platform that lets you add or remove toolheads and adjust their angle to your specific needs. No other landscaping tool offers such flexibility, convenience, and precision. SoilWand transforms with the angle of the toolhead, becoming a scuffle weeder, precision weeder, cultivator, rake, edger, hoe, shovel, grub hoe, and more. Specifically designed for professional landscapers and fine gardeners, SoilWand accelerates task completion and reduces the physical strain on wrists, making it an essential tool for those who demand efficiency, precision, and comfort in their gardening projects.

Bountiful Farms 16037
Todd Nelson
 17091 Boones Ferry Rd. NE
 Woodburn, OR 97071
 503-981-7494, FAX 503-981-7224
info@bountifulfarms.com
www.bountifulfarms.com

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Bowers Forest Products 8050, 8052
Noah Macy
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 Beaver Creek, OR 97004
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sales@woodwayproducts.com
<https://www.bowersforestproducts.com/>
<https://www.woodwayproducts.com/>

Supplier of quality nursery lumber products, including cedar boxes, lattice, trellis, tilt sticks, gate material, pallet material, and more.

Boxwood Unlimited..... 20043, 21044
Barry Kraxberger
 17935 SW Hillsboro Hwy.
 Hillsboro, OR 97123
 503-849-7322, FAX 503-628-6313
kraxfarms@frontier.com
www.kraxberger-farms.com

Braun Horticulture Inc..... 10047
Justin Pacheco
 PO Box 260
 Niagara Falls, NY 14302
 800-246-6984, FAX 905-648-4298
Justinp@braungroup.com
braungroup.com

Supplier of wire baskets and nursery supplies. Burlap, fiberglass tree stakes, burlap, twine and sisal rope.

BOOTH

Brentano's Tree Farm LLC 8031, 9030, 9032
Pete Brentano
 PO Box 275
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 503-633-8733
brentano@brentanos-treefarm.com
www.brentanos-treefarm.com
 Caliper shade and flowering trees, ornamentals and grafted conifers, B&B and container.

Bridgetown Garden Tools \$ ▶ 18009, 19010
Brian Connolly
 3439 NE Sandy Blvd. #680
 Portland, OR, 987232
 503-662-2026
sales@bridgetowngardentools.com
bridgetowngardentools.com

Bridgetown Garden Tools is a premium garden tool supplier located in Portland, Oregon. We focus on high quality heirloom tools for the backyard gardener. We carefully design and test all products in our own gardens to put the best tools in your hands.

Briggs Nursery 18037
Brett Backman
 PO Box 658
 Elma, WA 98541-0658
 800-444-1515 ext. 107, FAX 888-400-2380
bbackman@briggsnursery.com
www.briggsnursery.com

Growers and propagators of quality liners, plugs and container stock: ornamentals, small fruits, perennials and forestry.

Brooks Tree Farm..... 10043, 11044
Dave & Kathy LeCompte
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 Salem, OR 97305
 503-393-6300, FAX 503-393-0827
office@brookstreefarm.com
www.brookstreefarm.com

Wholesale seedlings and plugs for the ornamental trade, grafting understock, Christmas tree growers, timber and native shrub projects.

Burro 17045, 17047
Chris Thiesen
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 Visalia, CA 93292
 559-859-5665
chris@burro.ai
Burro.ai

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cjnursery@live.com
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Cactus Canyon Ceramics18014**Steve McCann**15650 SW Dove Rd.
Terrebonne, OR 97760
541-316-3236gringo@cactuscanyonceramics.com
<http://cactuscanyonceramics.com>

Cactus Canyon Ceramics offers planters, garden pots and decor items from Mexico and Spain. We source, develop, control quality and ship direct from Mexico to your business. We offer selections of planters in half and full pallet boxes — drop-shipped direct to our customers. We are proud of customer service and dedicated to our customers' success. Thank you.

Cascade Tropicals LLC..... 15014, 15016**Andrej Suske**8711 160th St. SE
Snohomish, WA 98296
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Houseplants — Most interesting selection and quality of the staples and unique plants for weekly delivery to your location.

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503-901-9408caitlyn@chapulfarms.com
<https://www.chapulfarms.com/>

Chapul Farms, based in McMinnville, Oregon, leverages black soldier fly (BSF) larvae to transform food waste into high-value products. Through this natural bioconversion process, we produce insect frass, a nutrient-rich soil amendment, and whole dried larvae, a sustainable protein source commonly used as chicken treats and animal feed.

Chemeketa Community**College** 20056, 20058**Tim Ray**PO Box 14007
Salem, OR 97305
503-399-5139, FAX 503-589-7828tim.ray@chemeketa.edu
go.chemeketa.edu/horticulture

Chemeketa Community College in Salem, Oregon offers 2-year degrees in horticulture. We also offer studies and degrees in vineyard management, winemaking and wine business. Chemeketa's community agriculture and pesticide training program includes many of the re-certification requirements for pesticide applicators.

Cinch Packaging.....13060**James Dayley**1140 Arrowbee Dr.
Placerville, CA 95667
916-798-3195james@cinchpkg.com
www.cinchpkg.com

Fastening and tying tools and equipment, tying tape and related items

Clackamas Community College20060**Loretta Mills**19600 Molalla Ave.
Oregon City, OR 97045
503-594-3292, FAX 503-650-6660lorettam@clackamas.edu
www.clackamas.edu

CCC Horticulture provides quality education and training in arboriculture greenhouse, landscape, nursery management and organic farming.

Colony Nursery Inc......19055, 19057**Clinton Smay and Travis Burke**28889 South Need Rd.
Canby, OR 97013
503-651-2348sales@colonynursery.com
www.colonynursery.com**Columbia Nursery LLC**.....15049**Wayne Staehely**29490 South Jackson Rd.
Canby, OR 97013
503-263-2623wayne@columbia-nursery.com
www.columbia-nursery.com

We offer a unique selection of conifers and Japanese maples that are true to name.

Compostify10027, 10029**Steve Wilson**Level 11, Tower 1, 205 Queen St.
Auckland, 1010 New Zealand
64274496977Steve@compostify.com
Compostify.com

Compostify's soil-smart nursery pots break down into plant food instead of microplastic headaches, giving you healthier roots, happier customers, and landfill-free peace of mind. One pot, three easy paths. Reuse it, compost it at home, or plant it straight in the ground, the choice is yours. We want to meet growers concerned about plastic who are looking to make a change.

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Tualatin, OR 97062
503-691-1856scotte@compuplants.com
www.compuplants.com

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Continental Western Corporation..... 9016**Annette Eaton**12021 NE Erin Way
Portland, OR 97220
503-223-5194, FAX 503-223-6729aeaton@cwglobal.com
www.cwglobal.com

Sisal and synthetic twine, containers, bamboo, shipping products, rope, tarps, gloves, rainwear.

Corteva Agriscience 9043**Colm Allan**4243 E. Driftwood Dr.
Meridian, ID 83642
217-206-0816colm.allan@corteva.com
www.corteva.us/products-and-solutions/turf-and-ornamental

Basic manufacturer of herbicides, insecticides and fungicides for the turf and ornamental market.

Cosmic Connections LLC18046**John Hoffman**18419 SE Babbler St.
Milwaukie, OR 97267
541-625-3017johncosmiccoir@gmail.com
www.cosmicconnectionsllc.com

Cosmic Connections is a direct-importer of OMRI-listed & CDFA-approved coconut coir products. Sourced in southern India, we strive to offer a consistent, low-EC, quality product. Importing to the US since 2008.

Countryside Nursery16031, 17032**Adam Farley**23800 NE Airport Rd.
Aurora, OR 97002
503-678-0511, FAX 503-678-0332afarley@countrysidenursery.com
www.countrysidenursery.com

A full selection of container and field-grown stock featuring maples, spruce, pine and ornamental conifers.

Cutco Cutlery10016**Joseph Rodriguez**322 Houghton Ave.
Olean, NY 14760
956-222-1224industryeventsbooking@gmail.com
www.cutco.com/products/business-gifts

Our focus with Cutco Gifting is to help your business develop a marketing strategy that will expand and emphasize the company's brand by strengthening relationships through gifting. The key people that help businesses grow need to feel the most appreciated- this includes your top clients, referrals, distributors, and valued employees. Engraving your business logo on Cutco products separate your gifts from the standard items that are usually received because it is a luxury gift with a highly practical use not only for your client, but for their household. We also consult to help create a marketing strategy specific to your business to increase reviews and referrals such as creating a brochure insert with a QR code on it that will take them directly to leave a review.

D

Dave Wilson Nursery.....17025, 18026**Brigid Speelman**19701 Lake Rd.
Hickman, CA 95323
209-638-8186, FAX 209-874-2274brigid@davewilson.com
www.DaveWilson.com

Bare-root fruit, nut, shade and flowering trees. Sales programs designed for retail nurseries.

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Jesse Fonseca
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 Batesburg, SC 29006
 863-441-5139
 Delnorteharvesting@gmail.com
 Turnkey H2A Program

DeVroomen Garden Products.....21046
 3850 Clearview Ct.
 Gurnee, IL 60031
 847-395-9911
 nickolas@devroomen.com
 www.devroomen.com

Dip 'N Grow Inc.11045
John Bakeman
 PO Box 1888
 Clackamas, OR 97015
 503-496-5120, FAX 503-496-5070
 johnb@dipngrow.com
 www.dipngrow.com
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 Salem, OR 97301
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 nurserypots@msn.com
 www.discountnurserysupplies.com
 High-quality, injection-molded nursery containers, flats and saucers.

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Brad Marjama
 11333 SE Bluff Rd.
 Sandy, OR 97055
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 sales@donmarjamanursery.com
 www.donmarjamanursery.com
 Conifers, ornamentals, evergreens. Container and field-grown. **Please see our advertisement on Page 20.**

Down to Earth Distributors..... 20050, 20052
Mike McFadden
 PO Box 1419
 Eugene, OR 97440
 541-485-5932, FAX 541-485-7141
 mmcadden@downtoearthdistributors.com
 www.downtoearthdistributors.com
 Started in Eugene, Oregon, in 1977, Down to Earth Distributors has grown to become a national supplier of all-natural garden-to-table products and manufacturer of Down to Earth Fertilizer. Active gardeners, canners and cooks, we have been at the forefront of the green and all-natural community, tailoring our catalog for garden centers, co-ops, natural grocers, and lifestyle stores to give them the widest selection of natural living products available.

Drakes Crossing Nursery17046
 19774 Grade Rd. SE
 Silverton, OR 97381
 503-873-4932, FAX 503-873-4933
 info@drakescrossingnursery.com
 www.drakescrossingnursery.com
 Bare-root conifer seedlings and Christmas trees, potting, grafting and field planting.

Dramm Corp......12016
Amanda Taddy
 PO Box 1960
 Manitowoc, WI 54221-1960
 920-684-0227, FAX 920-684-4499
 ataddy@dramm.com
 www.dramm.com
 Watering tools, chemical application, water treatment management and liquid fish plant food for growing organics.

Dreamtree Cloud.....16009, 16011
Gopal Ramanathan
 17070 NE 115th Way
 Redmond, WA 98052
 425-647-9832
 gamanat@gmail.com
 https://dreamtree.cloud
 At Dreamtree we have been invested in building meaningful and affordable technology solutions exclusively for growers and garden centers in the UK for over 25+ years, now available for the North American market. Our range of modular technology solutions covers everything from production planning, inventory management, Customer management, Scheduling, Point of sale etc that are fully integrated. We also build custom solutions for growers and garden centers.

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 Beavercreek, OR 97004
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 mdurkin@att.net
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 Select nursery stock, specializing in B&B conifers, Japanese maples and other unusual plants.



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 Quality fertilizers, soil amendments and potting soils. E.B. Stone and Greenall brands. Serving gardeners since 1916.

EarthScout 7029, 7027
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 Brooklyn Park, MN 55445
 877-443-7632
 john.smith@earthscout.com
 www.earthscout.com

East Jordan Plastics Inc......8027
Chris Rodriguez
 31877 Wild Ginger Place
 Murrieta, Ca 92563
 231-497-8750
 chris.rodriguez@ejplastics.com
 www.eastjordanplastics.com
 Manufacturer

Ed Staub & Sons.....14020
Kathy Temple
 913 NE 1st St.
 Bend, OR 97701
 541-330-8356, FAX 541-323-2170
 kathy.temple@edstaub.com
 www.mcpcoop.com
 OAN and Ed Staub & Sons (formerly Supervised Fuels) have partnered to provide a member benefit fuel program, offering wholesale pricing and access to both Pacific Pride and CFN commercial fueling networks.

EHR (formerly Eason Horticultural Resources Inc.)16047, 16049
Charlie Standish
 939 Helen Ruth Dr.
 Fort Wright, KY 41017
 800-214-2221
 cstandish@ehrnet.com
 www.ehrnet.com

Ekstrom & Schmidt Nursery LLC..... 15055
Brandon Schmidt
 3199 SE 302nd Ave.
 Troutdale, OR 97060
 503-328-6680
 ekstrom.schmidt@gmail.com
 www.ekstrom-schmidt.com
 We are a family-owned operation specializing in a large variety of B&B and containerized nursery stock. We offer a great selection of flowering trees, shrubs, Japanese maples, conifers and shade trees.

Eliet USA Inc. 8019
Andrew Shields
 19 E Moreland Ave.
 Philadelphia, PA 19118
 412-367-5185
 info@elietusa.com
 www.elietusa.com
 Manufacturer of the best lawn and garden machines. Chipper-shredders, seeders, overseeders, edgers, dethatchers, power rakes.

Energy Trust of Oregon.....14048
Whitney Rideout
 421 SW Oak St., Ste. 300
 Portland, OR 97204
 866-202-0576
 Production@energytrust.org
 www.energytrust.org/industry-agriculture/
 Energy Trust information, cash incentives and contractor connections help customers use less energy, generate renewable power and protect the environment. We have specific programs for nurseries and agriculture. Stop by our booth to learn more. **Please see our advertisement on Page 24.**

Engel's Evergreens LLC..... 11027
Vince, Kathy and Quentin Engel
 45100 SW Seghers Rd.
 Gaston, OR 97119
 503-359-5757, FAX 503-357-5780
engels.evergreens@frontier.com
www.english-evergreens.com

We are a wholesale plant nursery that has been in business since 1985. Our nursery produces container grown flowering, shade and fruit trees as well as small fruit for retail garden centers. We also produce fresh Christmas wreaths and greens for retail garden centers.

Envu 10045
Steve Larson
 19938 Kelliecreek Dr.
 Katy, TX 77450
 346-213-2101
steve.larson@envu.com
www.us.envu.com/turf-and-ornamentals-management

New: insecticide Altus, fungicide Broadform, and long lasting herbicide Marengo

Ernst Irrigation..... 22049
Caitlin Davidson
 20179 Main St. NE, PO Box 490
 St. Paul, OR 97137
 503-633-1111
Caitlind@ernstirrigation.com
<https://ernstirrigation.com/>

Serving the farming community in and around St. Paul and throughout the Willamette Valley and beyond! Ernst Irrigation traces its history back to 1873, when French shoemaker Francois Ernst set up shop in St. Paul. Ernst Irrigation general manager Patrick Dolanees a bright future for the company for several reasons, the chief one being the continued support he and his staff have been getting from the surrounding, tight-knit agricultural community. Many of the people who grow hops, grass seed, processing vegetables and nursery crops around St. Paul are related and can boast of ancestors who played a key role in settling the mid-Willamette Valley.

Eschenfelder Farms..... 14056, 14058
Mikaela Eaton
 8456 S Heinz Rd.
 Canby, OR 97013
 503-314-7708
mikaela@eschenfelderfarms.com
EschenfelderFarms.com

Eshraghi Nurseries LLC..... 12025, 13026
Dan Kunkel
 26985 SW Farmington Rd.
 Hillsboro, OR 97123
 503-628-8685, FAX 503-628-1426
sheri@eshraghinursery.com
www.eshraghinursery.com

Eshraghi Nurseries is a premier, wholesale grower of Japanese maples, grafted conifers, woody shrubs and herbaceous perennials. We offer over 100 varieties of Japanese maples. Our grafted conifer selections include *Abies*, *Cedrus*, *Picea*, *Pinus* and *Chamaecyparis*, to name a few. Our plants are selected for cold hardiness zones 3-8. Contact us to arrange a tour of the 400+ acre nursery or check our website for our plant catalog and current availability.

Etera Sedum LLC 19059, 19061
Samuel Hoefler
 45425 NW Greenville Rd.
 Forest Grove, OR 97116
 541-244-8203
samuelh@etera.com
www.etera.com

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 Forest Grove, OR 97116
 626-322-8196
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www.evlnursery.com

EVO B2B..... 14025
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F

F & B Farms & Nursery 10025, 11026
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www.fandbfarms.com

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Fibre Family 10009, 10011
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 9.19447E+11
sankar@fibrefamily.info
www.fibrefamily.com

Established in 2003, Fibre Family is a leading Indian manufacturer and exporter of eco-friendly coir and coco peat products. The company offers a diverse range of high-quality items including coco peat substrates, coir garden articles, and erosion control solutions. With a strong focus on sustainability, innovation, and consistent quality, Fibre Family caters to clients across USA, Europe, Asia, and other global markets — supporting greener practices in agriculture, horticulture, and landscaping.

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 503-985-7561, FAX 503-985-3495
Linda@fisherfarms.com
www.fisherfarms.com

Flier Systems USA Inc..... 23037
Michiel van der Waal
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 Kennesaw, GA 30144
 678-662-7055
m.vanderwaal@fliersystems.com
www.fliersystems.com


Gardenware19016
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Sales Department

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www.greenlandgrowers.com
Wholesale grower.

GreenThumb AI17010
Brian Czaicki

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314-608-0485
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**Grower Direct
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Shirley Cheung

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Chino, CA 91710
909-413-8025
shirley@growerdirectsupply.com
www.growerdirectsupply.com

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pots and some other greenhouse items.

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J&C was founded in 2006. We have been rooted in lighting industry for more than 19 years. However, 10 years ago, we began focusing on the niche field of indoor plant lighting. We have gradually become a comprehensive company, integrating lighting technology, horticultural technology, and product design aesthetics. Our product line covers Kitchen Grow, Window Grow, Shelf Grow, Corner Grow, and Tabletop Grow. J&C's goal is to bring nature closer to people in the comfort of their homes, allowing everyone to experience the simple joy of growing plants at home. Currently J&C products are performing very well in Europe and Japan.

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Harvest Company, The..... 15012**Alex Salaman**5629 DTC Pkwy., Ste. 900
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610-716-3121**alex@growgeneration.com****https://theharvestco.com**

With a deep commitment to sustainability and healthy living, The Harvest Company caters to both seasoned and novice gardeners alike, offering support through every phase of their gardening journey. Our product lineup is carefully designed to meet the needs of a diverse range of home gardening and urban farming endeavors, featuring high-quality organic seeds, eco-friendly gardening supplies, and cutting-edge equipment. Our goal is to make home gardening accessible and enjoyable for everyone, contributing to a lifestyle that is both healthy for our families and sustainable for the planet. **LIVE HEALTHY!**

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HarvestWise Drone Solutions, headquartered in Oregon, provides advanced agricultural drones, training, and support across the Pacific Northwest. As an authorized dealer and partner of Agri Spray Drones, HarvestWise offers precision equipment for spraying, seeding, imaging, and mapping. Serving growers, nurseries, and forestry managers, HarvestWise delivers field demos, FAA compliance guidance, maintenance, and parts. HarvestWise offers personalized training and helps clients adopt drone technology with confidence — boosting productivity and sustainability through real-world solutions.

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Institute (HRI) 14013****Jennifer Gray**2130 Stella Court
Columbus, OH 43215
614-884-1155
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www.HRIResearch.org

The Horticultural Research Institute (HRI), the AmericanHort foundation, has provided more than \$11 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.

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I

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J

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BOOTH

Jiffy Products of America16048

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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.

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K

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Rick Miller
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908-812-2520
rmiller@kirkcompany.com
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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.

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Krueger's Nursery18055

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Kuenzi Turf & Nursery16016

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.

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Laceleaf Maples LLC18057

Ryan Goodin
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360-772-6322
RYAN@GBUILDFRAME.COM
Japanese maples.

Lambert Peat Moss Inc.....8015

Richard Salas
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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 Northwest18011, 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

Lane Forest Products is a family-owned company serving the Pacific Northwest for over 35 years, where we manufacture and distribute premium mulch, compost, soil blends, and rock to nurseries and landscapers throughout the region. We operate three retail locations, including Corner Store Nursery — a full-service plant, flower, and tree nursery with a charming food truck café offering espresso, lemonade, and fresh bites. We also lead in green waste recycling and market the Airlift Separator globally. With over 220 employees, Lane is known for innovation, sustainability, and standout service. For every season, there's a reason to come to Lane. **Please see our advertisement on Page 18.**

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.13019, 13021
Randy Skinner
 9400 SW Beaverton Hillsdale Hwy, Ste. 100
 Portland, OR 97225
 503-296-0077, FAX 503-296-0044
randys@lacoinsurance.com
www.lacoinsurance.com

Leonard Adams Insurance is a fourth-generation, independent local agency serving the Northwest since 1933. They offer customized insurance solutions for individuals and businesses, including home, auto, life, commercial property, and liability coverage. As the exclusive broker for the OAN-endorsed health plan, they specialize in employee benefits for the nursery and ag industry. With access to 150+ carriers, they deliver tailored coverage with personal service, deep industry expertise, and a commitment to client care. **Please see our advertisement on Page 91.**

Lightspeed Commerce12019
 700 St-Antoine Est., Ste. 300
 Montreal, QC H2Y 1A6 Canada
 514-907-1801
Nicola.Almeida@lightspeedhq.com
https://www.lightspeedhq.com/pos/retail/garden-center-pos/?utm_campaign=Farwest2025&utm_medium=event&utm_source=Farwest2025&utm_content=exhibitor-portal

Lightspeed is the point-of-sale and payments platform powering businesses at the heart of communities in over 100 countries. The partner of choice to fuel your ambitions, Lightspeed technology and insights make work flow across teams, channels and locations to help accelerate growth and provide the best customer experience. Lightspeed gives garden centers and nurseries powerful tools to boost efficiency and navigate seasonality. Manage large, complex inventories with variants, and use forecasting tools to gain insights and meet demand. Keep track of it all across your business in one intuitive platform.

Lind Insurance Services21047
Ashley Lind
 PO Box 355
 Clovis, CA 93613
 888-276-7728
ashley.lind@agsecure.com
NurseryCropInsurance.com
 Providing nursery crop insurance services.
Please see our advertisement on Page 103.

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 37.**

Lommers Trading BV9063
 Ekkerstraat 14
 Bergeijk, 5571LH Netherlands
 31497556047
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 portaltractors. 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.

Lovelace Seeds Inc.16030
Eric Lovelace
 1187 Brownsmill Rd.
 Elsberry, MO 63343
 314-719-9248
judy.lovelace@sbcglobal.net
www.LovelaceSeed.com

Provider of premium tree and shrub seed, including from Northern sources. Over 50 years in the industry with a reputation for quality and customer service. Please contact us for a free catalog, we look forward to working with you!



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Fred de Boer
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 Aldergrove, BC V4W 1G5 Canada
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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. **Please see our advertisement on Page 33**

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

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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.martelsnursery.com
 Specializing in premium *Acer palmatum* and *Cornus kousa chinensis* rootstock.

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 Charlottesville, VA 22903
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www.maslabor.com

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

Master Nursery Garden Centers16055
John Coulter
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 Vacaville, CA 95688
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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.

McHutchison8048
Ken McVicker, Jen Minor
 40 Shurman Blvd., Ste. 120
 Naperville, IL 60567
 800-943-2230
kmcvicker@mchutchison.com;
jminor@mchutchison.com
<https://www.mchutchison.com>

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Ashlee Davis
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 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 Plants12055, 12057, 12059
Jagjit Aujla
 8647 Guide Meridian Rd.
 Lynden, WA 98264
 800-789-1445, FAX 604-856-4531
jag@jrtnurseries.com
www.jrtnurseries.com

Moana Nursery13015
Joe Dula
 24395 S Barlow Rd.
 Canby, OR 97013
 503-266-8170
joed@moananursery.com
www.moananursery.com
 Wholesale grower of woody ornamentals.

N

Monrovia17037**Susie Usrey**

817 E Monrovia Place
Azusa, CA 91702
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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**

90 Nolan Court Unit 21
Markham, ON L3R 4L9 Canada
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lucas@mossify.ca
www.mossify.ca

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Mycorrhizal Applications16012, 16014**Jason Padden**

710 NW E St.
Grants Pass, OR 97526
541-476-3985, FAX 541-476-1581
inquiries@mycorrhizae.com
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.

Native Roots LLC \$9052**Steven Paulsen**

PO Box 800
Kimberly, ID 83341
208-420-6900
steven@native-roots.net
www.Native-roots.net

Native Plant Nursery. Native Roots, LLC specializes in native plant liners for wholesalers and re-wholesalers. Native Roots, LLC offers hundreds of native seed varieties as well.

Netherland Bulb Company14052**Renee Martelli**

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800-788-8547
contactus@netherlandbulb.com
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 Ventures14049**Bob Nichols**

31 Sheridan Dr.
Naugatuck, CT 06770
909-816-5363, FAX 203-720-9489
bob@ncvpots.com
www.newchristieventures.com

New Christie is a U.S. manufacturer of nursery containers from Trade #1 to #15. We specialize in high quality injection molded pots in black, long lasting colors and with long lasting quality printing. We can print simple one-color art to full six color graphics. The pots are durable and able to handle the rigors of weather as well as container stacking. We manufacture pots for most of the U.S.-branded programs and custom produce containers for nurseries and greenhouses in the United States and Canada.

Next G3N Greenhouse11028**Michael Still**

14756 Central Ave.
Chino, CA 91710
909-315-6400
ashley@nextg3ngreenhouse.com
nextg3ngreenhouse.com

Next G3N Greenhouse is a leading provider of innovative 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.

Noname Nursery17050**Robb Sloan**

PO Box 283
Gaston, OR 97119-0283
503-724-8384
robb@nonamenursery.com
www.nonamenursery.com

Wholesale nursery. Perennials and grafted liners.

Northern Garden**Supply \$15008, 15010****Christopher J Reed**

142 Cristler Rd.
Chehalis, WA 98532
971-281-0428

info@northerngardensupply.com
https://www.northerngardensupply.com

Northern Garden Supply builds heavy-duty greenhouse kits and agricultural structures using U.S.-made steel for unmatched durability. Based in Washington and in business since 2017, we offer a full line of greenhouse styles — from Quonset to gable and polycarbonate models — along with drainpipe and excavation supplies. Our products are engineered for strength, easy assembly, and long-term performance in all climates. We proudly ship nationwide.

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800-950-1010
jhill@northlandexp.com
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)13007, 14008**Crystal Cady**

PO Box 288
Welches, OR 97067
503-622-1260, FAX 503-622-1284
crystal@nnba.info
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, and provide central billing. We offer members and vendors numerous educational and networking opportunities, including our annual Summer Bus Tour and Fall Trade Show.

Novelty Lights Inc. \$7025**Alexa Adame**

9800 E Easter Ave.
Centennial, CO 80112
800-209-6122
Alexa@noveltylights.com
www.noveltylights.com

Novelty Lights LLC is a wholesale and retail supplier of decorative lighting, serving homeowners, professional installers, and commercial clients across North America. With over 25 years of experience and more than 70,000 square feet of warehouse space stocked with inventory, we ensure fast, reliable fulfillment. We operate both online and through our brick-and-mortar location, offering a wide range of products — from C9 and mini lights to LED and permanent lighting solutions. Known for exceptional service, competitive pricing, and employee-driven innovation, Novelty Lights is committed to brightening lives with quality lighting and a collaborative, customer-focused approach.

Nufarm Americas14027, 14029**Todd Birchler**

11901 South Austin Ave.
Alsip, IL 60803
630-601-0122
todd.birchler@nufarm.com
www.nufarm.com/usturf/

Manufacturers of nursery and greenhouse products for crop protection solutions

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Nursery Solutions..... 12027

Matt Poeschl
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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

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www.creogroup.com

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

**OBC Northwest Inc..... 21037**

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www.obcnw.com

Earthpot, greenhouses, shade cloth, 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 19.**

Obersinner Nursery Inc. 17043

Joe Obersinner
7886 N Howell Rd. NE
Silverton, OR 97381
503-873-4004, FAX 503-873-2507
inquire@obersinnernursery.com
www.obersinnernursery.com

Field, pot-in-pot and container-grown rhododendrons, Pieris, azaleas, Japanese maples and grafted ornamentals. **Please see our advertisement on Page 103.**

OHP Inc. 19049, 19051

Ryan Boehm
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www.ohp.com

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Old Toms Wormery 19062

Tom Boehme
920 S 7th St.
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408-691-6266
tom@OldTomsWormery.com
OldTomsWormery.com

OTW sells worms and supplies on the west coast. Our new product is a large CFT worm bin kit. It will grow up to a ton of worm compost each year for your nursery. Or sell the kit to divert large amounts of food scraps and wastes away from the landfill. Food services, schools and gardens will appreciate the easy assembly and simple operation. Two sizes are available. You can call Tom for worm advice any time.

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info@optixtechnologies.com
www.optixtechnologies.com

End to end business management software that uses proprietary GPS hardware to audit all the daily assumptions we make as LCOs.

Oregon Association of Nurseries 13025, 13027, 13029, 13031, 14026, 14028, 14030, 14032

Jeff Stone
29751 SW Town Center Loop W
Wilsonville, OR 97070
503-682-5089, FAX 503-682-5099
Info@OAN.org
OAN.org

Discover the heart of nursery country with the Oregon Association of Nurseries (OAN). We represent 700+ growers, retailers, landscapers, and suppliers powering Oregon's \$1.22 billion nursery industry—one of the state's leading agricultural sectors. As producers of the Farwest Show, we're proud to connect you with the people and plants that move this industry forward. Visit the Farwest Show Resource Center (our booth!) to grab your free Nursery Guide and explore the best of Oregon-grown.

Oregon Department of Agriculture..... 20062, 20060

Kara Mills,
635 Capitol St. NE
Salem, OR 97301
503-986-4640, FAX 503-986-4786
kara.mills@oda.state.or.us
www.oregon.gov/oda
Government agency.

Oregon Department of Forestry 21060

Matt Mills
2600 State St., Building D
Salem, OR 97310
503-945-7200
UCF.Program@ODF.oregon.gov
<https://www.oregon.gov/odf/forestbenefits/pages/urbanforests.aspx>
Oregon Department of Forestry, Urban and Community Program.

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Oregon Department of Revenue..... 10013

Faviola Morales-Chavez
955 Center St. NE
Salem, OR 97301
503-457-8010
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 Landscape Contractors Board 21058

Juanita Montes-Romero
2111 Front St. NE, Ste. 2-101
Salem, OR 97301
503-967-6291
juanita.montes-romero@lcb.oregon.gov
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
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

Oregon Valley Greenhouses Inc..... 21043, 21045

Kip Schuening
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kips@ovg.com
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Manufacturers of code and non-code greenhouses. Poly, poly carbonate, shade cloth, wire lock, heating and cooling. **Please see our advertisement on Page 26.**

OSU Ornamental Plant Breeding..... 20057

Ryan Contreras
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Corvallis, OR 97331
541-737-5462
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Pac Fibre Soils12029, 12031 Jolene Neuberger, Brad Zimmerman

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www.pacfibre.com
Manufacturing.

Pace 4911030 Joe Kupillas

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Wilsonville, OR 97070
503-515-8079
joe@pace49.com
www.pace49.com

Develops programs and products to improve the health of greenhouse, nursery and specialty agriculture products. Please see our advertisement on Page 93.

Pacific Building Systems 9008 Leslie Shortt

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Woodburn, OR 97071
503-981-9581
Leslies@pbsbuildings.com
www.pbsbuildings.com

Pre-engineered metal building manufacturer.

Pack Manufacturing Inc.22037 James Brooks

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James@packmfg.com
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Horticulture equipment.

Palmer Creek Nursery LLC..... 17029 Jimmy Reyes

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Dayton, OR 97114
503-864-5160 or 503-550-4540
palmercreeknurseryllc@frontier.com
www.palmercreeknursery.com

Grower of grafted Japanese maples and conifers as well as container grown deciduous and ornamentals and, field grown, B&B.

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800-438-0387, FAX 704-375-9116
sales@parkerdavis.com
www.parkerdavis.com

Our patented line of nursery marker stakes and cards.

Patterson Nursery Sales13046 Cody Hahnen

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503-668-6000
sales@pattersonnurseriesales.com
PattersonNurserySales.com

Patterson Nursery Sales, Inc. is a premier grower and hands-on brokerage specializing in the finest conifers, Japanese maples, and specimen material available in the Pacific Northwest. Dedicated to wholesale operations, we supply bulk quantities of high-quality nursery goods, ensuring dependable quality for our clients. Additionally, through Patterson Nursery Transportation, we provide seamless logistics by arranging our own trucking services for plant material, guaranteeing timely and efficient delivery. Our commitment to excellence in both product and service sets us apart as a trusted partner in the horticultural industry.

PBM Supply & Mfg. Inc. \$ 15063

2660 SW 3rd St.
Corvallis, OR 97333
530-345-1334
pbm@pbmsprayers.com
PBMSPRAYERS.COM

PBM builds sprayers, tank trailers, application equipment, and specialized liquid handling equipment for the agricultural industry. PBM is also a distributor for Boson Electric Trucks, hose, fittings, tanks, parts and supplies.

PlantDoc LLC \$22057 Daphne Peters

4981 SE Woodstock Blvd., Ste. 1
Portland, OR 97206
503-298-6984
hello@plantdoc.co
www.plantdoc.co

PlantDoc is the first biodegradable, color-change moisture meter for houseplants. Designed in Oregon by a husband and wife team, our PlantDocs come in several shapes; mini monstera, cactus, cat and mushroom. We also offer white-label options (design and shapes) for garden centers, nurseries and plant shops.

PlantHaul \$ 18059 Jeannie Nguyen

13681 Newport Ave., Ste. 8-206
Tustin, CA 92780
949-345-0651
jeannie@planthaulshop.com
planthaul

PlantHaul is the exclusive distributor of Growth Technology's GT line of premium plant nutrients, including the viral Foliage Focus, CCS, RootZone, and more. Trusted by collectors, hobbyists, and greenhouse growers alike, we specialize in concentrated, science-backed formulas made for explosive plant growth. Our team supports both retailers and growers with expert guidance and wholesale availability. Visit our booth to explore proven products that deliver healthier, stronger plants with every feed.

Plantiful Technologies Inc..... 22051 David Turer

New York, NY 10280
914-299-6112
team@tryplantiful.com
http://tryplantiful.com/

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Plantista.....11007 Ashley Wright

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Denver, CO 80205
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ashley@getplantista.com
www.getplantista.com

AI for independent garden centers — and tools for the next generation of plant parents.

PlantX \$ 13047 Geoff Carstensen

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530-616-9031
kaptarian@gmail.com
www.plumaswoodfiber.com

Producing wood fiber potting substrate from Western conifer biomass.

Pomegranate..... 10014 Jessica Wingate

105 SE 18th Ave.
Portland, OR 97214
503-515-6820
JessicaW@Pomegranate.com
Pomegranate.com

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Pottery Patch, The 9019 Sharald Samsoundar

412 Tall Pines Rd.
West Palm Beach, FL 33413
561-697-9377, FAX 561-697-4231
sharald@thepotterypatch.com
www.thepotterypatch.com

Powell's Nursery Inc......14031
Patrick Newton
 5054 SW Boyd Rd.
 Gaston, OR 97119-9043
 503-357-0631, FAX 503-357-1885
newton.patrick@gmail.com
 Specializing in grafted liners of Japanese maples, dogwood, beech, birch, spruce, pine, cedar, larch, sequoia, fir and juniper.

Powered Living Inc......11052
Chris Edwards
 8371 International Dr., Unit 90
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morgan@premiercolornursery.com
www.premiercolornursery.com
 Premier Color Nursery was founded in 1991 by John & Julie Forester with the vision to grow the highest quality plants and provide excellent customer service. The nursery started on a small plot of land and has grown to 30+ acres of growing grounds and greenhouses. We are the premier wholesale supplier of annuals, perennials, herbs & veggies to retail nurseries, landscapers, brokers, resorts and others. We evaluate each cultivar for the best quality the industry has to offer. All hand selected and grown in Fallbrook's mild climate. We deliver on our own trucks, from our nursery to you!

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jangner@profileproducts.com
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progreen@kinsleymeetings.com
www.progreenexpo.com
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Paul Golden
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 720-326-8602
pgolden@prospiant.com
www.prospiant.com
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Proven Winners.....8055, 8057, 8059, 9056, 9058, 9060
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 111 E Elm St., Ste. D
 Sycamore, IL 60178
 877-865-5818, FAX 815-895-1873
jessica@provenwinners.com
www.provenwinners.com

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charley.moyer@prt.com
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 Solar, battery and electrical contractor.

R

Raymond West Intralogistics Solutions.....16019
Traci Meyers, Neal Lund
 3148 NE 181st Ave.
 Portland, OR 97230
 971-997-2792
neal.lund@raymondwest.com
www.raymondwest.com

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jarred.joffe@rayngrowingsystems.com
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 West Linn, OR 97068
 503-479-5571
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redpigtools.com (wholesale)
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 Red Pig Garden Tools makes, sells, and distributes hand-forged garden tools. Our Piginor brand of tools made in USA are available to resellers with bricks and mortar locations. We are also the Pacific Northwest official distributor of Kyusakichi forged garden tools made in Japan. Showroom/workshop open weekdays by appointment.

Regal Systems Inc......10049
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 Stuart, FL 34953
 772-288-4854
info@regalchlorinators.com
www.regalchlorinators.com

Regal Systems, Inc. manufactures Regal™ products in the USA and have served the water and wastewater treatment industry for over 50 years. Regal™ products are used world-wide for water and wastewater treatment using chlorine gas. Equipment includes chlorinators, sulphonators, ammoniators, gas detectors, electronic scales, smartvalve, automatic shutoff valves, and more.

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rickelstreefarm@aol.com
www.rtfarm.net

B&B Chamaecyparis, pine, spruce, Japanese maple, fir, poodle pine and spruce, and cut Christmas trees. **Please see our advertise-ment on Page 105.**

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603-629-9004
ksmith@rimol.com
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josh@robinsonnursery.com
www.robinsonnursery.com
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Root Pouch..... 16015, 17016
Ashley Fromm
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Hillsboro, OR 97124
503-439-0306
info@rootpouch.com
www.rootpouch.com

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**RootMaker Products
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Wayne Hinton
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whinton@rootmaker.com
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Rose City Transportation8026
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gregh@rosecitytransinc.com
www.rosecitytransinc.com

Since 1997, Rose City Transportation has offered the nursery industry cost-effective, temperature-controlled over-the-road truck transportation. **Please see our advertise-ment on Page 30.**

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info@scapify.com
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mfornari@sidcolabeling.com

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Sidco Horticulture provides comprehensive labeling and printing solutions for growers. They offer a wide array of thermal printers, tags, stakes, and labels, alongside essential supplies like ribbons and printheads. With specialized software, Sidco helps horticulture businesses efficiently manage their identification and branding needs, ensuring precise and durable labeling for plants and products.

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604-826-3537, FAX 604-820-9680

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www.siebringmfg.com

SilaGrow Sale (BC) Ltd..... 21052**Wade Young**

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patrick.peterson@simplot.com

www.simplot.com/turf_horticulture/apex

Please see our advertisement on Page 28.

Simplot Turf & Horticulture.....10048, 10050**Patrick Peterson**

2655 Pacific Hwy.

Hubbard, OR 97032-9639

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www.spaargaren.com

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Lafayette, OR 97127

503-713-9907

josh@standardnurserycompany.com

www.standardnurserycompany.com

Standard Nursery Company LLC is a wholesale nursery brokerage in Lafayette, Oregon. They connect growers with rewholesalers and garden centers across the U.S. Services include contract growing with guaranteed pricing and delivery windows, plus spot sourcing for urgent needs. Known for transparent communication, inspection photos, and reliability, they handle container, bare-root, and B&B material. Their mission is to build a more efficient, profitable, and dependable nursery supply chain for growers and buyers.

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PO Box 217

Dinuba, CA 93618

800-457-1859, FAX 559-528-1088

jlong@starrosesandplants.com

www.starrosesandplants.com

Stevens Water Monitoring Inc. 13013

Bruno Quanquin
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www.stevenswater.com

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Sustane Natural Fertilizers Inc. 9014

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Auburn, CA 95603
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gregn@sustane.com
www.sustane.com

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www.svnltd.com

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lorabeth.catterson@syngenta.com
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425-885-5050

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Target Specialty Products 18048, 18050

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503-348-3706

cody.plath@target-specialty.com
<https://www.target-specialty.com/>

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The Jonsteen Company 14009

See Jonsteen Company, The under J

The Pottery Patch 9019

See Pottery Patch, The under P

Tree Frog Nursery 13052**Carson Lord**

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Sacramento, CA 95826
279-205-5327

caroline@thinkgrow.com
<https://www.trolmaster.com>

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Turf Star Western (TSW) is a leading distributor and retailer of turf maintenance equipment, serving the West Coast of the United States since 1922. Headquartered in Brea, California, the company operates throughout Washington, Oregon, California, Alaska, Northern Idaho, Northern Nevada, and Baja Mexico. We proudly represent top brands including Toro, GiANT Loaders, and Ventrac, among others.

BOOTH

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Support the next generation of horticulture leaders! Through the Oregon Nurseries Foundation (ONF), OAN members fund **over \$30,000** in scholarships annually, awarding **more than 20 scholarships** to deserving students pursuing careers in ornamental horticulture and related fields.



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Compostify

Manufactured and distributed by:
Compostify Unlimited (Booths #10027, #10029)

Contact: Steve Wilson, Steve@Compostify.com,
Compostify.com, 027-444-9697

Compostify is a truly compostable nursery pot made from a unique blend of bioplastic and organic filler. This innovative combination attracts and activates beneficial microbes, delivering nutrients to support healthy plant growth all while offering a fast, clean planting experience with zero plastic waste. We've reached commercial production in New Zealand and are excited to launch into the U.S. market. With two patents pending, Compostify is already in use by local governments, landscapers, and retailers across New Zealand and Australia. The pots remain stable for up to 12 months in typical nursery conditions, then fully biodegrade in soil without leaving behind any microplastics. For manufacturers, Compostify is a direct swap for traditional plastic pots — no additional capital investment required.



Molly's Soilless Potting Mixes

Manufactured and distributed by: Veryplants (Booth #21056)

Contact: Betsie Ridnour, Betsie@Veryplants.com,
Veryplants.com, 626-253-2812



Molly's premium soil-free potting mixes offer plant care without the guesswork. They are scientifically formulated to eliminate the most frustrating houseplant problems before they start. Traditional potting soil becomes your plants' worst enemy inside containers. It compacts, holds too much moisture, harbors pests, and can eventually suffocate roots. Your careful watering schedule means nothing when your soil works against you. Unlike these ordinary mixes, our specialized blends create the perfect environment for houseplants by eliminating overwatering concerns with superior drainage. They create permanent porosity with chunky, structured materials that never compact. They banish fungus gnats forever by removing their breeding ground, and they supercharge growth with beneficial mycorrhizae and bacteria. Plants benefit from perfect mix aeration, so roots can breathe and expand freely. Each of our soilless mixes contain a specialized formula specific to most every type of houseplant, including Molly's Aroid Mix, Molly's Orchid Mix, and Molly's Succulent & Cactus Mix.

Spiio Soil Sensor

Manufactured and distributed by: Syngenta (Booth #11055)

Contact: Lorabeth Catterson, Lorabeth.Catterson@Syngenta.com,
Spiio.GreencastOnline.com, 707-933-7698

Spiio in-ground soil sensors can monitor volumetric water content, salinity, temperature, and sunlight when installed vertically. Readings are taken once every hour and transmitted via built-in cellular communication, AT&T or T-Mobile, to the mobile app and desktop platform. This happens up to six times daily on your chosen schedule. Syngenta worked with Spiio developers to create Greencast Connect, a new mobile app with a free version and one that directly integrates with the Spiio sensor readings. The app offers 3.2 square mile weather resolution, pest monitoring, growing degree days, note taking capabilities, and push alerts with the sensors. The app can be accessed from anywhere and gives the user the ability to monitor from off site. Sensors can be installed in a variety of settings with a depth that is relevant to its needs. With Spiio soil sensors and the Greencast Connect app, users can make actionable decisions. Irrigation events can be optimized, users can manage salt and flushing events, fertilizer applications can be reflected in salt readings, temperature can be monitored for application or cultural practices, and users can set up alerts for check-in. These tools will lead to better allocated water, better timed applications, labor efficiency, historical information, and increased communication.



PlantDoc

Manufactured and distributed by:
PlantDoc LLC (Booth #22057)

Contact: Daphne Peters,
Hello@PlantDoc.co, PlantDoc.co,
503-298-6984

PlantDoc is a fully biodegradable color change moisture meter made by a husband-and-wife team, Austin and Daphne, in Portland, Oregon. It's simple, easy and affordable and doesn't leave a footprint on our beautiful earth. PlantDoc comes in several shapes: a mini monstera, cactus, mushroom and cat, and can also be white labeled.

Ciara Grow Lights

Manufactured and distributed: RAYN Growing Systems (Booth #18019)

Contact: Jarred Joffe, Jarred.Joffe@ETCConnect.com,
Rayn.ag/low-power-lighting/Ciara, 236-558-7063

Ciara Grow Lights feature the Ciara S40 and D80 both multispectral grow lights. The Ciara S40 is the ultimate low-power grow light for vertical racking. At just 18 watts per 4-foot rail, these fixtures generate minimal heat, allowing you to position them closer to your crops than ever before, maximizing overall productivity. This T5 Fluorescent LED replacement connects directly to power without the need for an external driver. It operates on 120-277 V and supports up to 32 fixtures connected to a single power source. With the Ciara D80 operating at 36 watts per 4-foot rail, these new grow lights are ideal for anyone from home growers to commercial cultivators. The D80's ultra-low heat emission and signature dimming feature gives you precise control over your environment and boosts overall productivity. These wet-rated LED grow lights have internal drivers rated for 120 to 277 V. Additionally, the Ciara D80 supports up to 32 fixtures daisy chained on a single power source. With a five-year warranty, these lights will keep you growing for years to come.



Soil Revival Insect Frass

Manufactured and distributed by: Chapul Farms (Booth #16045)

Contact: Kari Madden, Kari@ChapulFarms.com, ChapulFarms.com, 520-909-7522



Chapul Farms' insect frass is an organic input made from the byproduct of black soldier fly larvae. It's rich in organic matter, plant-available nutrients, and naturally occurring microbes that support healthy soil and productive crops. Unlike traditional compost, our frass has a higher concentration of key nutrients like nitrogen, phosphorus, potassium, and calcium. It also includes chitin — a natural compound found in insect exoskeletons — and has a fine, dry texture that's easy to blend into soil mixes or apply directly. We offer the product in several formats to suit different application methods, including powdered, pelletized, and liquid formats. Produced through a regenerative process that upcycles food waste, our frass helps close the loop in agriculture by returning valuable nutrients back to the soil. It's a clean, consistent, and sustainable solution for growers looking to build long-term soil health.

CFT Worm Bin

Manufactured and distributed by:
Old Toms Wormery (Booth #19062)

Contact: Thomas Boehme, Tom@OldTomsWormery.com,
OldTomsWormery.com, 408-691-6266

Continuous Flow Through worm bins provide a constant supply of worm compost (vermicasts) to make your plants thrive. Most worm bins are too small to be useful, and they are difficult to harvest. This CFT worm bin is easy to set up, easy to feed, easy to harvest, and easy to enjoy. Available in two sizes, this CFT provides 4.5+ or 13+ square feet of worm growing area. This is a new size range for CFT worm bins to satisfy larger needs.





Planting seeds for our future

The Oregon Nurseries Foundation supports students who are preparing for careers in horticulture or related fields. ADOBE STOCK PHOTO

BY STEPHANIE COLLINS

The 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 2025-2026 Scholarship Award Winners.

Students were evaluated based on academic achievement, nursery industry commitment, financial need and Oregon Association of Nurseries affiliation. Scholarships are applied for during the winter term and awarded by the ONF Committee each spring. The next cycle of applications will open in January and applications will be due by April 1, 2026.

Addilyn Knight is a recent graduate of Sam Barlow High School and is the recipient of the Nurseries Foundation Award. Addi has combined her passion for floral arranging and sustainable agriculture



into a career path and will be heading to California Polytechnic University to study plant science and horticulture.

Alex Bellegarde will be a freshman at Oregon State University pursuing a degree in horticulture and natural resources. Alex will have already completed the associate program at Clackamas Community College as a graduating senior from high school. They have been awarded the Retail Chapter I Award.



Caitlin Kirkpatrick is currently a junior at Oregon State University double majoring in agricultural sciences and business management. Caitlin is hoping to pursue a career in bareroot nursery production with a focus on plant health. She is the recipient of >>



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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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Planting the seeds of our future

the Art Spada Memorial Scholarship.

Charles Colvin has been awarded the Mt. Hood Chapter II Award and will be a senior at Penn State University. He plans to obtain his Ph.D. in plant genetics and already has an impressive resume working in plant research.



Cheryl Johnson is the recipient of the Clackamas Chapter Award and currently works for OAN member **Al's Garden & Home**. She will continue her studies at Clackamas Community College to complete her associate degree in horticulture and then take advantage of the transfer program with Oregon State University.



Elliana Munk will be a sophomore at Utah State University where she is pursuing a degree in agribusiness and agricultural education. Growing up in a small agricultural community in Eastern Oregon, Elli has developed a deep appreciation for Oregon's nursery industry and other ag sectors. She has been awarded the Sid & Cindy Miles Nursery Award for the upcoming academic year.



Ellis Kropf has been awarded the Mt. Hood I Award and will be a junior at Oregon State University. OAN member **Kropf Family Nursery** has been an integral part of his experience, from propagation to truck loading and Ellis hopes to expand the family business after graduating.



Emily Barnett will be returning to

Carroll College and resuming her studies in accounting and strategic finance. Emily plans to apply her learned skills in accounting and finance to her family's nursery, OAN member **Margie's Farm & Garden**. She has been awarded the Woodburn Nursery I Award.



Frances Fancher will be a junior at Oregon State University and has been awarded the Bill Egan Memorial Award. Currently employed at OAN member **Patterson Nursery Sales**, her aspirations are to become an agriculture educator that will give back to the horticulture industry.



Ho Jung Yoon has been awarded the Nurseries Memorial Award to apply towards her graduate studies at Oregon State University. As an international student from Korea, Ho Jung is committed to strengthening ties with industry partners in Oregon and beyond with her research in nursery crop protection and sustainable pest control.



Kameron Christensen is the recipient of the Woodburn Nursery II Award. A sophomore at Clackamas Community College, Kameron next plans to become ISA certified as an arborist. He is avidly involved in the horticulture program at CCC, including the National Collegiate Landscape Competition, the student worker program, as well as the Home Orchard Education Center.



Mackenzie Bigej will be a freshman at Duke University after having grown up in the industry with the family business and OAN member, **Al's Garden & Home**. Mackenzie attributes her learned leadership skills and dedication to her experiences on the farm and will continue to contribute during summers as well. She has been awarded the Joseph H Klupenger Award.



Madison Bigej has been awarded the Larry Fitzgerald Memorial Scholarship to apply toward her degree while at California Polytechnic University.



Madison comes from a long line of nursery industry professionals and OAN members through the family business, **Al's Garden & Home**, where she will continue to take part in special planting projects and future opportunities.

Madison Crump will be a junior at Oregon State University and majoring in botany after completing her associates at Umpqua Community College. She has been awarded the Royal Boltman Memorial Award and is highly interested in working in plant conservation and sustainable agriculture, with aspirations of becoming a professor in the field.



Makayla Rose has been awarded the Jack Bigej Memorial Scholarship. She will be returning to Corban University to study agribusiness. She plans to apply learned practices, marketing skills, and business strategies to carry the family business, >>



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Planting the seeds of our future

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Marcella Cross is a graduate student at The University of British Columbia where she is pursuing a Ph.D. in botany. Marcella is focused on methodologies for measuring carbon assimilation in plants and how plant water stress affects these methods of measurement. She has been awarded the Emerald Empire Chapter Award.



Rebecca Price has been awarded the Retail Chapter II Award and is currently pursuing her degree in horticulture at



Clackamas Community College. Rebecca is passionate about ecological sustainability and currently does landscape maintenance and design under her own business.

Sadie Duffy will be a senior at Oregon State University where she is earning a degree in horticulture.

She currently works for OAN member, **Garland Nursery**, while being a full-time student. Sadie intends to pursue her own landscape design and maintenance business after graduation. She has been awarded the Retail Chapter III Award.



Salvador Barragan has been awarded the Nursery Employee Award and is currently pursuing his associate

degree at Clackamas Community College. Sal is a full-time employee at OAN

member **Smith Gardens**, where he initially started out as an intern but was quickly promoted. He is determined to excel in the nursery industry and attributed his achievements to education.



Shay Willhite will be a junior at Oregon State University where she is earning a degree in

Horticulture. Shay has been awarded the Willamette Chapter Award. She is currently employed at **Eshraghi Nursery**, an OAN member, as operations and sales support. She hopes to continue there while learning both in her online classes as well as hands on experience.



Tillie Wendt is the recipient of the Ed Wood/Clackamas Chapter Award.

Tillie is currently working towards a horticulture degree at Oregon State University and is excited about her upcoming internship at **Monrovia**, an OAN member.



She has actively been involved in her family's blueberry farm in California where she has gained valuable skills and insights into the agricultural industry.

Congratulations to 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. ©

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Hart's Nursery of Jefferson Takes a Clean Production Protocol to Heart

Some pundits might say that you shouldn't put all your eggs in one basket, but for others it can be a road to success. An excellent example is Hart's Nursery of Jefferson, Inc., an Oregon-based family-owned and operated business that has established itself as such a pivotal supplier to Fred Meyer stores in the Pacific Northwest that the Kroger-owned grocery chain is by far Hart's main customer. Consequently, this allows for a very small margin of error, which is why Hart's Nursery of Jefferson, Inc. relies on products from Pace 49 in many steps of its production protocol.

When the continued satisfaction and trust of one customer is so existential to keeping the lights on, a razor-sharp production protocol is a must for several reasons. First, the production and delivery schedules leave no room for error. Deliveries must be made exactly on time, every time. Secondly, once the plants have been delivered to the grocery chain, they are exposed to harsh conditions, often baking in the sun without experienced staff dedicated to their care. This puts extra burden on the supplier, because only extremely healthy plants can withstand such conditions.

Jordan Hart, third-generation grower in the family-run business, gives Pace 49 products a lot of credit for helping him produce exceptional quality plants. "We use Pace 49 products in nearly every step of the production process, and they have really made a difference," explains Hart. "By maintaining a clean growing environment, we're able to produce higher-quality plants and maintain a more predictable production schedule with fewer crop losses."

Once Hart's Nursery started incorporating Pace 49's products into their IPM protocol, the benefits became apparent. One of the products that Hart's uses is Pace KleenGrow,

a multi-use EPA registered product that provides safe and effective broad-spectrum control of water borne pathogens and algae in irrigation water, plant pathogens on greenhouse plants, and diseases, viruses and algae on hard surfaces. Hart's uses Pace KleenGrow to disinfect growing areas between



crop rotations, to clean walls and floors to prevent algae from forming, and in irrigation lines to eliminate build-up.

"Growing in the Pacific Northwest during winter and early spring for spring sales, we have to deal with low light levels and high humidity," explains Jordan Hart. "This increases the disease pressure on our crops and algae on surfaces. Pace 49 products help combat those adverse conditions by creating a clean and healthy growing environment with reduced disease and algae pressure."

Hart also uses UpTake PRO – a triple-action wetting agent, penetrant and spreader-sticker – in his tank mixes with compatible pesticides to improve the delivery and performance of the partner chemistries. It increases the permeability of biological membranes of plant pests such as insects, mites, and diseases, which facilitates penetration, thus increasing the performance of partner pesticides. It also helps hold chemicals onto the leaf surface longer, allowing better penetra-

tion of companion product.

As every grower knows, a clear sign of a healthy plant is a healthy root system, and that's one area where Hart's has clearly seen improvements. Roots develop faster and more robust, with white roots as a clear sign of plant health. This gives the finished product the ability to withstand unforgiving conditions at the point-of-sale locations.

Worker safety is another area that's close to Jordan Hart's heart, and Pace 49 products are pivotal to that. First, the elimination of algae development makes greenhouse floors less slippery and safer, and secondly, the zero REI for Pace KleenGrow, and for UpTake PRO, makes it safe for workers to re-enter the greenhouse shortly after application.

Lastly, it's no secret that our industry operates on slim profit margins, and that's especially true when selling exclusively to large chain stores. So, having a couple of products with multiple uses is a financial plus. "Pace 49 products have allowed me to save money in multiple ways," explains Jordan Hart. "First, by reducing plant losses in production. Secondly, by decreasing material input and labor costs, and last but not least by reducing shrink on the retail shelf thanks to greater plant quality and health. It's a great partnership."



More information on all Pace 49 products and easy to use directions are available on their website at www.pace49.com, or by contacting your regional Pace49 rep.

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MEET THE LEADER

The voices of Oregon's nursery industry



PHOTO BY VIC PANICHKUL

Vladimir Lomen

General manager

*John Holmlund Nursery,
Boring, Oregon*

OAN member

Since 1976

2024-present

Board of Directors

2024-present

Government Relations
Committee

WHAT IS YOUR BACKGROUND?

I was born in Yugoslavia and emigrated to the United States in 1974. Grew up in Duarte, Southern California and graduated from the University of California Los Angeles with a bachelor's of science in biology and Reserve Officer Training Corps in 1990. United States Army officer from 1990–1995. Co-owned a mortgage finance company with my brothers from 1995–2003. Married my wife Lisa in 1996 and we have three kids ages 27, 21, and 18. Moved to Oregon in January of 2003 and started working for John Holmlund Nursery in February 2003. We attend Good Shepherd Community Church in Boring, Oregon.

WHAT'S YOUR GUIDING PRINCIPLE?

“Choose for yourselves today whom you

will serve ... as for me and my house, we will serve the LORD.” (Joshua 24:15) As a Christian, my guidance comes from the Word of God seeking, by the grace of God, to be obedient to its directives.

WHAT'S A GOAL YET TO BE ACHIEVED?

As a kid growing up and into my college years, I spent a good number of summers back in Yugoslavia. I really want to visit my homeland with my wife and kids so they can see where/how their backwoods, simple, and at times, too cheap husband/dad came from.

WHAT WAS YOUR BEST BUSINESS DECISION?

Participating in the EAGL (Executive



Meet the Leader

Academy for Growth and Leadership) class for nurseries because it caused me to dive deep into analyzing the nursery in multiple aspects to drive better value, profit, and reputation for JHN. The class gave me tools I needed to better understand our business and industry in order to help me make JHN even more successful and properly plan for the future.

WHAT WAS YOUR HARDEST DECISION?

Spending marketing dollars to get the most from it because marketing, in my experience, doesn't tend to correlate to immediate or exact results. Lots of research, analysis and planning lead to the best marketing decisions. In our world, spending marketing dollars in regions where we have the best opportunity for return and growth is what guides our decisions.

WHAT WAS YOUR GREATEST MISSED OPPORTUNITY?

Not going to U.S. Army Ranger School during my time on active duty.

WHO WAS YOUR MOST SIGNIFICANT MENTOR?

I've not had a single mentor, but have had several folks over the last 40 years that have impacted my life. Some in ROTC, several on active duty, a fair amount in my working career, and a good handful in the 45 years of my Christian walk/life, including my dad.

WHAT'S YOUR BEST BUSINESS ADVICE?

Treat every dollar spent like it's coming out of your own pocket. This basically means to me to think, plan and spend like this is my personal business that I want to make as efficient and profitable as I can. Everything has a cost to it and if I/we aren't careful and prudent with our spending decisions on every expenditure, things will go downhill real fast.

WHAT DO YOU LOVE MOST ABOUT THE INDUSTRY?

The friendly open approach all nurseries have toward one another including competitors. Whether it's in our neighborhood in Boring or across the country and

Canada, we have great relationships within the nursery industry that have proven to be helpful year after year with advice, ideas and even sharing of materials/tangibles. Additionally, we learn from one another's processes and "lessons learned." This is not common in other industries.

WHAT IS YOUR GREATEST CHALLENGE?

Taking a farm industry niche into modern ways of business while maintaining profitability. Conducting business today is different than it was yesterday, and it will be different tomorrow. The biological processes involved in growing plants hasn't changed, although we always learn more about those processes and how we can maximize healthy growth while controlling costs. What has changed noticeably over the last couple of decades is "business" itself which includes types and varieties of inputs, costs of everything, regulation, labor availability, and of course technology. The nursery industry is a "niche" within agriculture and has its own peculiarities that have high and even additional costs which if not controlled and leveraged will make profitability difficult.

WHAT ARE THE MOST CRITICAL CHALLENGES FACING THE INDUSTRY TODAY?

Young/new people entering the horticultural industry with a plan/desire to pursue it as a career. From my research and many discussions across the country, young people that are showing any interest in horticulture in the college level are predomi-

nantly not entering production nurseries but rather pursuing other interests. We need young people to become the next mid- and upper-level management, including owners.

Cost of labor outpacing ability for nurseries to keep up through profits, and automation not existing yet to supplement the labor at hand. As we have noticed in the last 4-6 years the cost of labor has increased faster than useful automation and technology has been developed that could be used to supplement processes that manual labor normally does.

Regulations restricting or diminishing profitability. Regardless of what the regulation is, by far the vast majority come at a cost to the business that cannot be passed on the customer. The math is simple, cost that isn't recovered in price equals less profit.

WHAT MOTIVATES YOU TO GO TO WORK EVERY DAY?

To work on, progress and bring to completion the ideas, plans and projects that we started. Nothing is more encouraging and enticing about my work than seeing the group of folks at John Holmlund Nursery working together to accomplish the plans that result in achieved goals we have set. In the memorable words of Colonel Hannibal Smith of the "A Team" TV show, "I love it when a plan comes together!"

WHAT ARE YOU MOST PROUD OF?

That Lisa and I have raised three awesome kids that believe in and follow Jesus Christ. ☺



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EMPLOYMENT

WHOLESALE NURSERY FARM ADMINISTRATIVE ASSISTANT

We are seeking a highly organized, proactive, and adaptable Administrative Assistant to support daily operations at our wholesale nursery. We're looking for a dependable and flexible team member to bridge the gap between field operations and administrative support. This unique role splits time between hands-on work at the farm and assisting with tasks in our administrative office. Ideal for someone who's just as comfortable around plants and trucks as they are around spreadsheets and phone calls. You'll work closely with Farm Managers, Office Staff, and Sales Reps to help keep things running smoothly across environments. As a liaison with both onsite farm operations (in Hubbard OR) and administrative tasks (in Wilsonville OR), this key role requires a balance of strong communication, logistical coordination, customer service, and data management skills. The ideal candidate enjoys a dynamic workday, communicates well, and is comfortable multi-tasking in a fast-paced environment, working across departments to ensure efficient operations and exceptional service.

Key Responsibilities: 1. Communication & Coordination * Serve as a liaison between Nursery Managers, Office Manager, Sales Reps, and Farm Managers on daily procedures and tasks. * Coordinate with vendors as directed. * Assist Sales Reps with customer service, order changes, shipping updates, and general administrative support. 2. Shipping & Logistics * Assemble and organize necessary shipping paperwork, permits, and tags. * Print retail tags, maintain printing supplies, and resolve technical issues as needed. * Communicate with Nursery Managers, Truck Brokers, Drivers, and Customers regarding dock paperwork, arrival logistics, and driver check-in/check-out. * Finalize and process Bills of Lading. 3. Marketing Support * Maintain and update the company's photo database and respond to customer photo requests. * Facilitate seasonal marketing materials and promotions. * Manage the "Picture Tags Library" (in partnership with label vendors). 4. Customer Service * Handle incoming phone calls and emails from customers, Sales Reps, vendors, and the general public. * Support Sales Reps and customers with inventory inquiries, order entry/updates, and account-related questions. * Assist with annual bulk mailings and other seasonal customer outreach. 5. Data Entry & Administrative Support * Perform accurate order entry, electronic filing, scanning, and spreadsheet updates. * Assist with inventory reconciliation, tracking, and reporting. * Run local errands for Farm Managers (mileage reimbursed). **Requirements:** * Valid driver's license and reliable personal vehicle. * Ability to lift up to 50 lbs. * Strong computer proficiency, including email, data entry, and spreadsheet management. * Excellent verbal and written communication skills across all levels of the organization. * Proven ability to multi-task, adapt quickly to changing priorities, and remain calm under pressure. * Familiarity with agricultural or nursery operations is a plus.

Working Conditions: This position is based on a working farm with ability to respond to changes in weather, equipment, and the needs of live nursery material. This position will also include work in an office environment.

Submit your resume and a brief cover letter to info@bizonnursery.com.

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This leadership role oversees the coordination and tracking of irrigation and pest control at Briggs Nursery. Responsibilities include managing chemical and biological treatments for various plant pests such as weeds, insects, diseases, and rodents. The position ensures timely application of water and pest control products in alignment with crop production goals. Regular communication with managers, irrigators, and applicators is essential. Strong organizational, time-management, and communication skills are required. Flexibility is key to adapting to changing crop and environmental needs. The role plays a vital part in maintaining plant health and overall nursery productivity.

To apply, email hr@briggsnursery.com

ASSISTANT PRODUCTION MANAGER

Oregon Pride Nurseries in McMinnville, OR; a 240 acre container and field operation, is seeking an individual wanting to learn all facets of production; including Propagation, container and field Growing, Plant Health, and Irrigation. They would work directly with the Production Manager assisting with Production Planning, Quality Control, IPM, Irrigation, and Product Profiles & Crop Data Record Keeping. Some nursery experience is required, along with a deep willingness to learn and grow with the company. Desired skills require this person to be self-directed, flexible, solution driven, eager to learn, and team focused. The position will involve collecting data, analyzing information, working with consultants, learning and applying advanced production techniques in efforts to strengthen and grow the company. Some Spanish would be required. Benefits include excellent health insurance, 401K matching, and profit sharing. Salary would depend on talent level and experience. Send resume.

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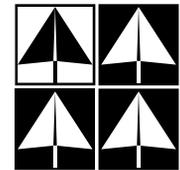
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2020	V4-7	#72170	2,764	\$40,000
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2015	V4-6	#62468	6,944	\$30,000
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GROWING KNOWLEDGE

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



Got plant problems?
Oregon State University Plant Clinic is here to help diagnose

Entomologist and diagnostician, Bill Gerth, and clinic director, Dr. Mana Ohkura, evaluating a diagnostic sample. PHOTO BY CALEB FREEMAN

BY MANA OHKURA

Are you concerned your plants have a pest or pathogen problem because they have leaf spots, are chlorotic, or showing dieback? Are you noticing abnormal growth and you'd like to know what is causing it? The Oregon State University Plant Clinic is here to help diagnose your plant problems!

Understanding the cause of the problem is the first step in managing plant diseases and preventing them from spreading to healthy plants.

Plant problems largely fall into two categories: biotic problems, which are caused by living organisms such as insects,

fungi, viruses, or bacteria; and abiotic problems, which are caused by non-living factors, such as weather, chemicals, nutrient deficiencies, or mechanical injuries.

If the issue is biotic, identifying the pest or pathogen allows you to apply targeted control strategies, whether by applying an insecticide or fungicide, or by implementing new cultural practices. Some pathogens are vectored by arthropods or nematodes, so knowing the pathogen identifies which vector to control for.

If the issue is abiotic, identifying the causal factor allows you to modify cultural practices to prevent it from occurring again. The good news is you can avoid

unnecessary and costly spray applications if you were concerned a pest or pathogen was involved. This is also more environmentally sustainable; it reduces chemical inputs.

As many of you know, our former plant clinic director, Melodie Putnam, Ph.D., retired a couple of years ago, and I am fortunate to be inheriting such a successful clinic.

Putnam was at the forefront of adopting molecular diagnostic tools, such as polymerase chain reaction (PCR) and DNA sequencing, which greatly expanded testing capacity and the repertoire of pathogens the clinic can test for. I look forward to building on her work by >>

Growing Knowledge

offering new services that are useful to clients and by adopting new techniques for rapid and accurate testing.

To start, we have implemented several new PCR assays to expand our testing capability. For a list of testing services and information on how to submit a sample, please check out our website: bpp.OregonState.edu/Plant-Clinic.

Top 3 frequently asked questions

1. Does the clinic test soil for pathogens?

We offer soil testing for two major plant pathogens, *Verticillium dahliae* and *Phytophthora* species. *Verticillium dahliae* is the primary pathogen that causes *Verticillium* wilt on a wide range of hosts. *Phytophthora* species cause crown and root rot, stem cankers, and foliar blight on many plant species.

Please submit at least 2 cups of soil to test for either pathogen. A minimum of



Entomologist and diagnostician, Bill Gerth, examining a weevil larva under the microscope.
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five samples per acre is recommended for reasonable representation of a field.

For *V. dahliae* testing, please note that the assay takes approximately 4–5 weeks to complete. This is because the soil must be dried first, and then we culture for the pathogen. To reduce the turnaround time, we are actively working on optimizing a PCR-based assay, which we hope to implement next year.

For *Phytophthora* testing, we detect the pathogen by baiting with plant tissue, followed by culturing from the baits. Please note this method only detects *Phytophthora* species that produce swimming spores that are attracted to the baits under lab conditions. Typically, we identify the pathogen to genus level. To request species level identification, please contact us in advance to make special arrangements.

2. Does the clinic test irrigation water for pathogens?

We offer water testing for *Phytophthora* and *Pythium*, two common plant pathogens found in surface waters, such as rivers, streams, and lakes. These pathogens can spread through irrigation systems and often cause root diseases when soil moisture is high. Please submit 1–2 liters of water per sample. Testing is performed by using a filter to collect microbes in the water, and culturing them on selective media.

Typically, we identify *Phytophthora* and *Pythium* at the genus level. However, because these genera include many species that differ in host range and virulence, species level identification can be important when making management decisions. Therefore, in response to client interest, we are currently optimizing PCR-based assays to detect the following *Phytophthora* species in water samples: *P. cinnamomi*, *P. austrocedri*, and *P. ramorum*. If you are interested in testing for other specific species, please let us know and your input is welcome!

3. Does the clinic test for herbicide residue?

We do not test for herbicide residue. However, we do diagnose herbicide injury based on symptoms.

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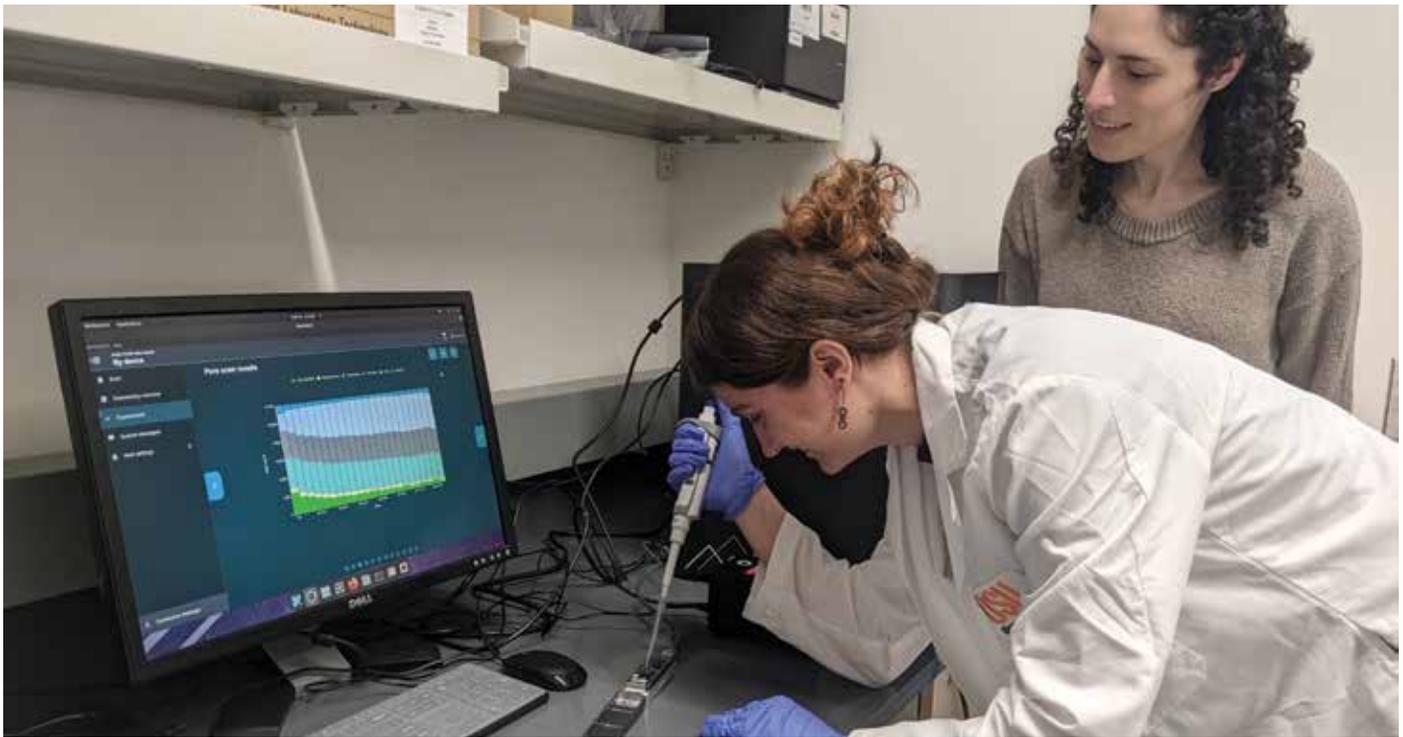
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Alexandra Weisberg, Ph.D. (right), and undergraduate student researcher Andrea Schiffer load metabarcoding samples onto a DNA sequencer. PHOTO COURTESY OF OSU PLANT CLINIC

New developments at the Plant Clinic

Supporting berry breeders with the Oregon Clean Plant Center: To support berry breeders in maintaining pathogen-free foundation stock, we are excited to announce our new partnership with the Oregon Clean Plant Center at the USDA-ARS Horticultural Crops Disease and Pest Management Research Unit (HCDPMRU; Corvallis, Oregon).

Through this collaboration, we now offer pathogen testing and foundation stock distributions for berry breeders as part of the National Clean Plant Network (NCPN). The effort is led by plant virologist, Dr. Cristian Olaya, and we are grateful for the support provided by USDA-ARS HCDPMRU and NCPN to launch this partnership.

Propagating from clean stock material is critical for economical and sustainable berry production, because many plant diseases cannot be cured. We test *Vaccinium*, *Rubus*, and *Fragaria* plants using qPCR, PCR, ELISA, and grafting techniques. Our testing panel includes viruses, phytoplasmas, and *Xylella fastidiosa*.

The chart on this page shows a list of commonly used services and associated fees. For more information on services offered through the Oregon Clean Plant Center, please contact us at TinyURL.com/PlantClinicCont.

DNA metabarcoding for faster test



Undergraduate student technician Kierstin Thompson prepares water samples for *Phytophthora* testing. PHOTO COURTESY OF OSU PLANT CLINIC

SERVICES	FEE
Set-up fee for PCR or ELISA testing	
A set-up fee is applied when fewer than 24 samples are submitted	\$275
End-point PCR testing	
PCR preparation fee per sample: Includes nucleic acid extraction, making cDNA (reverse transcription), and performing PCR with appropriate internal controls (Nad5).	\$88
PCR testing fee per virus/phytoplasma	\$33
ELISA testing	
ELISA fee per virus/phytoplasma	\$9
Graft indexing for <i>Rubus</i> and <i>Fragariae</i>	
Fee per bioindicator plant Plants will be grafted onto bioindicator plants and evaluated for symptoms 3 times	\$350

A list of commonly used testing services offered by the Oregon Clean Plant Center. These services are to test foundation stock through the National Clean Plant Network and are separate from the general diagnostic and testing services offered by the Plant Clinic..

results: Timely and accurate diagnosis is critical for controlling diseases before outbreaks occur and minimizing crop losses. At the Plant Clinic, we strive to maintain a consistent turnaround time, but we recognize that faster results are always beneficial.

To shorten our turnaround time, we are exploring the use of a DNA sequencing method known as DNA metabarcoding, in collaboration with Alexandra Weisberg, Ph.D., and Nik Grünwald, Ph.D. (USDA-ARS), in the Botany and Plant Pathology Department. With support from the Agricultural Research Foundation, we are conducting preliminary research to evaluate the accuracy and sensitivity of this technique.

DNA metabarcoding begins with extracting total DNA from a sample, which includes both plant DNA and DNA of the abundant microbes within the plant. Then, a specific region of microbial DNA — also known as a barcode — is amplified and sequenced. The resulting DNA sequences from the microbes are then analyzed computationally to identify the microbial species present in the sample.

A major advantage of DNA metabarcoding is its ability to detect many microbial species in a single assay. This makes it possible to process multiple diagnostic samples simultaneously, even if they are infected with different pathogens.

In contrast, most PCR assays are designed to test a single pathogen at a time, which limits throughput and efficiency. If proved to be practical, DNA metabarcoding could significantly increase testing throughput. Ultimately, this would lead to faster test results and enable growers to take management actions earlier. ©

Mana Ohkura is Oregon State University Plant Clinic Director and assistant professor of practice. Reach her at OhkuraM@OregonState.edu.



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Where dreams grow

We are spoiled in Oregon. Our verdant Willamette Valley was crafted with ice age floods that deposited elite soil. Our climate is perfect for the growing of nursery green goods, and the affirming X-factor of water is all around us.

To grow something entails a special commitment and frame of mind. Taking plants from propagation to the loading dock is not just a job; it is a vocation. I have been traveling around the state to meet with members. I have visited the smallest of operations as well as the industry's largest, and can happily report that family nursery farms are alive and prospering.

Farwest is the time to get off the iPhone and come and see for yourself. Seeing and touching truly lets you experience what sets Oregon apart.

Seeing the dream is believing

I have had the privilege of living in Oregon my entire life. I have visited dozens of nursery states. I have toured phenomenal retail, greenhouse and field nurseries. We are blessed as a nation and an industry.

What makes the Farwest Show different from other trade shows is the ability to see nurseries quickly and easily. Most of our growers are within a 30–60-minute drive from the Oregon Convention Center in Portland, making Oregon's quality easy to see as well as believe.

You can do that on your own, but our Farwest tours are a hidden gem. These tours take place the day before the show opens:

Tour 1, Wholesale Grower Tour (SOLD OUT) — Sponsored by American National Insurance. Get a deep dive into some of Oregon's best growers in the scenic Mount Hood area. Destinations: Don Marjama Nursery Co., Sandy; Hans Nelson & Sons Nursery Inc., Boring; J. Frank Schmidt & Son Co., Boring; John Holmlund Nursery LLC, Boring. If you

have your heart set on visiting wholesale nurseries, take a look at the Automation Tour.

Tour 2, Garden Center Retail Tour — Sponsored by American National Insurance. Experience three unique retail nurseries on this tour that takes you from the heart of Oregon Wine Country to the Portland area. Start your day at Oregon's premier olive tree nursery and olive mill. Check out amazing hanging baskets at another stop, then explore the vast offerings of a nursery known for its houseplants. Destinations: Durant at Red Ridge Farms, Dayton; The Garden Corner, Tualatin; and Portland Nursery, Portland.

Tour 3, Automation Tour — Sponsored by Lightspeed. See cutting-edge nursery automation equipment being built at a state-of-the-art manufacturing facility. Then, visit three innovative nurseries that are redefining the future of the industry through automation. Destinations: Bountiful Farms Nursery Inc., Woodburn; Brentano's Tree Farm LLC, St. Paul; GK Machine Inc., Donald; and Woodburn Nursery & Azaleas Inc., Woodburn.

Dreaming of the future

We all know the future of our industry depends on bringing in new talent — and not just students. It could be someone ready for a fresh start, shifting into a second career, or finally exploring their passion for plants and the outdoors. That's why we're launching something new at the Farwest Show this year, just for them.

Career Boulevard is a dedicated space to help people discover what a career in the green industry could look like, and how to take the next step.

Here's what they'll find: Real-life career stories from growers, landscapers, nursery managers, and more. Job openings, internship leads, and networking opportunities. One-on-one help with resumes, scholarships, and college planning. A chance to talk with educators and pros from Chemeketa Community College, Oregon State University, the Oregon Department of Agriculture and the Oregon Department of Forestry among others. And we're inviting every-



Jeff Stone
OAN EXECUTIVE DIRECTOR

one — students, career changers, and anyone curious about the possibilities.

Saving the planet

The nursery industry must also take its natural step forward, helping our beautiful blue world grow its way out of the affects climate change.

What makes 2025's Farwest Show different from any other event you will see is that Oregon is pulling together some of the brightest minds to create a vision to incorporate what the industry grows to sequester carbon and mitigate issues such as heat island in cities.

Through this summit, Oregon will work with other states and Canadian provinces to develop the long-term industry effort on climate.

Something for everyone

Portland is safe. It is, and the sins of the COVID era are in the rearview mirror. What attendees will find? Food carts and the beer capital of the United States. A wine industry that is taking its rightful place amongst the elite in the world.

Hate humidity in August? Leave it behind by coming to Oregon. We have beautiful summer weather and, of course, an industry at your doorstep. Take a few added days over the weekend and Oregon's bounty of mountains and Pacific Ocean are all within 90 minutes. Nursery operations? Pick a direction and you will see why Oregon growers are so good at what they do.

We invite you to come see Oregon's dream at Farwest. ☺

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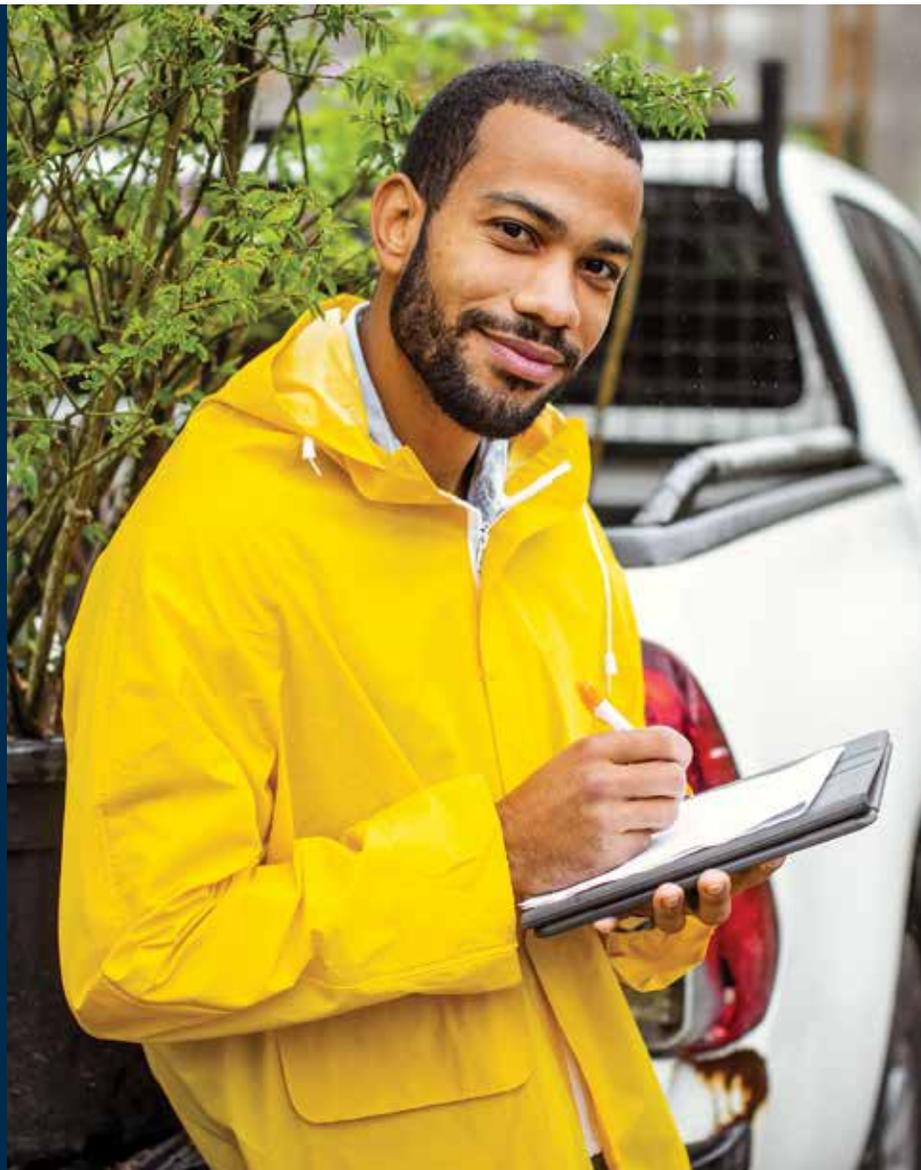


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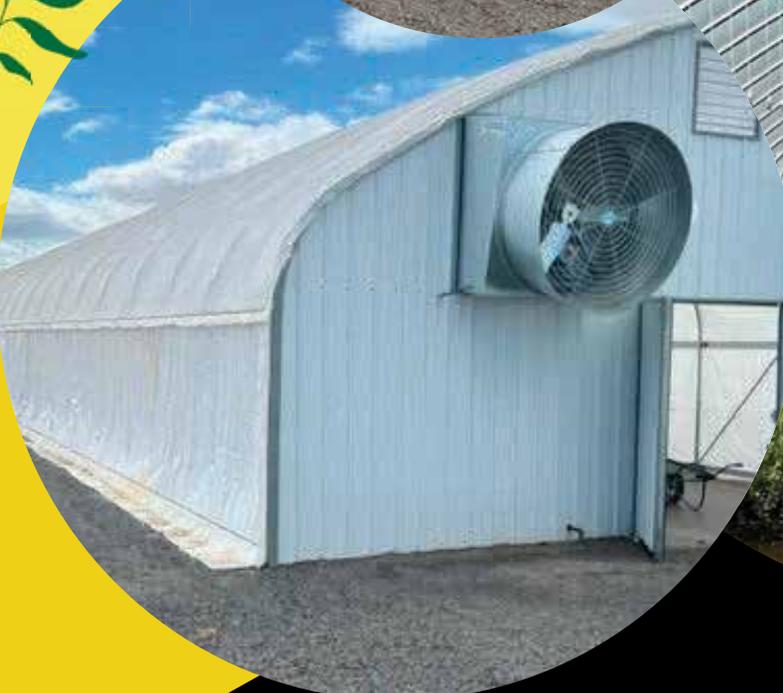
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