

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-



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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. ☺