

# Digger

JANUARY 2026

## Goth gardens

The allure of  
dark beauties

PAGE 17

Retail loyalty programs  
that bring 'em back

PAGE 21

Nurseries diversify  
to stay alive

PAGE 25

PUBLISHED BY



OREGON  
ASSOCIATION OF  
NURSERIES™

FIRST  
EDITIONS  
SHRUBS & TREES

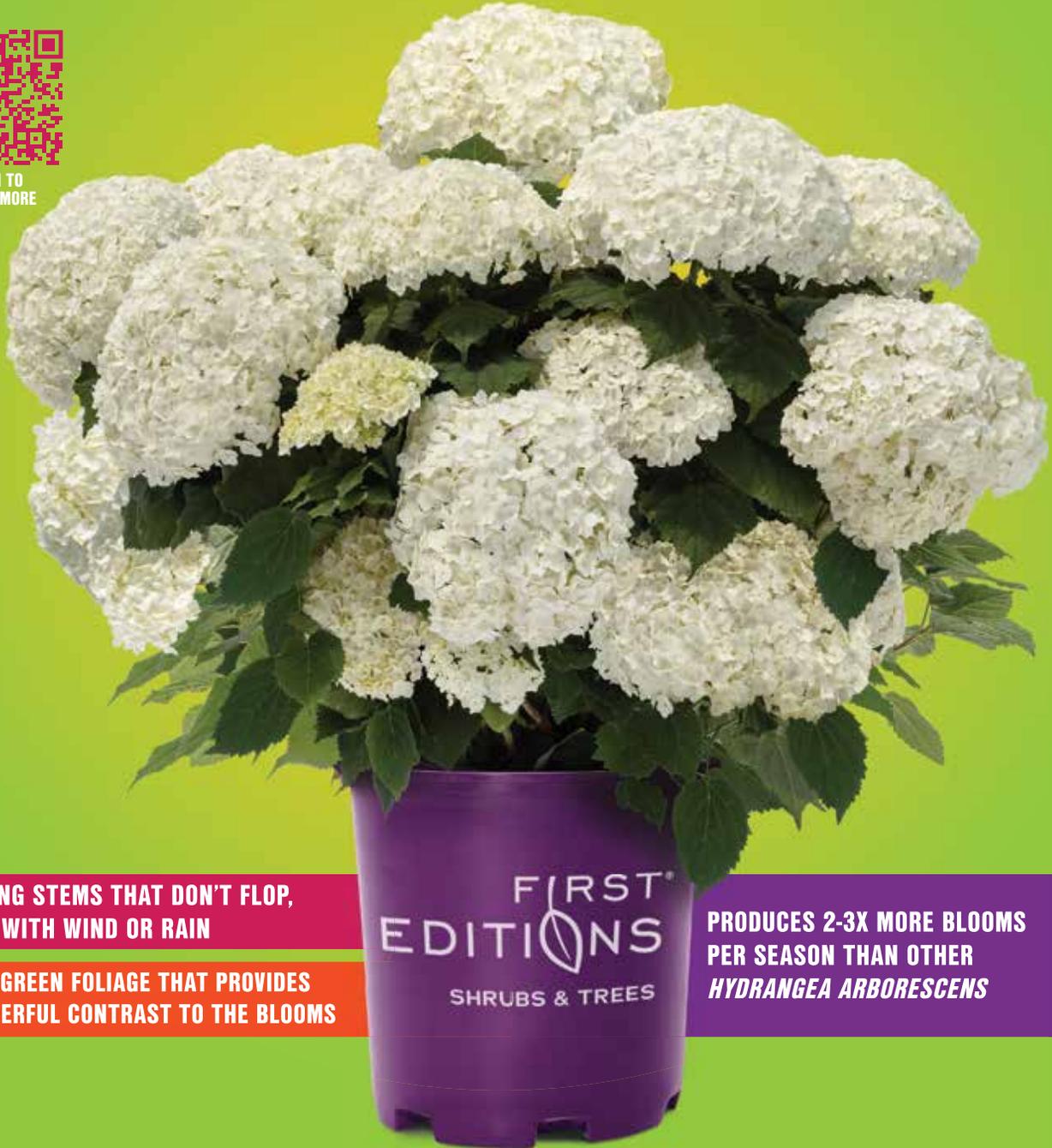
# FLOWERFULL®

## SMOOTH HYDRANGEA

*Hydrangea arborescens* 'BAIful' PP35,613 CPBRAf



SCAN TO  
LEARN MORE



**STRONG STEMS THAT DON'T FLOP,  
EVEN WITH WIND OR RAIN**

**LUSH GREEN FOLIAGE THAT PROVIDES  
WONDERFUL CONTRAST TO THE BLOOMS**

**PRODUCES 2-3X MORE BLOOMS  
PER SEASON THAN OTHER  
*HYDRANGEA ARBORESCENS***

[BAILEYNURSERIES.COM/FIRST-EDITIONS](http://BAILEYNURSERIES.COM/FIRST-EDITIONS)

# MATERIAL FLOW AND CONVEYOR SYSTEMS INC.

21150 Butteville Rd. NE  
Donald, OR 97020

Toll Free 800-338-1382  
Phone 503-684-1613  
Fax 503-684-5133

Visit Our Website:  
[materialflow.com](http://materialflow.com)  
All pricing F.O.B.  
Donald, Oregon

**SALE ON MANY PRODUCTS  
USED/SURPLUS RACKING,  
CONVEYORS, CONV. BELTING,  
SHELVING, PLASTIC BINS,  
LIFTS, CASTERS & MUCH  
MORE. 2 miles off I-5 just  
south of Wilsonville.**



Used and  
New  
**TEARDROP  
PALLET  
RACKS**  
**IN-STOCK**



**HAND TRUCKS  
58PMP  
\$141**  
100s of  
Hand Trucks  
**IN-STOCK**



**IN-STOCK**  
Rivet  
Shelving  
Various  
Colors  
Available



**Gravity Roller Conveyor**  
In Stock - Donald, OR  
**Powered  
Conveyors**



**CPT2748E**  
4400 Lb. Cap.  
27 x 48  
**\$264**



**1,000s IN STOCK**



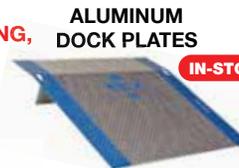
Special  
On Self  
Dump  
Hoppers

MF5055 - \$1,014  
MF7555 - \$1,116  
MF10055 - \$1,229  
MF15055 - \$1,399  
MF20055 - \$1,565



**OUTDOOR ALL-  
TERRAIN TRUCK**  
**\$979**  
**IN-STOCK**

Assembly Required



**ALUMINUM  
DOCK PLATES**  
**IN-STOCK**



**STEEL  
DOCK BOARDS**  
**IN-STOCK**

**Many Sizes  
Available**  
**\$334 to \$588**  
**IN-STOCK**

**IN-STOCK**



MFRLC357  
shown

**ALUMINUM  
DOCK BOARDS**  
**IN-STOCK**  
**\$929 to \$2,044**

**INDUSTRIAL STEEL  
ROLLING LADDERS**  
Capacity 350 lbs.  
F.O.B. Donald, OR.

Top Step  
Platform - 16 1/4 x 24"W

Model No.	Steps	Height to Top Step	Wgt.	Price
MFRLC354	4 Step	40"	165	\$499
MFRLC355	5 Step	50"	196	\$634
MFRLC356	6 Step	60"	229	\$782
MFRLC357	7 Step	70"	260	\$839
MFRLC358	8 Step	80"	293	\$940

Assembly Required

Prices subject to change without notice



Greenhouse Manufacturing & Supplies

**Oregon Valley  
GREENHOUSES**

info@ovg.com \* www.ovg.com  
20357 Hwy 99 E \* Aurora, OR 97002

**503-678-2700**



GREENHOUSES, HIGH TUNNELS, GROUND COVER, POLY FILM, HEATERS, SHADE CLOTH, CORRUGATED POLY CARBONATE, EXHUAUST SYSTEMS, ROLL-UPS SIDES, CODE STRUCTURES, PRE-FAB END WALLS, WIRE LOCK, CIRCULATING FANS, TWIN WALL POLY CARBONATE, RV COVERS, SHADE STRUCTURES, LIVESTOCK SHELTERS, COMMERCIAL AND RESIDENTIAL, CUSTOM SIZES, NRCS





17



21

## The Retail Issue

- 17** **The allure of goth gardens**  
Consumer interest is driving a growing trend in dark and richly colored plants.
- 21** **Driving loyalty and sales**  
Retail nurseries are discovering that good customer reward programs benefit the bottom line.
- 25** **The need for agri-tourism**  
For many retail nurseries and farms, diversifying the revenue stream is necessary for survival.
- 
- 33** **Tree girth matters**  
When it comes to growing trees, accurate measurements are important in more ways than one.

### COLUMNS

- 7** President's Message  
**15** What I'm Hearing  
**38** Director's Desk

### DEPARTMENTS

- 8** Calendar  
**9** Northwest News  
**29** Classifieds  
**33** Growing Knowledge  
**37** Digger Marketplace



Printed in Oregon on domestic recycled paper when available.

**On the cover:** Ice N' Roses® Merlot Hellebore (*Helleborus* × *glandorffensis* 'COSEH 4700' PP31181). PHOTO COURTESY OF MONROVIA NURSERY CO.

**On this page:** Left: Sweet Caroline Raven™ Ornamental Sweet Potato Vine (*Ipomoea batatas* 'NCORNSP-024SCRI' PP31837 CPBR6286). PHOTO COURTESY OF VAN BELLE NURSERY Right: Color Dollars are one of three components of the customer loyalty program at Al's Garden & Home. PHOTO COURTESY OF AL'S GARDEN & HOME



# Agricultural safety seminars

## 2025–2026



SAIF's agricultural safety seminars are free, comprehensive safety trainings designed specifically for the ag industry. The seminars are held annually from November through March.

### Topics

Stop, lock, and live: Energy control that saves lives  
Fire code on the farm  
Breathe easy: Have the right respiratory program on your farm  
Making the most of safety committee meetings

### Locations

Bandon | Central Point\* | Clackamas\* | Corvallis  
Eugene | Hermiston\* | Hillsboro\* | Hood River\*  
Klamath Falls | Madras\* | Mt. Angel\* | Ontario  
Pendleton | Salem\* | The Dalles\* | Wilsonville\*  
*\*Sessions in both English and Spanish*

### Webinars

Seminar topics will also be available as webinars. See online registration for details.

For more information, or to register, go to **[saif.com/agseminars](https://saif.com/agseminars)** or call **800.285.8525**.

Celebrating over **70** years of service

# OBC NORTHWEST INC.

## Nursery & Greenhouse Supplies



Everything you need to grow!



1076 SW Berg Parkway, Canby, OR 97013

Toll free: (800) 477-4744 • Local: (503) 266-2021 • Fax: (503) 266-6837

Email: [obc@obcnw.com](mailto:obc@obcnw.com) • [www.obcnw.com](http://www.obcnw.com)



29751 S.W. Town Center Loop West  
Wilsonville, OR 97070

PH 503-682-5089 PORTLAND  
PH 888-283-7219 NATIONWIDE  
FAX 503-682-5099 MAIN OFFICE  
FAX 503-682-5727 PUBLICATIONS  
info@oan.org EMAIL  
www.oan.org OAN WEBSITE  
www.diggermagazine.com DIGGER WEBSITE

### STAFF

**Jeff Stone** JStone@OAN.org  
EXECUTIVE DIRECTOR 503-582-2003

**Tess Chapman** TChapman@OAN.org  
MARKETING COORDINATOR 503-582-2004

**Stephanie Collins** SCollins@OAN.org  
DIRECTOR OF FINANCE & ADMINISTRATION 503-582-2011

**Beth Farmer** BFarmer@OAN.org  
DIRECTOR OF MARKETING & MEMBER SERVICES 503-582-2013

**Curt Kipp** CKipp@OAN.org  
DIRECTOR OF COMMUNICATIONS & PUBLICATIONS 503-582-2008

**Tana Klum** TKlum@OAN.org  
MEMBER SERVICES COORDINATOR 503-582-2012

**Jamie Moore** JMoore@OAN.org  
EVENTS AND EDUCATION COORDINATOR 503-582-2010

**Vic Panichkul** VPanichkul@OAN.org  
PUBLICATIONS MANAGER 503-582-2009

### DIGGER

**Curt Kipp** CKipp@OAN.org  
EDITOR & DISPLAY ADVERTISING 503-582-2008

**Vic Panichkul** VPanichkul@OAN.org  
MANAGING EDITOR & ART DIRECTOR 503-582-2009

**Tess Chapman** TChapman@OAN.org  
E-DIGGER PRODUCER 503-582-2004

**Dr. Lloyd Nackley** Lloyd.Nackley@OregonState.edu  
GROWING KNOWLEDGE SERIES COORDINATOR Oregon State University

**Jon Bell, Mike Darcy, Erica Browne Grivas, Emily Hoard, Mitch Lies, Kym Pokorny, Debbie Teashon** CONTRIBUTING WRITERS

Copyright © 2026 by the Oregon Association of Nurseries (OAN). *Digger* magazine is an official publication and a member service of the Oregon Association of Nurseries, 29751 S.W. Town Center Loop W., Wilsonville, OR 97070.

**REPRINTS AND SUBMISSIONS** *Digger* allows reprinting of material with written permission; requests should be directed to the editor. We are not responsible for unsolicited freelance manuscripts and photographs. Contact the editor for contribution information.

**SUBSCRIPTION AND CHANGE OF ADDRESS** Circulation is controlled. Domestic subscriptions are complimentary to qualified U.S. nursery industry members. Non-qualified U.S. subscriptions are \$42. Qualified foreign subscriptions are \$35 to Canada; \$45 to Mexico; and \$80 for all other countries. Single copy rate is \$6 while supplies last. Notify OAN Publications of change of address. Please allow 3-4 weeks for address change.

Postmaster: Change of address correction requested to above address.

**ADVERTISING** Contact OAN Publications at [ads@oan.org](mailto:ads@oan.org) for display and classified advertising rates. Deadlines are the 1<sup>st</sup> of the month preceding the month of publication.

## 2025-2026 EXECUTIVE COMMITTEE

<b>Patrick Newton</b> PRESIDENT	Powell's Nursery Inc. 5054 S.W. Boyd Road Gaston, OR 97119 PowellNursery@gmail.com 503-357-0631
<b>Ben Verhoeven</b> PAST-PRESIDENT	Peoria Gardens Inc. 32355 Peoria Road S.W. Albany, OR 97321 BenV@PeoriaGardens.com 541-753-8519
<b>Darcy Ruef</b> PRESIDENT-ELECT	Al's Garden & Home 1220 N. Pacific Hwy. Woodburn, OR 97071 DRuef@Als-GardenCenter.com 503-981-1245
<b>Chris Robinson</b> VICE PRESIDENT	Robinson Nursery Inc. PO Box 100 Amity, OR 97101 Chris@RobinsonNursery.com 877-855-8733
<b>Jesse Nelson</b> TREASURER	Hans Nelson & Sons Nursery Inc. 31020 S.E. Waybill Road Boring, OR 97009 JNelson@HansNelson.com 503-663-3348
<b>Tyler Meskers</b> SECRETARY	Oregon Flowers Inc. PO Box 311 Aurora, OR 97002 Tyler@OregonFlowers.com 503-678-2580
<b>Andrea Avila-Aragon</b> MEMBER AT LARGE	Smith Gardens 23150 Boones Ferry Road. N.E., Aurora, OR 97002-9461 Andrea.Avila-Aragon@ SmithGardens.com 503-678-5373

## BOARD OF DIRECTORS

<b>Patrick Peterson</b> ASSOCIATE MEMBER	Simplot Turf & Horticulture Patrick.Peterson@Simplot.com 541-214-5802
<b>Greg Elwell</b> CONTAINER GROWER	Iseli Nursery GEllwell@IseliNursery.com 503-663-3822
<b>Blake Nelson</b> CONTAINER GROWER	Bountiful Farms Nursery Inc. Blake@BountifulFarms.com 503-981-7494
<b>Sam Pohlschneider</b> CONTAINER GROWER	Pohlschneider Nursery Sam@PohlschneiderNursery.com 503-969-1310
<b>Jason Burns</b> FIELD / B&B GROWER	Patterson Nursery Sales Jason@PattersonNurserySales.com 503-668-6000
<b>Sam Barkley</b> FIELD / BARE ROOT GROWER	J. Frank Schmidt & Son Co. SamB@JFSchmidt.com 503-663-4128
<b>Vladimir Lomen</b> FIELD / BARE ROOT GROWER	Sester Farms Vladimir@SesterFarms.com 503-663-4844
<b>Noah Fessler</b> GREENHOUSE	Woodburn Nursery & Azaleas Inc. NoahF@WoodburnNursery.com 503-634-2231
<b>Jonathan Jasinski</b> GREENHOUSE	Microplant Nurseries Inc. Jonathan@MicroplantNurseries.com 503-792-3696
<b>Barb Iverson</b> RETAIL	Wooden Shoe Tulip Farm Iverson@MonitorCoop.com 503-634-2243

# Advocacy training matters more than ever

**I didn't grow up dreaming about being in politics. I'm guessing most of you didn't either.**

I dreamt of running my own business and working outdoors and with my hands.

As my dream became reality, I defined myself as a grower. Over the past several years, I have served in various leadership roles. This experience cemented something very important in my mind.

While I am a grower, being a part of the politics of our industry is also extremely important. The longer I run a wholesale nursery, the more I see that the decisions made in Salem and Washington D.C. directly impact my farm, whether or not I participate. If we don't speak up, someone else will do the talking for us.

That's why the Oregon Association of Nurseries advocacy training on January 13, 2026 is so important. Policy decisions are seen around our businesses every day. They touch everything we do.

Think of ag overtime, water availability, immigration reform, pesticide regulations, transportation, climate and energy policy and tariffs. The list goes on. These decisions impact our margins, our workforce, and our ability to stay competitive.

It took me a while before I decided to get involved in advocacy for our industry. It seemed too complicated and intimidating. What could I bring to the table? My business isn't big enough for my voice to have an impact. These are some of the things I would think.

I'm sure a lot of you have encountered these same thoughts and feelings when considering getting involved. Advocacy training helps break down these barriers and enables me to be much more comfortable participating in advocacy for our industry.

Advocacy training helps us learn how to explain what we do, understanding which issues matter most, and get the confidence to tell our story. It is not about being a polished politician — it is about being honest and direct.



Patrick Newton

The truth is that legislators want to hear from us. They need to hear from us. They don't know anything about our industry, and our needs, unless someone takes the time to show them. They have no idea how to staff our operation in peak season, or how water restrictions and new regulations hit our nursery's bottom line, unless we explain it to them.

I have learned that rather than just trying to explain something to the legislators, it is far more effective to show them. We need to invite state and federal representatives out to our farms. Walk them through the propagation house and our fields. Let them see the irrigation system. Show them the labor it takes to grow a plant over multiple years.

When they stand on the ground with us — when they see the scale and complexity of what we do — it sticks with them. They will remember that the next time they vote.

Advocacy isn't about giving speeches, it's about building relationships.

As a nursery community, we're stronger together. When growers, suppliers and retailers share our stories as one united industry, lawmakers pay attention. They start to understand it's not just about rows of plants.

So, as January 13 approaches, I would encourage every grower to take part in the advocacy training.

I hope to see you on the 13<sup>th</sup>!



# Calendar

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

## JANUARY 2

### OAN WINTER TRUCKS TO TRADE SHOWS DEADLINE

January 2 is the last day to reserve your space for the OAN Winter Trucks to Trade Shows shipment to ProGreen Expo in Denver, Colorado, February 3-5, \$480/pallet (13 pallets needed by January 2). The program allows members to ship booth material conveniently and economically. Space on each truck will be reserved on a first-come, first-served basis. To reserve space, the OAN needs full payment for each pallet. Pallet pricing does not include drayage or material handling fees. These fees are determined and billed directly by the show management and/or show decorator. Questions? Contact Jamie Moore at [JMoore@OAN.org](mailto:JMoore@OAN.org), 503-582-2010. Reserve your space now at [OAN.org/T2TS](http://OAN.org/T2TS).

## JANUARY 5-7

### UTAH GREEN

Join the Utah Nursery and Landscape Association for 2026 Utah Green Industry Conference & Trade Show January 5-7 at the Mountain America Expo Center in Sandy, Utah. The keynote speaker will be John Kennedy. For more information or to register, go to [TinyURL.com/UTGreenConf](http://TinyURL.com/UTGreenConf).

## JANUARY 7-9

### MID-ATLANTIC NURSERY TRADE SHOW

The Mid-Atlantic Nursery Trade Show (MANTS) is widely regarded as the first big show of the year and as such is very well attended. The show takes place January 7-9 at the Baltimore Convention Center. Last year it drew more than 11,000 attendees and 900 exhibitors. For more information and to register, go to [MANTS.com](http://MANTS.com).

## JANUARY 15

### MT. HOOD CHAPTER HOLIDAY PARTY

The Oregon Association of Nurseries Mt. Hood Chapter will host their annual holiday party at 5:30 p.m. Thursday, January 15 at McMenamins Edgefield Hotel Ballroom, 2126 S.W. Halsey St., in Troutdale, Oregon. Cost is \$50 per person and includes one drink and dinner. Questions? Contact Brooke Jerie at [BrookeJerie@gmail.com](mailto:BrookeJerie@gmail.com). Register at [OAN.org/Events](http://OAN.org/Events).

## JANUARY 21

### WILBUR-ELLIS PRO MARKETS TECHNICAL SEMINAR

**Wilbur-Ellis** will be hosting its annual Pro Markets Technical Seminar January 21 in Wilsonville, Oregon. The seminar topics will focus on market-specific problem diagnoses and solutions. Several tracks will be available on industry segments including golf, turfgrass and landscape, nursery and greenhouse and forestry and vegetation management. The seminar will be at the Holiday Inn, 25425 S.W. 95th Ave. in



OAN FILE PHOTO

## VARIOUS DATES

### FREE CPR/FIRST AID CLASSES

The Oregon Association of Nurseries is once again offering FREE first aid and CPR certification training for OAN members in 2026, thanks to their continuing partnership with SAIF. These classes provide hands-on instruction in small group settings, covering essential first aid and lifesaving CPR skills. Certifications are valid for two years, and sessions are available in both English and Spanish from 8 a.m.-12:30 p.m. English: January 14, February 18, March 18, June 17, July 15, September 16, October 14, November 18, December 16. Spanish: January 15, February 19, March 19, June 18, July 16, September 17, October 15, November 19, December 17. All classes take place at the OAN office: 29751 S.W. Town Center Loop West, in Wilsonville. Register at [OAN.org/CPR](http://OAN.org/CPR).

Wilsonville. Check-in time is 7 a.m. and meeting adjourns at 3:40 p.m. Lunch will be provided. Cost: \$75 by January 7, \$100 after January 7 or onsite. Questions? Call Larry Burchfiel at 503-227-3525. Register at [TinyURL.com/WProSeminar](http://TinyURL.com/WProSeminar).

## JANUARY 21-23

### IDAHO HORTICULTURE EXPO

Make connections, attend seminars, visit with exhibitors and more at the Idaho Horticulture Expo 2026, January 21-23 at the Boise Center in Boise, Idaho. For more information and to register, go to [INLAGrow.org/Idaho-Horticulture-Expo](http://INLAGrow.org/Idaho-Horticulture-Expo).

## FEBRUARY 3-5

### PROGREEN EXPO

ProGreen EXPO is the only green industry conference in the Rocky Mountain Region of its kind. More than 5,000 green industry professionals gather every year at the Colorado Convention Center in Denver to gain vital knowledge and skills to improve business, educate employees and discover the latest information for the upcoming season. Inside the EXPO attendees get a hands-on look at the latest green technology and products from over 225 exhibiting companies. For more information or to register, go to [ProGreenExpo.com](http://ProGreenExpo.com)

## FEBRUARY 6

### 2026 DUNN CARNEY AG SUMMIT

Dunn Carney's Ag Summit returns to the Salem Convention Center at 7:30 a.m. Friday, February 6. The half-day conference features ag industry leaders from around the region and members of Dunn Carney's Ag Team. Enjoy a morning of lively panel discussions and presentations covering recent regulatory developments, legal issues, and best practices in the agriculture industry. Complimentary breakfast and lunch are provided. There is no cost to attend. To register, go to [DunnCarney.com/AgSummit2026](http://DunnCarney.com/AgSummit2026).

## FEBRUARY 13

### NEXGEN ANNUAL BUSINESS MEETING

Save the date for the NexGen Annual Business Meeting from 6-9 p.m. on Friday, February 13. It will feature the group's business meeting, annual officer elections and a round table discussion on issues pertinent to the group. The event will be held at Langdon Farms in Sherwood. Stay tuned for more details. NexGen is one of the Oregon Association of Nurseries' Leadership Groups. NexGen is open to all members of the nursery and greenhouse industry with a special focus on those who are new to the industry or rising in their careers. Register at [OAN.org/Events/NexGen0226](http://OAN.org/Events/NexGen0226). ©



# Northwest News

OAN members and chapters are encouraged to send in relevant news items, such as new hires, new products, acquisitions, honors received and past or upcoming events. Email [News@OAN.org](mailto:News@OAN.org).



Ken Fisher

## AmericanHort president and CEO to step down

Ken Fisher, President and CEO of AmericanHort, will step aside at the end of May 2026, marking 10 years of leadership at the national trade association that represents the U.S. horticultural industry, according to a statement from AmericanHort.

“Ken’s leadership over the past decade has been extraordinary,” said Kent Fullmer, chair of the AmericanHort Board of Directors. “He guided the organization through an era of growth, strengthened its financial foundation, expanded its national influence, and positioned AmericanHort as the leading voice for the horticulture industry. We are grateful for his vision and his steady hand, and we look forward to working with him to ensure a smooth and successful transition.”

During Fisher’s tenure, AmericanHort enhanced its role as a national advocate for horticulture, expanded its member programs and education initiatives, strengthened the Horticultural Research Institute (HRI), and elevated Cultivate, the association’s flagship industry event, to new levels of impact and engagement.

The AmericanHort Board of Directors will immediately begin the process of planning for the CEO transition and the selection of the next leader.



Oregon generates \$7.5 billion in farm sales annually with the most valuable agricultural commodities sold being nursery, greenhouse, floriculture and sod. OAN FILE PHOTO

## OREGON GENERATES \$7.5 BILLION IN FARM SALES ANNUALLY

Analysis of U.S. Department of Agriculture’s Economic Research Service data by Farm Flavor, a company that provides news and information about the agriculture industry, shows that Oregon generates \$7.5 billion in farm sales annually.

By the numbers:

- Market value of Oregon agricultural products sold: \$7,480,689,325.
- Share of total U.S. agricultural value: 1.2%.
- Most valuable agricultural products: Nursery, greenhouse, floriculture, sod.
- Crop sales: \$5,138,075,704.
- Livestock and other animal product sales: \$2,342,613,621
- Number of farms: 35,547
- Agriculture share of total land area: 24.9%
- Agriculture share of total employment: 2.7%

Read more at [TinyURL.com/ORAgValue](https://TinyURL.com/ORAgValue).

## PHOSPHATE, POTASH ON LIST OF USGS CRITICAL MINERALS FOR THE FIRST TIME

For the first time, the U.S. Geological Survey has included phosphate to the List of Critical Minerals and it re-listed potash, according to Progressive Farmer, an agricultural website. Both are key fertilizer ingredients.

The inclusion of phosphate and potash on the list signals a heightened government policy focus around the production and supply chains for both fertilizer ingredients. That can include helping companies secure mining permits or other federal support to increase domestic production. The list also plays a role in trade policy, such as whether imports should face a duty or exports should be restricted.

China and Russia are the dominant global exporters of phosphate and potash, controlling 53% of global phosphate production, with Morocco contributing another 13%. That kind of concentration leaves the global market vulnerable to deliberate supply manipulation or unexpected disruptions.



### OAN AIMS FOR SHORT SESSION ON AGRICULTURAL OVERTIME FIX

The Oregon Association of Nurseries is hoping to fix Oregon’s agricultural overtime law by freezing the current threshold at 48 hours and allowing a 15-week exemption for peak labor periods.

Executive Director Jeff Stone has said previously that getting legislators to roll back the threshold to previous levels would not be politically tenable. “We are fine with it being frozen at 48,” he told members of the OAN Government Relations Committee at their November 13 meeting.

Stone added that farmworkers don’t like the phase-in of the law because it is costing them hours and income. “Labor is angry,” he said. “They don’t understand why. They blame the growers.”

State Rep. Shelly Boshart Davis (R-Albany) said she’d be willing to stand behind such a fix. “There are people in the building who would use every bit of leverage to fix ag overtime,” she said. “Ag overtime will be fixed. The issue is not going away. I don’t know how many businesses need to fail.”

OAN had agreement from state Rep. Ricki Ruiz (D-Gresham) to introduce such a bill in the 2025 session, but he reneged after the effort was blocked by Democratic leaders.

### MEDITERRANEAN OAK BORER FOUND IN OREGON IN MARION, POLK COUNTIES

The Mediterranean oak borer, an invasive beetle known to transmit a sometimes-fatal fungus to Oregon white oak trees, has been found in Marion and Polk counties, according to the *Statesman Journal* newspaper (Salem, Oregon).

The tiny invasive beetle from Europe, North Africa and western Asia carries a fungus that can infect a tree with a vascular wilt, which can eventually kill the tree.

State and federal officials previously did not know the extent of the borer’s presence in Oregon. After the first



After the first infested Oregon white oaks were found in Troutdale and Wilsonville, teams set up traps throughout the Willamette Valley and found more than 500 borers from Portland to south of Salem. PHOTO COURTESY OF OREGON DEPARTMENT OF FORESTRY

infested Oregon white oaks were found in Troutdale and Wilsonville, teams set up traps throughout the Willamette Valley.

They found more than 500 borers in about 30 traps on both sides of the Willamette River from Portland to south of Salem. Of the 944 oak trees inspected, 38 are currently infested and another 22 that were thought to be infested have been removed.

### ONPAC ENDORSES CHRISTINE DRAZAN FOR OREGON GOVERNOR

The Oregon Nurseries’ Political Action Committee (ONPAC) has endorsed State Sen. Christine Drazan (R-Canby) for Oregon governor in the 2026 election. Drazan has been a longtime supporter of the nursery and greenhouse industry. The decision was unanimous.



Christine Drazan

On the Democratic side, Gov. Tina Kotek has announced that she will run for a second term. No other Democrats have announced any intent to challenge her.

Aside from Drazan, other declared candidates on the Republican side include Marion County Commissioner Danielle

Bethell, genomics researcher Kyle Duyck and business manager Robert Neuman, who ran for labor commissioner in 2022. Lurking but undeclared is 2010 Republican gubernatorial nominee (and retired Portland Trail Blazer center) Chris Dudley, who narrowly lost to Democrat John Kitzhaber. He moved to California in 2012 but recently has moved back to Oregon.

Drazan became a three-time winner of the OAN Friend of Nurseries award this year for her support of the industry, having previously won in 2019 and again in 2021, as Legislator of the Year.

“ONPAC believes it will take a significant effort to elect Drazan, but we feel she is the only Republican candidate in the field who can win in November 2026,” ONPAC chair Tyler Meskers of Oregon Flowers Inc. said. He added that ONPAC plans to hold fundraisers for Drazan throughout the election cycle.

ONPAC also endorsed Drazan in the 2022 election for governor, which she lost to Kotek by about 67,000 votes (47% to 43.5%), with independent candidate Betsy Johnson, a former Democratic legislator, finishing third (8.6%).

### OREGON FARMLAND VALUE DECLINES SLIGHTLY IN 2025

The USDA said the value of Oregon farmland declined slightly in 2025 when adjusted for inflation, reports Capital Press, an agricultural newspaper in

Salem, Oregon. This is the first time since 2013 that the USDA has reported a real decline in the value of Oregon's farm real estate, said Dan Bigelow, an Oregon State University agricultural economist.

By the numbers:

- A USDA report showed a 0.4% real decline in the state's farmland values, which include structures on acreage.
- Idaho saw the strongest annual growth rate in the Pacific Northwest, at 2.3% real gains.
- Washington rose 0.5%.
- California was up 0.2%.

### OAN SCHOLARSHIP APPLICATIONS NOW OPEN

Do you know a high school, college or graduate student who is considering a career as a nursery or landscape

professional?

If so, applications are now being taken for 20 scholarships ranging from \$1,000 to \$3,000 from the Oregon Association of Nurseries Foundation.

The scholarships are sponsored by individual OAN chapters, and its members. April 1 is the last day to apply. Go to [OAN.org/ONF](http://OAN.org/ONF) for more information, or contact OAN Director of Finance Stephanie Collins at 503-582-2001 or [Scholarships@OAN.org](mailto:Scholarships@OAN.org).

### APPLICATIONS OPEN FOR 2027 HRI LEADERSHIP ACADEMY

The Horticultural Research Institute (HRI) is now accepting applications for the HRI Leadership Academy Class of 2027. The immersive one-year program equips green industry professionals with the leadership insight, strategic skills, and

industry perspective needed to guide their organizations, and the broader horticulture industry. Participants go through a comprehensive leadership development experience using a blend of in-person training, online coursework, and peer-to-peer engagement.

The current class of HRI includes Amanda Staehely (**Columbia Nursery**, Canby, Oregon) and Andrea Avila-Aragon (**Smith Gardens**, Aurora, Oregon). Past OAN participants have included Leigh Geschwill (**F&B Farms and Nursery**, Woodburn, Oregon), Kyle Fessler (**Woodburn Nursery & Azaleas Inc.**, Woodburn, Oregon), Jonathan Jasinski (**Microplant Nurseries**, Gervais, Oregon) and Crystal Cady (**Northwest Nursery Buyers Association**, Welches, Oregon).

For information or to apply, go to [HRILeadershipAcademy.org](http://HRILeadershipAcademy.org). The deadline to apply for the first phase is February 6. >>

**ROOTED IN QUALITY**

We're here to help you grow with personalized attention, expanded ornamental offerings, and exceptional quality nursery stock.

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

**ALPHA NURSERY**

AT ALPHA... WE BUILT OUR BUSINESS BY TAKING THE TIME TO KNOW OUR CUSTOMERS AND THEIR NEEDS. ALL OF US APPRECIATE YOUR BUSINESS AND WE THANK YOU FOR YOUR CONTINUED LOYALTY. CALL US AT 800.293.1286, OR COME VISIT AND LET US KNOW HOW WE CAN SERVE YOU.

5050 HAZEL GREEN RD. NE • SALEM, OR 97305  
[WWW.ALPHANURSERY.COM](http://WWW.ALPHANURSERY.COM)

## Northwest News

Questions? Contact Jennifer Gray at 614-487-1117, or [JenniferG@AmericanHort.org](mailto:JenniferG@AmericanHort.org).

### STOP BY THE OAN AT MANTS

Heading to the Mid-Atlantic Nursery Trade Show (MANTS) January 7-9 in Baltimore, Maryland? Stop by the Oregon Association of Nurseries booth (#715) and say hello to Events and Education Coordinator Jamie Moore, Executive Director Jeff Stone and Director of Finance and Administration Stephanie Collins.

Get details on the “Rooted in Relationships” 2026 Farwest Show August 26-28 in Portland, Oregon, pick up the Nursery Country issue of Digger magazine, and get your hard copy of the 2025-26 Nursery Guide book, a directory of OAN members and the plants, products and services they offer. See you there!

## Announcements

### MASTER NURSERY® GARDEN CENTERS LAUNCHES BUMPER CROP® ORGANIC RAISED BED MIX

Master Nursery® Garden Centers, a nationwide cooperative of more than 600 independent retail garden centers, has launched Bumper Crop® Organic Raised Bed Mix, the latest addition to the Bumper Crop family of premium soils and fertilizers, the cooperative announced.

Bumper Crop Organic Raised Bed Mix provides the ideal balance of moisture retention and drainage for raised bed and large container gardening. It's specially formulated to support vigorous growth of vegetables, herbs, and flowers.

To find your nearest authorized retailer, go to [MasterNursery.com](http://MasterNursery.com) or contact [Info@MasterNursery.com](mailto:Info@MasterNursery.com) to learn about joining the cooperative network.

### MARION AG SERVICE AND ADM TEAM UP ON POLY 4 FERTILIZER

**Marion Ag Service** has entered into an agreement with Archer Daniels



The Oregon Association of Nurseries will be represented at MANTS by Executive Director Jeff Stone (left), Events and Education Coordinator Jamie Moore and Director of Finance and Administration Stephanie Collins. Drop by and see them at booth #715. PHOTO BY VIC PANICKHUL

Midland (ADM) to warehouse and distribute Poly 4, a multi-nutrient fertilizer mined and manufactured by Anglo American and represented in the market by ADM. This partnership is designed to enhance regional availability of Poly 4, supporting key cropping systems across the Pacific Northwest.

Under the agreement, Marion Ag Service will warehouse and transload Poly 4, enabling efficient access for agricultural retailers throughout the region.

Poly 4 is a naturally occurring mineral fertilizer that delivers four essential nutrients — potassium, sulfur, magnesium, and calcium — from a single source.

### RIMOL GREENHOUSE SYSTEMS ADDS WESTERN AND SOUTHEASTERN SALES REPS

**Rimol Greenhouse Systems** is expanding its footprint of national sales representatives with the addition of Kyra Smith and Brian Hannon to its sales team. Smith will cover the West, while Hannon will be responsible for managing sales in the Southeast.

Smith will manage

a territory that includes Arizona, California, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

Hannon will manage a territory that includes Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee.

Smith can be reached at [KSmith@Rimol.com](mailto:KSmith@Rimol.com) and Hannon can be reached at [BHannon@Rimol.com](mailto:BHannon@Rimol.com).



**Brian Hannon**

### FALL CREEK FARM & NURSERY INC. APPOINTS NEW BOARD MEMBER

Robert Reiter, Ph.D., has been named to the board of directors of **Fall Creek Farm & Nursery**, a world-leading blueberry genetics company founded in Oregon in



**Robert Reiter**



**Kyra Smith**



1978. Most recently he was head of research and development for Bayer Crop Science and has more than three decades of global experience in plant breeding, biotechnology and the delivery of applied agricultural innovation at scale, the nursery said in a statement.

### TREFINTI® NEMATICIDE/ FUNGICIDE GRANTED REGISTRATION BY EPA

**Syngenta** announced that Trefinti® nematocide/fungicide has been granted federal registration by the EPA. The company said that state registrations are actively being pursued and are anticipated to be available soon.

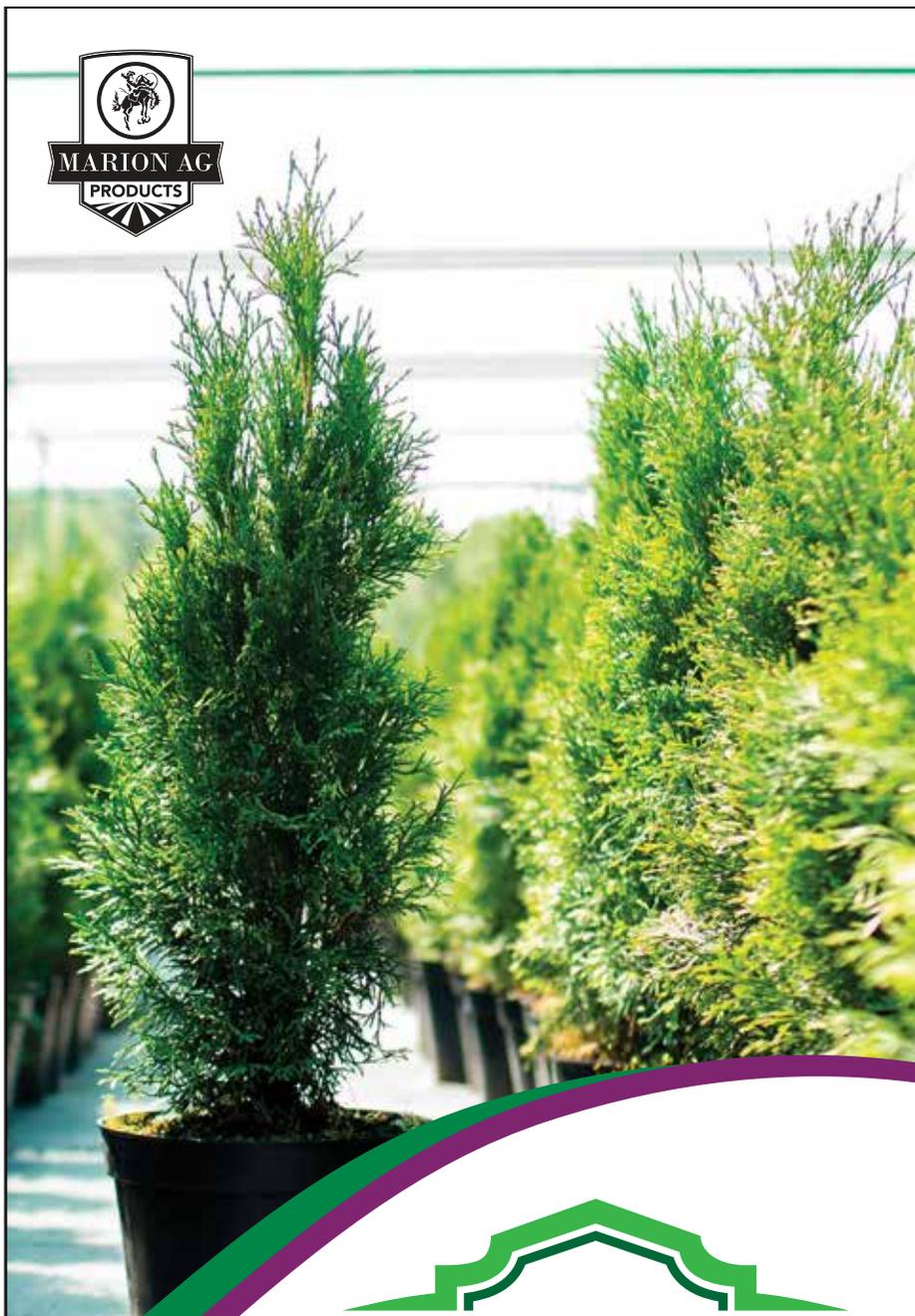
Trefinti will systemically control the key species of plant-parasitic nematodes and certain disease-causing pathogens that can damage plant roots and foliage, leading to decreased plant health. The nematocide/fungicide is absorbed by the roots and translocated throughout the upper canopy, providing control of foliar nematodes and certain diseases, including *Fusarium* spp., powdery mildew, and others.

### HOME DEPOT NAMES GROWSCAPE OUTDOOR GARDEN PARTNER OF THE YEAR

**Growscape** announced that Home Depot has named it Outdoor Garden Partner of the Year, reflecting Growscape's commitment to innovation, sustainability and shared values with Home Depot. "We're deeply grateful for our partnership with The Home Depot," said Fred Ryan, president of Growscape. "This award reflects how our teams work together to anticipate customer needs, improve efficiency, and deliver the best possible experience across every touchpoint. Trust, collaboration, and hard work drive our success."

### MCHUTCHISON EXPANDS NURSERY DIVISION SALES TEAM

Brian Snyder has joined **McHutchison** as a sales representative and his territory will cover Michigan, Indiana and Ohio, »



## PERFORMANCE YOU CAN TRUST

### People

80+ years of plant nutrient and service excellence

### Product

Innovative controlled-release fertilizer

### Process

In-house blending and bagging for fast delivery

Available exclusively through Marion Ag Service

[www.marionag.com](http://www.marionag.com) - [support@marionag.com](mailto:support@marionag.com) - 1-888-814-5727

according to a company press release.

Snyder's career began in his family's wholesale nursery business before working for several major

industry suppliers in Oregon including Carlton Plants (now Bailey Nurseries, Dayton), Van Essen Nursery (Lebanon) and **Macore Labels** (Lafayette). He brings a strong understanding of greenhouse and nursery operations to McHutchison as well as vast experience with the unique needs of growers across the Midwest. Most recently, Snyder represented **Sester Farms** (Gresham) where he sold in the same territory that he will now serve for McHutchison.



Brian Snyder

### BIOWORKS HIRES NEW BIOLOGICAL SOLUTIONS ADVISER FOR PNW

Libby Brallier has joined **BioWorks**, a provider of biological-based plant health solutions, as a biological solutions adviser supporting horticulture customers throughout the Pacific Northwest, the company announced.

In her new role, Brallier will work directly with growers and distributors to deliver customized biological programs that promote healthier, more resilient crops. She



Libby Brallier

will also provide technical and strategic guidance to support customers in optimizing their integrated pest and disease management practices.

Brallier brings vast experience in horticulture sales, account management, and crop production support. Most recently, she served as a sales agronomist for **Wilbur-Ellis**, where she managed a multimillion-dollar territory of wholesale nurseries and greenhouses across Oregon. Brallier can be reached at **Libby.Brallier@BioWorksInc.com** or 585-825-9448.

### OREGON STATE UNIVERSITY APPOINTS CORVALLIS FARM UNIT DIRECTOR

Ben Lyon has been appointed Corvallis Farm Unit director and regulatory and safety compliance officer at the College of Agricultural Sciences, Oregon State University announced.

Lyon brings more than a decade of hands-on agricultural and management experience to this role.



Ben Lyon

### EHR ANNOUNCES ADDITION TO NATIONAL SALES TEAM

Connor Foy has joined **EHR's** national sales team and serves customers across northern Ohio based out of Cleveland, the company announced.

Foy previously worked a large Ohio grower as a program coordinator. ©



Connor Foy

IT'S

# DIGGING SEASON!

visit [daybag.com/oregon](http://daybag.com/oregon)

- Burlap
- Wire Baskets
- Twine
- Nursery Supplies



**DAYTON BAG & BURLAP**

**Ryan Basile**  
8851 Sleepy Hollow Rd NE  
Woodburn, OR 97071  
503-951-3074

# Olive trees may be perfect for arid Oregon summers



Mike Darcy

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



Olive harvest day at OSU North Willamette Research and Extension Center in Aurora, Oregon. PHOTO BY NEIL BELL

The word “research” is a part of the title of the Oregon State University North Willamette Research and Extension Center (NWREC) in Aurora, Oregon, and it is certainly worthy of it. My dealings with this research center have just touched the tip of the iceberg as to the depth of research being carried on there.

Neil Bell, a semi-retired community horticulturist with Oregon State University Extension, has been one of the primary researchers whose work I have followed. Over the years, his research has included trials of *Arctostaphylos*, *Phlomis* and *Ceanothus*, just to name a few. Now it includes olive trees.

## Testing for suitability

The purpose of Neil’s trials is to broaden the palette of plant selections that may be new to our area and perhaps have not yet been readily available locally. His research has focused on testing plants that may have been considered marginally winter hardy or may not withstand the summer’s heat for a home gardener.

Within a plant genus, which can contain from 1–1,000 or more species, there can be great diversity as to a plant’s requirements. Such diversity is, in many

ways, very similar to the great diversity here in the Pacific Northwest with our many microclimates.

In 2019, unrooted cuttings of olive trees arrived at NWREC. It was a mix of species, cultivars, varieties and some with just numbers. Because of this mix, Neil refers to the collection as “accessions,” which was a new word to me that I had to research.

The best definition that is meaningful to this topic is “a distinct, uniquely identified sample of seeds or plants, that is maintained as part of an active collection.” There were 116 accession cuttings and the majority had four cuttings of each.

Two years after their arrival, in 2021, the rooted cuttings were planted in a large, open field at NWREC.

## Survival of the fittest

When plants go into this open field, there is no protection from the elements. They are exposed to wind, rain, snow, cold, and heat. The newly planted olive trees are irrigated at the time of planting and then watered on an as-needed basis.

This trial is a true survival test. One of the most crucial weather situations occurred in January 2024, with two nights of 15 F temperatures. While this resulted

in some devastating damage to some of the trees, in some ways it was a good test of which trees survived with no damage, and which had very little damage.

This trial was a test to determine if olive trees can not only be grown as a commercial crop in the Willamette Valley, but also as a shrub or tree in a home garden setting. With their gray-green evergreen foliage, they can make a striking specimen planted in a home garden, either in the ground or in a large pot. Being native to the Mediterranean region, they grow well in areas with hot dry summers.

In the past few years, there have been a limited supply of olive trees available at local garden centers, with Arbequina as the most prevalent. Sean Hogan, (Cistus Nursery, Portland, Oregon), has been a strong advocate for olive trees. His website lists Arbequina as “self-fertile and fruits at an early age, heavily used for oils. Wonderful for small gardens or containers.” Another one is Leccino, which has performed well in the NWREC trials.

## Suited for Oregon

For home gardeners, Neil suggests planting olive trees in the sunniest location available. Good drainage is essential. Neil also commented that he has noted that the trees seem to withstand cold winter temperatures better if they are multi-trunked rather than grown as a standard with a single trunk. Just thinking of pictures of olive trees growing in the Mediterranean area, the trees are almost always multi-trunked.

An update from Neil on Saturday, November 8, reported that the first batch of OSU olive oil from the olive harvest ➤

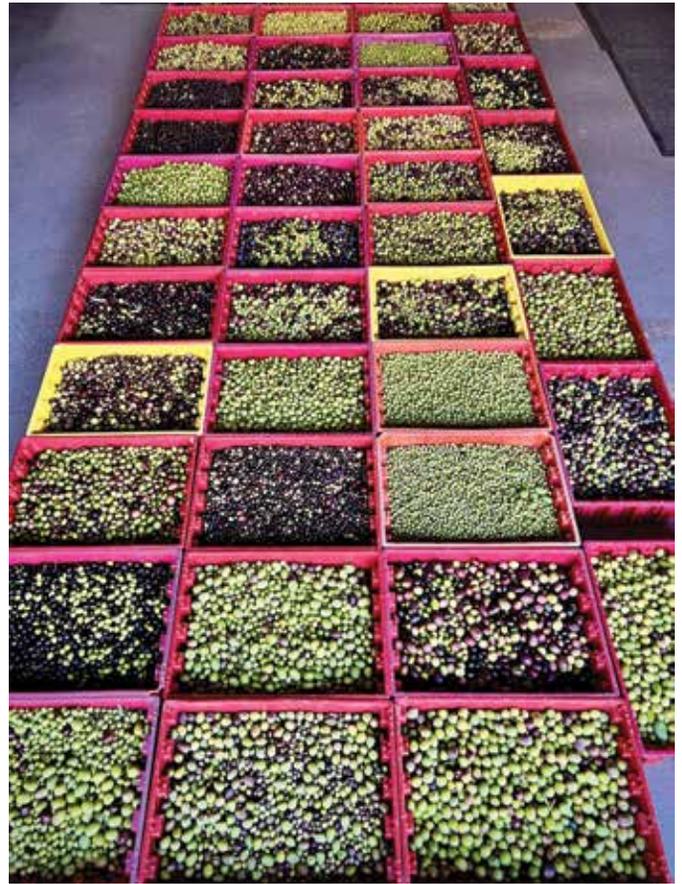
## What I'm Hearing

was produced!

"We picked (with the invaluable aid of our crew of volunteers) 707 pounds of fruit, which after weight and fruit size data were collected, were then taken to the mill," Neil said. "The oil was produced by Beth Wendland of Coyote Hill Nursery, who processed the fruit in her Mori-Tem olive mill. In general, the fruit was sorted in totes according to level of ripening and they were milled that way.

"Greenish-yellow fruit were milled in batches and purple-ripe fruit were milled in separate batches to allow for some very broad comparisons on the effect of stage of ripeness on oil characteristics. The yield from this was 11 gallons of oil. The oil is still to be filtered by Beth, after which we will receive it for bottling. We are all very excited about this outcome and grateful to our volunteers, as well as Beth and partner Bruce for this service!"

The information from Neil and the crew at NWREC can be invaluable for a garden center. Gardeners are always searching for something new and different and an olive tree might be just what they need. They can be excellent as container plants and with our increasingly hot summers, they might be just perfect in that hot and sunny spot. Just think of the displays that garden centers can design to show off these Mediterranean beauties! ☺



Olives harvested and ready to be pressed PHOTO BY NEIL BELL

# When you need organic SOIL & COMPOST



**SUPER SACKS/TOTES. SEMI. RAIL...**

Delivery available throughout  
Oregon - 7 days a week!



**(888) 345-9085**  
[www.laneforest.com](http://www.laneforest.com)



**LANE**  
FOREST PRODUCTS

The company to grow with



**BIRINGER  
NURSERY**

Wholesale Growers of  
Fruit, Flowering, Shade  
Trees and Deciduous Shrubs

Frost Peach ®  
Hanna's Heart ® Katsura

Growing since 1974

360-848-5151  
FAX 360-848-5959

Mount Vernon, WA

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



From left: Heart to Heart® Midnight Oil Sun and Shade Caladium (*Caladium hortulanum* 'THAI STR OF17-1082' PP35509) and Vinho Verde® Weigela (*Weigela florida* 'SMNWFBGV' PP34297 CPBRA). PHOTOS COURTESY OF PROVEN WINNERS

# Goth gardens

**Plants with dark, rich tones are striking consumers' fancy**

BY EMILY HOARD

**G**oth gardens celebrate deep purples, velvety blacks and smoky greens to create spaces that are both mysterious and elegant.

"It's about atmosphere — using rich tones, bold textures, and striking contrasts to tell a story through plants," said Madison House, consumer marketing manager for **Bloomin' Easy Plants**. "What makes it exciting is how expressive it is."

House said gardeners sometimes pair

the dark foliage with silver, chartreuse or pastel tones to make the dark foliage stand out even more.

"It's theatrical, emotional, and surprisingly versatile — perfect for anyone who wants their garden to reflect a bit of their personality," House said.

Natalie Carmolli, public relations specialist at **Spring Meadow Nursery**, first started hearing about the goth gardening trend a few years ago. She said it really seems to spike in interest every fall, to no surprise.

"It's a fun, moody way to play with color by grouping plants that have black or very dark purple flowers and foliage," Carmolli said, adding that she'd include

plants variegated with dark tones in the trend. "They still bring that dramatic, mysterious vibe people seem to love, but they can also break up the depth of color, adding a little more definition and style."

Katie Tamony, chief marketing officer and trend spotter at **Monrovia Nursery Company**, said goth gardens are inspired by Victorian-era old world estate landscapes that were dark and broody.

"These gardens were often created as places to reflect and remember, offering a haunting, romantic and reflective feeling," Tamony said. "The modern take on this design focuses on dark foliage plants with interesting textures offset by glowing accents." »

## Goth gardens



From left: Pink Dynamo™ Mountain Hydrangea (*Hydrangea serrata* 'JPD01' PP33412) from Bloomin' Easy and Black Mondo Grass (*Ophiopogon planiscapus* 'Nigrescens') available from Monrovia and many other growers. PHOTOS COURTESY OF VAN BELLE NURSERY AND MONROVIA NURSERY CO.

### The trend's development

Since the Victorian era, the goth garden trend has developed over time and has become especially popular during the fall season for Halloween, Tamony said. It has also become more common in container planting.

Carmolli said the goth garden trend has evolved and gardeners are embracing it year-round as an artistic expression instead of just for the fall and winter. She said social media channels have helped boost its popularity in recent years.

“People started sharing photos of deep purple dahlias, black petunias, and dark-foliaged shrubs and perennials, and over time it has developed a following,” Carmolli said. “I feel like lately it has become less about being ‘dark’ and more about being bold and personal.”

House added the social media aesthetic trends of “dark cottagecore” and “moody minimalism” for decorating homes and lifestyle spaces gained traction during the coronavirus pandemic in 2020 and 2021. People were spending more time at home, and House said more people were craving outdoor spaces that

felt personal and reflective.

“The garden became a creative outlet — somewhere to channel emotion, artistry and individuality,” House said.

Over the past few years, the goth garden has evolved from being a novelty trend into a design style that’s no longer about the color black but about creating mood and texture.

“We’re now seeing homeowners and even landscape designers use dark plants intentionally to create depth and contrast, or to anchor more colorful plantings,” House said.

House said she’s also noticed gardeners using dark toned plants as design accepts rather than the full theme, for example, pairing dark foliage shrubs with lighter ornamental grasses or white flowering perennials.

“It shows how the goth garden concept has matured — it’s not just for niche gardeners anymore, but a mainstream design element that adds sophistication to any space,” House said.

### Who’s the audience?

According to House, the core audience for goth gardening is Millennials and

Generation Z. She said these younger generations approach gardening as an extension of personal style.

“Many of them are first-time gardeners who want to create something expressive and unique, but still manageable,” House said. She added that Bloomin’ Easy designs specifically for this group, helping the next generation of gardeners find success while having fun with design.

“They’re tech-savvy, design-conscious, and love plants that make an impact without demanding expert care,” House said. “The goth garden trend fits perfectly because it’s bold, emotional and easy to personalize whether that’s a full dark-themed bed or a moody container collection on a balcony.”

Carmolli added that this dramatic aesthetic is a style that photographs beautifully for online sharing via social media, so younger gardeners tend to be more drawn to it. However, gardening spans generations and lifestyles.

“But honestly, anyone who’s into bold, unconventional color with just a touch of mystery in their garden would probably enjoy it,” Carmolli said.



MoonShadow™ Rosita Hardy Hibiscus (*Hibiscus moscheutos* 'Rosita' PPAF) from Bloomin' Easy.  
PHOTO COURTESY OF VAN BELLE NURSERY

### New developments

To feed this burgeoning trend, nurseries are introducing more plants with rich, dramatic foliage and blooms that are dependable for home gardeners.

“At Bloomin’ Easy, several of our newer introductions play beautifully into the goth garden palette,” House said. These include Spice Curls™ Coral Bells (*Heuchera* × ‘Holtspcur856’ PPAF), with its purple and silver ruffles that work well for borders or shaded corners that need dimension.

Others from Bloomin’ Easy are Pink Dynamo™ Mountain Hydrangea (*Hydrangea serrata* ‘JPD01’ PP33412) with pink blooms and dark leaves that House said gives it a romantic yet edgy look, MoonShadow™ Morello Hardy Hibiscus (*Hibiscus moscheutos* ‘Morello’ PPAF) and MoonShadow™ Rosita Hardy Hibiscus (*Hibiscus moscheutos* ‘Rosita’ PPAF), with their dark foliage and oversized blooms.

Carmolli said Spring Meadow Nursery’s Proven Winners® is always looking for niches in the market that are underserved.

“Often that means creating plants with unique, eye-catching foliage; especially those deep, dark tones that stay consistent through the season, like Kodiak Black® Diervilla (*Diervilla rivularis*

‘SMNDRSF’ PP27550 CPBR5938),” Carmolli said. “By always focusing on developing interesting, distinctive plants that perform better, we end up with varieties that naturally fit into almost any gardening trend and capture any market, when it comes along.”

Some of the Proven Winners® plants that fit into the goth garden trend include Superbells® Blackcurrant Punch™ (*Calibrachoa* hybrid ‘BBCAL81801’ PP30839 CPBR6288 ), Sweet Caroline Raven™ Ornamental Sweet Potato Vine (*Ipomoea batatas* ‘NCORNSP-024SCRI’ PP31837 CPBR6286 ), Rock ‘N Grow® ‘Back in Black’ Stonecrop (*Sedum* ‘Back in Black’ PP33632 CPBRAAF ), and Primo® ‘Black Pearl’ Coral Bells (*Heuchera* hybrid PP29395 CPBR5724).

Some of the many shrubs with black foliage include Winecraft Black® Smokebush (*Cotinus coggygria* ‘NCCO1’ PP30216 CPBR6513), The Center Stage® Series Crapemyrtle available in coral, pink and red (*Lagerstroemia indica*), Summer Wine Black® Ninebark (*Physocarpus opulifolius* ‘SMNPMS’ PP30232 CPBR6775), Black Lace® Elderberry (*Sambucus nigra* ‘Eva’) and Very Fine Wine® (*Weigela florida* ‘SMNWDFPD’ PP32223 CPBR7155).

One of Tamony’s favorites is Centennial Ruby™ Hydrangea (*Hydrangea macro-* ➤

YEAR ROUND AVAILABILITY

# Loen Nursery

Wholesale Growers &  
Suppliers of High Quality Plants  
for over 35 Years

**One Stop Shop**

2,000+ varieties.  
Delivery throughout  
Oregon, Washington, Idaho  
(26'-48' trucks)

QUALITY PLANT MATERIAL

- Japanese maples: 80+ varieties
- Shade & flowering: 20,000 in prod.
- Fruit trees: 10,000 in prod.
- Perennials, ferns and grasses
- Broadleaf and deciduous shrubs
- Roses: Shrub, groundcover
- Conifers: Grafted, seedling
- Groundcovers
- Rhododendrons and Azaleas
- Natives and vines
- Berries: Blueberry, Logan, Raspberry
- Contract growing
- Yes, we have it!
- And yes, we can find it for you!

CONTAINER-GROWN AND  
CONTAINER-ESTABLISHED PREFERRED

Let us quote your  
**COMPLETE** plant list.

Wholesale Sales/Growing Facilities  
(Real people will answer your call)

503-982-6300  
Woodburn, OR

Local Contractor's Yard

503-625-5454  
Sherwood, OR

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

## Goth gardens

*phylla* 'Hokocentennial' PPAF), a special release for Monrovia's 100th anniversary.

"The flowers of this new variety are simply stunning, unlike anything seen before, with rich ruby-red mophead blooms that deepen in color as the long-lasting flowers age," Tamony said.

Other dramatic plants from Monrovia include Ice N' Roses® Merlot Hellebore (*Helleborus* × *glandorfensis* 'COSEH 4700' PP31181), Lilla Smoke Bush (*Cotinus coggygria* 'Lilla'), Black Mondo Grass (*Ophiopogon planiscapus* 'Nigrescens'), Velvet Viking™ Japanese Maple (*Acer palmatum* var. *dissectum* 'Monfrick' PP31864) and Black Forest Cake Heuchera (*Heuchera* 'Black Forest Cake' PPAF).

Tamony said Dark Fire Montbretia (*Crocsmia* 'Dark Fire' PP35303) also fits the description with its smokey purple-green foliage and bright red and yellow flowers that hummingbirds love.

### Gaining notice

Goth-style plants have also been gaining notice from retailers, garnering awards in 2026 at the Farwest Show and Cultivate. Retailers nominate plants and decide which ones should be recognized with awards. "There's a lot of interest and development of it from the standpoint of breeders, and the retailers are seeing opportunity in that," said Danny Summers, managing director of the Garden Center Group. Summers coordinates the Retailer's Choice Awards at Farwest and Cultivate. He said the goth garden is "unique and provides another way of having interesting, different plants for a new season."

Summers said the trend provides an opportunity for nurseries to offer unique plants to drive customer interest, especially during the fall and winter seasons. He said some of the judges have been impressed with the plants that include a

contrasting flower color that pops against the dark background of the leaves.

One example that stood out to Summers is Bailey Nurseries' *Hydrangea macrophylla* 'Eclipse,' which won the People's Choice award in the New Varieties Showcase at the 2023 Farwest Show. This variety has dark purple foliage and red blooms. It keeps its dark color all season instead of turning green like other hydrangeas.

Other dark foliage plants that have won at the Retailers' Choice Awards in recent years include:

- Syngenta Flowers' Petunia Fun House 'Black Widow' (*Petunia hybrida*) and Tomato 'Akoya'
- Star Roses & Plants' Ruby Ruffle® Patio Peach (*Prunus persica* 'Ruby Ruffle')
- Monrovia's Pink Spike Snakeroot (*Actaea simplex* 'Pink Spike')
- Proven Winners' Kodiak Jet Black® Diervilla (*Diervilla* × 'SMNDSN' PPAF), Midnight Express® Redbud tree (*Cercis canadensis* 'RNI-RCC3' PP34213), Vinho Verde® Weigela (*Weigela florida* 'SMNWFBGV' PP34297 PBRAF) and Heart to Heart® Midnight Oil Sun and Shade Caladium (*Caladium hortulanum* 'THAI STR OF17-1082' PP35509).
- Bloomin' Easy's MoonShadow™ Morello Hibiscus (*Hibiscus moscheutos* 'Morello') and Cherry-Go-Round Hydrangea (*Hydrangea macrophylla* 'Hokomaburlac' PP34379, CPBRAAF).

The goth garden trend helps empower gardeners to create spaces that feel like them, House said. "I think the goth garden trend really proves how creative and emotionally driven gardening has become," House said. "People are using plants to express identity, mood and even storytelling — and that's exciting to see." ©

*Emily Hoard is an Oregon-based freelance journalist covering business, environmental and agricultural news. She has a background in community reporting and a master's degree in multimedia journalism. You can reach her at [HoardE123@Gmail.com](mailto:HoardE123@Gmail.com).*

## Quality Bark at Wholesale Prices

**Fir and Hemlock Bark • Sawdust  
Compost • Hog Fuel • Fines  
Rock, Chips, Bark Rock**

Marr Bros. Bark has been serving the area with quality products and competitive pricing for over 30 years. And we deliver anywhere in the Willamette Valley!

**When you want the best ...  
Marr Bros. is your only choice!**

**Call 503-838-1830  
to schedule a delivery**

Conveniently located at:  
875 S. Pacific Hwy, Monmouth, Ore.



# The power of loyalty



Al's Garden & Home offers a multi-pronged approach — a rewards program teamed up with limited-time Color Dollars. Along with a 2% rebate on purchases and earning a point for every dollar spent, the rewards program delivers exclusive sales on Member Reward Days. PHOTOS COURTESY OF AL'S GARDEN & HOME

## Successful retail nursery rewards programs keep gardeners coming back for more

BY ERICA BROWNE GRIVAS

**W**hen gardeners plan their gardens, you as the retail nursery operator want to be their first stop. A well-designed loyalty program can turn casual visits into repeat business, building trust and goodwill that lasts well beyond the first purchase.

### Cultivating loyalty

Loyalty programs do more than hand out discounts — they help shape habits, educate customers and grow enduring relationships.

This is important. Research shows it can cost anywhere from 5–25 times more to attract a new customer than to keep an existing one. Even a small increase in customer retention — just 5% — can translate into a roughly 25% boost in profits.

The best part? Loyalty members don't just stick around. They also spend more, generating 12–18% more revenue annually than shoppers who aren't enrolled. That >>



## The power of loyalty



Johnson Brothers Garden Market in Eugene, Oregon, offers two avenues of rewards: a year-round rewards point program implemented digitally via Square Loyalty software, and seasonal paper Brothers Bucks. PHOTOS COURTESY OF JOHNSON BROTHERS GARDEN MARKET

combination of habit, trust, and added value keeps gardeners coming back year after year.

Loyalty programs hone in on your most engaged customers, allowing you to save money on advertising. Instead of broadcasting coupon mailers to the county, loyalty programs leverage the 80/20 rule — that 80% of your business will come from 20% of your customers.

Mark Bigej co-owns **Al's Garden & Home**, a 75-year-old Oregon retail nursery with four locations — and a well-established loyalty program that boasts 55,000 members. “80% of our sales volume comes from Garden Rewards customers,” he said.

As a bonus, tracking of customer behavior can highlight demographics and purchasing trends. These can inform the retailer's future purchase decisions and strategy.

### Keeping it simple: tradition that delivers

All the nurseries we spoke to believed strongly in the value of their

loyalty programs.

At **Johnson Brothers Garden Market** in Eugene, Oregon — which is celebrating 40 years in business — co-owner Katie Johnson says her father-in law, founder Vern Johnson, first implemented a loyalty program about 30 years ago.

Operating on five acres, the garden center offers two avenues of rewards: a year-round rewards point program implemented digitally via Square Loyalty software, and seasonal paper Brothers Bucks.

With the Square program, Johnson said, “Customers automatically get points when they shop with us. These points never expire and can be used on anything (once they receive enough points to redeem). Customers earn 1 point for every dollar spent and, when they have



100 points, they earn a \$5 discount on any purchase. With Square Loyalty, the customer sets up their information at checkout on their screen. Once they have enough points, the program prompts them and asks if they want to use them.”

Offering both paper and digital systems helps bridge generations and expand reach. “Customers of older generations really love our Brother Bucks. In contrast, our younger shoppers prefer the Reward Points system. They appreciate not having to keep track of paper coupons. Some of our customers love both!”

Likewise, Al’s Garden & Home offers a multi-pronged approach — a rewards program teamed up with limited-time Color Dollars. Along with a 2% rebate on purchases and earning a point for every dollar spent, the rewards program delivers exclusive sales on Member Reward Days. Points expire one year after accrual.

In 2024, Justin Read took over ownership of **Garland Nursery** (Corvallis, Oregon), which offers a Garden Club membership program. “Having a loyalty program keeps customers engaged and helps drive sales and creates a sense of community for the customer,” he said.

In addition to reaping \$5 Rewards Dollars for every 200 points earned through purchases, the program tracks purchases and gives members access to members-only events and sale previews. Points don’t expire, but reward dollars do at the end of the calendar year.

Fairview Greenhouses & Garden Center in Raleigh, North Carolina modernized from a paper system to a digital app that rewards visits via on-site QR code scanning, offering plant care tips and purchase tracking too. The company plans to integrate purchase rewards soon, marketing director Heather Rollins said.

By downloading the app, a customer earns \$5. After 10 visits, they earn a \$25 gift card to go with Bronze status, and after 49 visits, they earn Platinum status and a \$100 gift card. “This structure keeps customers engaged throughout the year and fosters long-term loyalty,” said Rollins.

While the program has 6,461 users, Rollins said 576 have reached Bronze

## KEYS TO LOYALTY PROGRAMS

- **Keep it simple.** “Come up with one simple program and stick to it, said Johnson. “Don’t make a lot of changes and make sure all employees really understand it.”
- **Communicate clearly and regularly.** Transparency and clarity help build trust.
- **Make the reward useful to the customer.** Whether its seasonal sales, easy communication, or flexible spending systems, find ways to reward your customer that work for you both.

level or above. “Our *Silver, Gold, and Platinum* members are easily our most loyal and engaged customers,” Rollins said. “They not only visit more often and make larger purchases year over year, but they’ve also become incredible ambassadors for Fairview — sharing their positive experiences and encouraging friends and neighbors to shop with us.”

Rollins noted that focusing communications through the app meant phasing out seasonal promotions, but the trade-off has been worthwhile given the app’s engagement.

An added benefit is app-enabled customer outreach. “The app allows us to send push notifications, which have become one of our most effective marketing tools,” she said. “We can quickly promote sales, events, and new arrivals directly to our customers’ phones.”

While digital systems offer advantages, Rollins noted challenges, including occasional slow internet speeds at the register. It’s also a battle to encourage older customers to adopt the app, though positive social media feedback from younger users is helping bridge that gap.

Whether digital or paper, timing and creativity can make loyalty programs even more powerful.

## Time of the season

Beyond year-round programs, strategic seasonal promotions can drive traffic during slower periods.

Johnson Brothers doles out Brother Bucks business-card sized coupons >>



**Celebrating  
100 Years!**



Purple Prince Flowering Crabapple

Quality Shade and  
Flowering Trees  
Since 1925



American Sentry™ Linden

For more information  
please visit our website:  
[www.surface-nursery.com](http://www.surface-nursery.com)

**Phone:**  
503-663-5224

**Fax:**  
503-907-8099

**Email:**  
[trees@surfacenursery.com](mailto:trees@surfacenursery.com)

33740 SE Lusted Rd  
Gresham, OR 97080

## The power of loyalty

offering \$10 off a purchase of \$20 or more. The catch? These are only available at certain times of year.

“We offer Summer Bucks that can be redeemed July 12–20, and Fall Brother Bucks that can be redeemed October 11–19,” Johnson said. “These can only be redeemed on full price items. We hand Summer Bucks from February–June and Fall Bucks from February–September. Customers receive one Brother Buck coupon (\$10 off \$20) for every \$100 they spend.”

Johnson Brothers discovered that creating buzz around an event heightened its impact. “We used to have the Brother Buck redemption period last a whole month. We found when we shortened the redemption period we created a sense of urgency, and more customers came out.”

Despite the administrative effort needed for Brother Bucks, the short-term boost is too valuable to abandon. “We

have discussed over the years retiring our Brother Buck program to simplify to the one Reward Program,” she said, “but it is such a nice bump in sales during the redemption period. We have our redemption period during typically slow times, so it really does help sales!”

One creative twist — during Fall Garden Day in October, customers have the chance to redeem not only *expired* Brother Bucks, but competitors’ as well!

“Customers love this,” Johnson said.

At Al’s Garden & Home, Color Dollars are available during prescribed weeks and can be used for up to 50% of a customer’s total purchase. During Garden Member Reward days, taking place on handful of long weekends across the year, there are additional incentives to come in and shop.

“We offer all Garden Rewards Members 20%-30% off all regular priced

merchandise in the store,” Bigej said. “The percentage off depends on the time of year and the year we are having. We adjust based on the gross margin we are achieving at the time and the need to drive customers into the store.”

The Color Dollars are given out to all customers (not just Garden Rewards Customers) with every purchase from January through September, at the rate of \$1 for every \$10 spent. They are redeemable specific dates in July and September. Al’s also offers Christmas Dollars. They are given out September through early December and redeemable mid-to-late December.

### What makes loyalty stick

Clear messaging and thoughtful evolution are key. Johnson noted that simplifying Brother Bucks wording over the years made a significant difference.

Five years ago, the company switched from a tiered Clutch-based rewards program to Square, eliminating manual point entry errors that plagued seasonal staff during busy periods.

“This was leading to major errors and issues for the customers, but mostly for our company,” she said. “Seasonal cashiers were often adding way more points to customers’ accounts and not redeeming the points correctly,”

Her advice? “Find a system that is driven by the customer and not the cashier.”

Above all, be mindful about making changes. Systems that are easy to use and genuinely rewarding create the kind of customer loyalty that sustains nurseries through every season. ©

*Erica Browne Grivas is an award-winning journalist and gardener pushing zone boundaries in Seattle, Washington. She can be reached at [EBGrivas@Gmail.com](mailto:EBGrivas@Gmail.com).*



# F&L LUMBER, INC

WHOLESALE LUMBER BROKERAGE



## Specializing in Nursery Lumber Needs!

- Tilt Sticks  
1x1-8' or cut to your length  
2x2-8' or cut to your length  
1x2-8' or cut to your length
- Container/B&B Pallets
- Gates/Gate Boards  
1x4-8' or cut to your length
- Shipping Rack Kits

**Call Michelle at 503-803-1175**  
**FLLUMBER@AOL.COM • WWW.FLLUMBER.COM**

Where Great Customer Service is a Given!      We accept Credit Cards



# The new farm reality

**A dustup over proposed changes to agritourism rules shows how many nurseries and farms have had to diversify to stay alive**

BY JON BELL

Looking to boost sales of its trademark tulip bulbs back in 1984, the **Wooden Shoe Tulip Farm** in Woodburn, Oregon took out a newspaper ad encouraging people to visit the farm during the colorful spring bloom over Easter weekend.

Just a few visitors came — “We had a five-car traffic jam,” joked Emily Iverson, a third-generation member of the family who now serves as general manager for the farm — but it started a tradition. The annual floral spectacle slowly grew over the years, attracting more and more people and becoming more of an annual festival.

For many years, Wooden Shoe didn’t charge for parking or admission. But >>



In the modern-day world of agricultural uncertainty, the tulip festival is what keeps Wooden Shoe afloat. PHOTO BY CURT KIPP (TOP) AND PHOTO COURTESY OF WOODEN SHOE TULIP FARM

## The new farm reality



While French Prairie Gardens still grows ryegrass, wheat, clover and hazelnuts, over the years it has added events and attractions like flower festivals, corn mazes and pig races as a way to draw more people to the farm and to generate more revenue. PHOTO BY VIC PANICKUL

that changed in 2001, when there was a crash in the worldwide tulip bulb market. That's when the farm decided it had to start charging for its festival — or risk closing shop for good.

### Flowers and farming

These days, the annual Wood Shoe Tulip Festival draws 150,000 visitors to the farm every April. There are fields of vibrant tulips, for sure, but there's also carnival rides, ponies, wine and beer tasting, food and craft vendors, and even hot air balloon rides. On top of the 40 acres of tulips and the festival, Wooden Shoe also farms hundreds of additional acres, planting crops like grass seed, wheat and clover depending on what's in demand.

But in the modern-day world of agricultural uncertainty, the tulip festival is what keeps Wooden Shoe afloat.

"That really has been the main source of our survival the last 25 years," Iverson said. "We are a farm at heart. We're a bunch of farmers just piecing it together, trying to keep our farm alive and the land

in agriculture. But I wouldn't be back on the family farm if it wasn't for the festival, and we wouldn't have a farm if it wasn't for the festival."

### Proposed farm rules

Earlier this year, however, Wooden Shoe and other farms and nurseries that dabble in the world of agritourism got a bit of a scare when the Oregon Department of Land Conservation and Development (DLCD) issued new draft rules guiding what farms can sell and what activities they can offer. The rules, drafted by a committee comprised of county planners, farmers and land-use groups, could have drastically dented operations at places like Wooden Shoe, who have come to rely on farm-related activities and attractions to help diversify their revenue streams and keep their businesses viable.

Not long after the draft rules showed their head, farms and nurseries around the state raised warning flags on social media; Oregon Gov. Tina Kotek's office received

thousands of calls and emails. It was enough that Kotek paused the rulemaking process for the time being. But it also brought an important issue into the light — one that's likely to continue impacting Oregon nurseries and farms as they continue to try and balance the rich heritage of farming in Oregon and the reality of making a living in agriculture in the 21<sup>st</sup> century.

"Agritourism is what has kept our farm alive," Iverson said. "With the uncertainty of conventional agriculture right now, we're not making much money farming. I don't want to see amusement parks on our farms, but I think farmers should be allowed to have the trust that they're doing the right thing, and I don't see that trust right now."

### Change in the air

The proposed rule changes came about through a seemingly well-intentioned effort by the DLCD to try and clarify existing rules about agritourism in the state. While there are rules in place, how they're interpreted and enforced var-

ies from county to county.

Farmers, growers, county officials and representatives from land-use organizations like 1,000 Friends of Oregon were all part of the committee that initially dove into the rulemaking process. They were looking at several areas that the state regulates in terms of farming and the activities that are permitted on farms.

Exclusive farm use (EFU) zones aim to preserve land for farm use in Oregon, which includes raising, harvesting and selling crops as well as feeding, raising and selling livestock. Allowable uses in exclusive farm zones include direct sales, u-pick and u-cut. Sales are limited to what is grown on site.

Farm stand designations allow farms to sell crops and livestock produced on the property or on other properties in the state. Farm stands also cover activities like corn mazes, pumpkin patches, hayrides and

farm-to-table dinners. They also limit the sale of incidental items and fees from promotional activities to 25% of total sales.

And then there are agritourism and commercial events or activities, which include categories like education, hospitality and entertainment. Because these kinds of events — think concerts, weddings and overnight events — can potentially impact neighbors, traffic and other factors, they're often regulated a little more strictly. Counties are able to determine if they want to allow agritourism events in their county, which is where inconsistencies arise on the interpretation of what's permitted.

"I think there's a lot of confusion on how to interpret the different uses, and the way the rules work are not really conducive for farm operators," Iverson said. "So for us, 25% of our income can be merchandise or admission and then 75% of our income has to be agriculture related.

That's fine, but for us, say with admission, we jeopardize our crop and leave it in the field for people to view. So is that included in our admission cost since we're not growing it as food? There's just a lot of gray areas."

While the draft rules were supposed to add clarity, many farmers and growers felt they went the opposite direction and made the waters even muddier. They let Gov. Kotek know about it in July, and she stepped on the brakes to allow more conversations to take place before any changes are made.

"I want to reassure farmers who have been anxious and frustrated about how proposed changes to existing rules regarding farm stand operations may affect their businesses that I hear you and am paying attention," Kotek said in a statement. "We can support local farm businesses while also preserving Oregon's historic land >>



## LEAVE INSTALLATION TO THE EXPERTS.

Our professional installation service eliminates the inconvenience of assembly, ensuring your greenhouse is prepared for immediate use. Contact us today to schedule your commercial or residential installation.



Northern  
Garden Supply

- Greenhouse Kits
- Accessories
- Hardware
- Installation



971-281-0428

---

## The new farm reality

use system. This is not an either/or conversation. We need to acknowledge that some of our small and midsize farms need to maintain or consider different business models to continue to deliver the agricultural products and working farms we all value in Oregon. New models for financial sustainability do not have to be at odds with our values.”

### Forever farms

That’s how Stacy Bunke, co-owner of **French Prairie Gardens** in St. Paul, sees it. The family’s property started out as a conventional farm but has grown over the past nearly 40 years into a popular destination that draws at least 25,000 people a year.

While the farm still grows rye grass, wheat, clover and hazelnuts, over the years it has added events and attractions like flower festivals, corn mazes and pig races as a way to draw more people to the farm and to generate more revenue.

“Every year we try to change things and try to get more people out to help support the farm,” Bunke said. “The most important thing is that we’re all just trying to continue to keep our farms and our families intact and keep the land in agriculture. If we don’t have customers to support us, farms like us won’t exist anymore.”

Keeping Oregon farmland in production is important for the state. And if that means finding new ways for farms and nurseries to bring paying customers onto their properties, that should be part of the equation when it comes to rules and regulations.

“I think part of it is about retaining the cultural heritage of farms in Oregon,” said Mike Clifford, owner of Trillium Nursery Farm, a hybrid tree nursery and event venue in Redmond, Washington. “Oregon has a huge historical diversity when it comes to its farms. I’d hate to see them being bulldozed if they aren’t able to remain viable.”

Unlike a more traditional farm or nursery, Trillium started out blending agriculture and events almost from the get-go when Clifford founded it a few years ago. He bought the unique property, which was already home to some mature shrubs



At Swan Island Dahlias in Canby, an annual two-month dahlia festival brings between 30,000 and 40,000 visitors to the farm every year. PHOTO COURTESY OF SWAN ISLAND DAHLIAS

and trees, not to mention several charming buildings that just needed a little attention to restore their character.

He’s since added thousands of trees and shrubs as part of the nursery, while his daughter, Karisa Sloan, heads up the venue business, booking weddings and other events. Next up: an espresso stand and café to capture some of the traffic that rolls by Trillium every day.

“The nursery business is hard,” Clifford said. “Being diverse can be key. And to be diverse, you need multiple streams of revenue.”

### Festival season

At **Swan Island Dahlias** in Canby, an annual two-month dahlia festival brings between 30,000 and 40,000 visitors to the farm every year. But when Nicholas Gitts, who owns Swan Island with his wife, Linda, first learned about the proposed rule changes, he said he was more concerned for some of the other businesses who rely more on festivals and events than Swan Island does.

“I was kind of bothered that they might shut down some of the festivals and things,” he said, “but for us, the festival is kind of an advertising tool and not a monetary one.”

Swan Island sells its renowned dahlia tubers nationally, largely through mail order or online. Gitts said only about 20% of that business comes from Oregon,

so the annual festival, even though it’s popular, isn’t what makes or breaks it for Swan Island.

At present, Swan Island doesn’t even charge festival attendees for parking. Doing so, Gitts said, would likely mean people would try to park along the roads outside the farm, which would probably rub some neighbors the wrong way — one of the big concerns facing farms who invite the public to their properties.

“We have our gift shop and we sell lots of product during the festival days. We’ll sell 1,000 bunches of cut flowers or more in a day,” he said. “So with people here, we are taking money in, but it doesn’t really compare to our overall bulb sales online.”

Even so, Gitts, like many others, wants Oregon farmers and growers to continue to be able to do what they need to do to keep farming and helping people enjoy the bounties of Oregon agriculture anyway they can. Any changes to the rules should only make it easier for farms to strike a healthy balance.

“I just really hope and wish that festivals and other parts of the business like that can all be maintained,” Gitts said. ☺

---

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

## PLACE YOUR AD TODAY!

### HERE'S HOW IT WORKS:

1. Select **Standard** (words only) or **Display** (graphic design with words and text) Classified ad format.
2. Determine general heading and subhead that ad runs under:
  - General: "Employment," "Plant Material," "Service/Supply," "Real Estate."
  - Subheads run under general headings. Create your own, but be general: "Conifers," "Liners," "Equipment," etc.
3. Indicate number of months to run.
4. Indicate any blind box for confidential replies. We assign number and mail any responses.
5. Compose ad. Designate headlines.
6. Email ad by deadline, **Monday, Jan. 12** for the **Feb. 2026** issue.
7. We bill established clients after publication. New clients may need to prepay.
8. We reserve right to edit for content.
9. Annual contract discounts available (12-month commitment).

## AD RATES

### CLASSIFIED LINE AD

- \$40/column inch for OAN members / \$60 for nonmembers.
- Regular, one-column, standard typeface, approximately 28-38 characters per line, 7 lines per inch. Use headlines, bold, italics and special characters.
- Black and white corporate logo or QR code \$30 additional charge and counts for ad length by inch

### CLASSIFIED DISPLAY AD

- \$50/column inch for OAN members / \$80 for nonmembers.
- Use logos, display type, borders, screens or reverses.
- Production charges @ \$69/hour.
- Electronic ad files can be supplied. Call for production details.

## JOB ADS ONLINE

- Employment ads also include online post to [DiggerMagazine.com/jobs](http://DiggerMagazine.com/jobs) and [OAN.org/jobs](http://OAN.org/jobs). Pay by the inch as above, or use online-only option: \$125/month members, \$150 nonmembers.

### Digger Classifieds

29751 S.W. Town Center Loop W.,  
Wilsonville, OR 97070  
503-682-5089  
503-682-5727 fax  
ads@oan.org

## EMPLOYMENT

### PURCHASING MANAGER

Schilling's Garden Market in Bend, Oregon is looking for a Purchasing Manager, responsible for overseeing all activities relating to researching, acquiring and promoting products on behalf of the nursery.

**Duties:** Doing market research on competitor products or customer needs, coordinating logistics, analyzing department budgets, and coordinating with other departments. The purchasing manager will manage suppliers, negotiate pricing, monitor plant and industry trends, evaluate supplier performance, maintain plant quality, maximize profit margins, coordinate incoming deliveries, monitor and adjust for sales, manage inventory cycles, manage the nursery's wholesale program, explore sustainability products and practices, and perform other assigned duties.

**Requirements:** Proven experience in nursery operations, plant procurement or horticultural supply chain management. Proven analytical and qualitative skills. A bachelor's degree in Horticulture, Plant Science, Business Administration, or related field is preferred. Must be flexible with tasks and able to work in stressful situations. Must have negotiation skills, ability to build and maintain supplier relationships, excellent organizational skills with attention to detail and accuracy, and proficiency in inventory management systems, point of sale systems and Microsoft Office Suite. Must have knowledge of plant identification, horticultural practices, and pest/disease management; effective communication and interpersonal skills; ability to work independently and collaboratively in a fast-paced environment; and willingness to wear a uniform and have a clean and tidy appearance. Must be able to work in different weather conditions with exposure to variable element; walk and stand for extended periods of time; and the ability to lift and/or move up to 50 pounds (following appropriate safety protocol).

**Compensation:** \$24-\$28 an hour (Full-Time / Year-Round), plus Health Insurance, 401k, and two weeks accrued vacation time.

Send resume and cover letter to:  
info@schillingsgardenmarket.com

### WHOLESALE PLANT SEARCH

By common or botanical name  
at [NurseryGuide.com](http://NurseryGuide.com)

## EMPLOYMENT

### HELP WANTED

For jobs and key employees throughout California and the Northwest, call Florasearch, Inc. You know us. For more than four decades we have been bringing together key people and excellent companies in the nursery and greenhouse industries and allied trades. Check our references. Confidential. Employer pays fee.

### Florasearch, Inc.

1740 Lake Markham Rd.  
Sanford, FL 32771  
Ph 407-320-8177  
Fx 407-320-8083

[www.florasearch.com](http://www.florasearch.com)  
[search@florasearch.com](mailto:search@florasearch.com)

### ADVERTISE JOBS WITH DIGGER

In print and online.  
Call Tana @ 503-682-5089

## EMPLOYMENT

### TRADE SHOW MANAGER

The Oregon Association of Nurseries (OAN) seeks an energetic Trade Show Manager to oversee its annual Farwest Show, now in its 52nd year with 4,000+ attendees and 300+ exhibitors. The trade show manager will oversee the end-to-end planning, coordination and execution of all aspects of the show, including booth layout and sales, contract negotiations, sponsorships, budget management, show features and other assigned duties. Required qualifications include 3-5+ years trade show, event or conference planning, proven success with sales and relationship management, strong project management and communication skills, and related degree or experience. Full time. Competitive salary and benefits.

For the complete job listing and how to apply, log on to:  
[OAN.org/OANCareers](http://OAN.org/OANCareers)

### PRODUCTION MANAGER

We are seeking a dedicated and experienced full-time Production Manager to manage and oversee our operations team at our Forest Grove, Oregon farm in a dynamic environment focused on growing and assembly of our products. The ideal candidate will possess a strong background in horticulture and/or nursery, with the ability to lead a team effectively while ensuring high-quality production standards. Join our team and make a significant impact while fostering a productive work environment!

**Responsibilities:** • Supervise production team operations. • Analyze and review financial reports. • Assist with annual budgets. • Prepare for & participate in any mandated inspections. • Interact with regulatory agencies. • Develop a field layout plan. • Use PGR to enhance plant quality and reduce labor costs. • Monitor and review workloads and schedules. • Make suggestions to improve plant quality. • Meet scrap goals. • Coordinate with shipping. • Report on personnel matters. • Hold key responsibilities for the safety committee. • Stay current on pesticide management, including training and worker protection. • Work with Plant Health, Scheduling and Propagation management teams. • Motivate workers towards meeting goals. • Conduct monthly walks with each field team lead. • Review and monitor irrigation system. • Monitor supply and equipment inventories. • Inspect production areas regularly.

**What we need:** • Strong knowledge of nursery operations, plant growth cycles, care needs and irrigation systems. • BA/BS, or 1-2 years' related experience and/or training, or equivalent. • Excellent organizational skills, able to manage multiple projects simultaneously. • Strong leadership and team development abilities. • Effective communication and collaboration skills. • Proficiency in Windows-based programs such as Excel, Word and Office. Knowledge of Oracle is a strong plus. • Bilingual Spanish helpful. • Qualified Oregon Pesticide Applicator license helpful.

Everde Growers is a horticulture industry leader with a coast-to-coast footprint of over 6,000 production acres on 15 farms in Texas, Florida, California, and Oregon. Our superior growing methods and pruning practices ensure consistent high quality and availability.

Apply to Carmelia Bozulich, HR generalist, at [recruiting@everde.com](mailto:recruiting@everde.com)





We are always looking for career oriented skilled staff. Our operations include wholesale growing, shipping, landscape contractor sales, and retail nursery. If you have the interest and skills needed to be a part of our team, please apply. We are growers of container and field grown ornamentals.

We are looking for people in the following areas:

- Sales / Customer Service (Wholesale/Retail)
- Production / Growers / Supervisors
- Shipping & Receiving
- Inventory / Office Mgmt & Admin / Purchasing
- Pesticide / IPM Managers & Applicators
- Irrigation Management / Skilled Laborers
- Outside sales throughout U.S. & Canada
- Controller / Accounting Manager
- Horticultural Website Developer

Applicants with specific work experience or education in the nursery industry is desired. Computer skills, Spanish / English bilingual, plant ID knowledge and equipment operation skills also preferred.

Pay commensurate with experience. Benefits to include: Paid vacation and sick leave, paid holidays, medical and dental insurance. Respond with resume to [hr@loennursery.com](mailto:hr@loennursery.com) to the specific job for which you qualify.

For more information, please visit us online at [www.loennursery.com](http://www.loennursery.com)

**BEAVERLAKE NURSERY**

**Wholesale bare root plants**

LOTS OF NATIVE SHRUBS AND TREES AVAILABLE  
Preorder now for winter

COR COR – FRA LAT  
MAH AQU – MYR CAL  
OEM CER – PHY CAP  
RIB SAN – ROS NUT  
ROS PIS – RUB PAR  
COR CER – LON INV

For details 503-632-4787 or [info@BeaverlakeNursery.com](mailto:info@BeaverlakeNursery.com)

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

**CLEARWATER GROWERS LINERS:**

Arctostaphylos - 'Mass'; Carex; Ceanothus g. 'Pt Reyes'; Cotoneaster - 'Lowfast' / 'Coral Beauty'; Deschampsia caespitosa; Fragaria; Juncus; Liriope m. 'Big Blue'; Liriope spicata; Mahonia; Pachysandra; Pennisetum; Polystichum; Rubus c. Sarcococca; Thuja o. - Emerald Green; 'Green Giant'; Vinca

**1 GAL AVAILABILITY**

Arctostaphylos - 'Mass'; Calamagrostis; Carex; Cotoneaster dammeri - 'Coral Beauty' / 'Lowfast'; Deschampsia; Festuca; Fragaria; Helictotrichon sempervirens; Juncus; Liriope; Mahonia; Pennisetum; Rubus; Sarcococca; Vinca

**CUSTOM PROPAGATION AVAILABLE**

Ph: 503-359-7540  
Fax: 503-357-2282  
Forest Grove, OR

**WE OVERPLANTED!**

- Portugese Laurel (*P. lusitanica*)
- Skip Laurel (*P. schipkaensis*)

500 BB available, both varieties, in top quality. Pictures on request.

3-4' \$45 | 4-5' \$55 | 5-6' \$70

**Cascadian Nurseries**

Give us a call 503-647-9292 or [Ginger@CascadianNurseries.com](mailto:Ginger@CascadianNurseries.com)

**ONLINE PLANT SEARCH**

Find wholesale growers at [NurseryGuide.com](http://NurseryGuide.com)

**SCHURTER NURSERY**  
Arborvitae - Emerald Green  
Green Giants  
Various Sizes & Varieties  
503-932-8006

**MUST DIG THIS WINTER!**

10-12' Leyland Cypress  
Field grown,  
200 available

Please call 541-234-3174  
Or email

[Keri@Upwardlandscapes.com](mailto:Keri@Upwardlandscapes.com)

**BAMBOO**



**GARDEN**

**Specimen size BAMBOO over 30 feet tall available**

- Clumping Bamboo
- Large diversity
- Quality wholesale plants
- We carry bamboo barrier HDPE 60 & 80 mil x 30"

**503-647-2700**

[BambooGarden.com](http://BambooGarden.com)  
[bamboo@bamboogarden.com](mailto:bamboo@bamboogarden.com)

**Northwest Natives**

**BEAVERLAKE NURSERY**

**Native, Wetland and Riparian Specialist**

*Growers of Quality, Healthy, Ready-to-Sell Plants.*

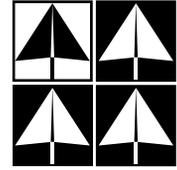
Phone: 503-632-4787  
Fax: 503-632-5412

**CONTRACT GROWING YEAR ROUND**

21200 S. Ferguson Rd.  
Beavercreek, OR 97004  
[www.beaverlakenursery.com](http://www.beaverlakenursery.com)

**PLACE YOUR AD TODAY!**

**Northwest Natives**



**BARE ROOT NATIVE PLANTS**

Acer, Alnus, Amelanchier, Betula, Conifers, Cornus, Fraxinus, Holodiscus, Lonicera, Mahonia, Malus, Physocarpus, Populus, Rosa, Salix, Spiraea, Symphoricarpos, Wetland Plants

*Over 300 species of source identified natives*

**Fourth Corner Nurseries**

[salesdesk@fourthcornernurseries.com](mailto:salesdesk@fourthcornernurseries.com)  
P: 800-416-8640  
[FourthCornerNurseries.com](http://FourthCornerNurseries.com)



**Pacific NW Native Plants**

NO SPRAY  
GROWN THE WAY NATURE INTENDED

Container • B&B

**Native Shrubs & Trees**  
Groundcovers • Wetland & Riparian Plants

Exclusive Grower of Premium Oregon White Oak



**Valley Growers Nursery**

503-651-3535 • FAX 503-651-3044  
[valleygrowers.com](http://valleygrowers.com)  
[nursery@valleygrowers.com](mailto:nursery@valleygrowers.com)  
Hubbard, OR • OR and WA Certified D/WBE Company

**Rhododendrons**

The place

**TALL RHODODENDRONS**

Available up to 10' tall+  
Also in cans, most 5' tall.

**OPEN TO OFFERS**

**Hidden Acres Nursery**

Sherwood, OR  
503-625-7390  
[www.hiddenacresnursery.net](http://www.hiddenacresnursery.net)

**3 WAYS TO SUBSCRIBE TO**

**Digger**

PHONE 503-682-5089  
WEB [www.oan.org/publications](http://www.oan.org/publications)  
EMAIL [info@oan.org](mailto:info@oan.org)

*The Greenhouse*  
PEOPLE • PLANTS • PLACES  
grower goes home  
approachable containers  
gent heating  
ns of the greenhouse

**PLANT MATERIAL**

**PLANT MATERIAL**

**SERVICE & SUPPLY**

**SERVICE & SUPPLY**

**Rootstock**

**WILLAMETTE NURSERIES**

**YOUR SOURCE FOR ORNAMENTAL SEEDLINGS, FRUIT TREE ROOTSTOCK, CUTTING LINER VARIETIES & MORE.**

We specialize in understock for flowering, fruiting and shade.

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

Excellent quality. Outstanding service.

25571 S. Barlow Rd. Canby, OR 97013  
503-263-6405

Toll-Free: 1-800-852-2018

E-Mail: [willamette@canby.com](mailto:willamette@canby.com)

**AVAILABLE NURSERY INDUSTRY JOBS UPDATED REGULARLY**

See what's available at: [OAN.org/Jobs](http://OAN.org/Jobs) or [DiggerMagazine.com/Jobs](http://DiggerMagazine.com/Jobs)

**Rootstock**

**TRECO®**

THE FOUNDATION OF YOUR ORCHARD STARTS HERE.

**PREMIUM QUALITY OREGON ROOTSTOCK SINCE 1941**

TRECO® offers the finest apple rootstock, hazelnut trees and softwood cuttings.

**WWW.TRECO.NU**

Oregon Rootstock & Tree Co. Inc.  
P.O. Box 98 | Woodburn, OR 97071  
p: 1.800.871.5141  
f: 503.634.2344

**SERVICE & SUPPLY**

**Supply Search**

**FULFILL YOUR NEEDS**

Look for containers, equipment, soil amendments, fertilizers, pesticides, perlite, grow bags, lumber, labels, racks and much, much more!

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

**Equipment**



**YANMAR LOADERS**

**FOR SALE — LOEN NURSERY**

Year	Model	VIN#	Hours	Price
2020	V4-7	#72171	2,570	\$45,000
2018	V4-7	#71137	6,615	\$30,000
2008	V4-6	#60680	10,579	\$22,500
2018	V4-6	#70702	5,586	\$32,500
2020	V4-7	#72170	2,764	\$40,000
2015	V4-6	#62422	3,762	\$48,000
2015	V4-6	#62468	6,944	\$30,000
2013	V4-6	#61874	7,411	\$26,500
2009	V4-6	#60735	10,266	\$20,000
2016	V4-7	#70529	8,643	\$30,000

**CALL IF INTERESTED 503-982-6300**

[Order.LoenNursery.com/Collections/Equipment](http://Order.LoenNursery.com/Collections/Equipment)



**PLACE YOUR CLASSIFIED AD**

Email [ads@oan.org](mailto:ads@oan.org) or call 503-682-5089

**Supplies**

**NURSERY POTS WANTED RECYCLE WITH US!**

Valley Growers Nursery is accepting clean, unbroken, used nursery containers for recycling.

We accept sizes: Liners, #3, #5, #15, #20

Call us at 503-651-3535, Ext. 1  
Free pickup or drop-off available  
Hours: **8 a.m. – 4 p.m.**

**EQUIPMENT FOR SALE**

- One Gallon Soil Filling Line (3 yd feeder bin w/soil return, 56' chain conveyor, one gallon stripmatic) - \$9,000.
  - Belt Conveyor (1 - 30' L x 20" W, vari-speed control) - \$5,000.
  - RAPID TRANSPLANTER 500 Series II \$4,000. Photos available.
- All equipment manufactured in the Portland, OR area.  
**All offers considered.**  
Contact Mike  
cell 707-495-1384  
[thefishingfarmer@AOL.com](mailto:thefishingfarmer@AOL.com)

**THANKS TO OUR Digger ADVERTISERS**

**Please contact our fine advertisers for your plant, service and supply needs.**

To advertise in *Digger*, contact Curt Kipp at 503-682-2008 or [CKipp@OAN.org](mailto:CKipp@OAN.org). To see all of our advertising options for reaching businesses as well as consumers, please view our Oregon Association of Nurseries Media Kit at [OAN.org/ads](http://OAN.org/ads).

Alpha Nursery Inc.....	11	Material Flow Systems.....	3
Biringer Nursery.....	16	Motz & Son Nursery.....	37
Bailey Nurseries.....	2	Northern Garden Supply .....	27
Dayton Bag & Burlap.....	14	OBC Northwest.....	6
Don Marjama Nursery Co.....	34	Obersinner Nursery .....	37
F & L Lumber Inc. ....	24	Oregon Valley Greenhouses.....	3
GK Machine .....	40	Reardon Nursery .....	35
Hostetler Farm Drainage.....	37	Rickel's Tree Farm .....	37
Lane Forest Products .....	16	SAIF Corporation.....	5
Loen Nursery Inc.....	19	Schurter Nursery.....	37
Marion Ag Service Inc.....	13	Surface Nursery Inc.....	23
Marr Bros.....	20	Willamette Nurseries Inc. ....	11



OREGON  
ASSOCIATION OF  
NURSERIES™

**JOIN THE OAN**  
1-888-283-7219  
[OAN.org/Join](https://OAN.org/Join)

# Your **Political** **VOICE**

## What We Do:

- **Promote** a strong, competitive business climate.
- **Protect** you from burdensome laws and regulations.
- **Tackle** key issues: labor, water, taxes, land use and more.

## Where We Work: Federal. State. Local.

From the halls of Congress to the Oregon State Capitol, we advocate where it counts — with your business at the center of every action.

## What We Delivered in 2024:

- Averted costly quarantines through swift action on *Phytophthora austrocedri*.
- Tax bills lowered by clarifying ag equipment tax rules.
- Introduced legislation to freeze ag overtime at 48 hours.
- Successful with 58 of 61 political endorsements getting elected.
- Trained 3 waves of new industry advocates.

Be **heard**. Be **protected**. Be **powerful**.

**Join the driving voice of Oregon's  
nursery industry.**



# 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.



Oregon State University



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



## With trees, size matters

Measuring tree growth from Ticknor to today

Clint Taylor, Nackley Lab Nursery Production Team leader, uses traditional tools to measure birch heights in an on-going experiment at North Willamette Research and Extension Center. PHOTO COURTESY OF OREGON STATE UNIVERSITY

BY LLOYD NACKLEY

**T**his project began the way many good nursery stories do — with an unexpected find in an old file cabinet.

While sorting through long-stored folders at the North Willamette Research and Extension Center (NWREC), I came across a worn letter and a hand-typed data sheet from Dr. Robert “Bob” Ticknor to Richard “Dick” Bocci of Carlton Plants. Anyone who has spent time in Oregon’s nursery industry knows those names. Both are hall-of-famers, innovators, and mentors whose work helped shape modern production in the Pacific Northwest.

Ticknor was one of the first scien-

tists stationed at the North Willamette Experiment Station. A professor of horticulture and nursery crops researcher, he is remembered for his azalea and rhododendron breeding, and his plant introductions — including *Pieris* selections that remain in production today.

In his Azalea Society Hall of Fame induction, Ticknor is described as focusing “on practical solutions for nursery problems ... in the areas of weed control, azalea plant hardiness, potting media, slow-release fertilizer, plant breeding and evaluation.”

If you were to swap azalea hardiness for drought tolerance and plant breeding for plant selection, his and my programs

would be nearly identical. That continuity is a reminder that many of our core challenges, from fertilization decisions to labor availability, have persisted for generations.

The letter I found, dated 1989, captures Ticknor’s request for support to publish a report titled “*Growth of Trees Planted 1965–79 in the Landscape Tree Trial at the North Willamette Experiment Station, Aurora, Oregon.*” The measurements had been completed that fall, but publication funding remained elusive. As far as I can tell, his intended long-term report was never released.

As someone who has always had a soft spot for artifacts from the 1900s >>

(a habit I've had to manage at garage sales), finding this letter felt like discovering a time capsule.

I found it fascinating that Ticknor was seeking private support from Bocci, because records show Ticknor had previously released this type of work through Oregon State University publications. For example, between 1971 and 1974, OSU published three short reports summarizing the first five years of data (1965–1969). Evidently the long-term study never made it into the Experiment Station's Circular of Information series — the predecessor of today's Extension Catalog.

Ticknor hinted at “a problem finding the funds to publish the work,” a sentiment any modern researcher knows well. Ticknor's letter to Bocci, and associated data, must have passed through many hands to make it from Ticknor's time to my start at NWREC 25 years later.

Was it another NWREC nursery per-

son like Sven Svenson, Hannah Mathers, James Altland, Robin Rosetta, Rich Regan, Jim Owens, Neil Bell or someone else who valued this file valued enough to keep? I felt like it was time to see how Ticknor's trees grew.

### Revisiting the trial: what Ticknor built

More than 50 years ago, just outside my office window, Ticknor established a landmark landscape tree trial “to provide factual information on the growth characteristics of ornamental trees.” Between 1965 and 1969, he planted 237 tree selections, typically four trees per cultivar, spaced six feet apart in rows thirty feet on center. When canopies began to touch, alternate trees were removed to maintain natural growth.

As the fates would have it, as I was working on this data, the farm crew began removing some of the few remaining Ticknor legacy trees to make room for a

lawn. Seeing those familiar trunks come down felt poignant. We were losing a living connection to past research, a tangible reminder of the passage of time and the enduring impact of his work.

Some 50 years ago, Ticknor described the North Willamette Experiment station and trees as such. Elevation: 150 ft, Average frost-free season: 202 days Annual rainfall: 42.7 inches (1.3 inches in July–August). Soil: Willamette sandy loam — well-drained and fertile. His trees were planted bare-root, typically 4–9 feet tall.

Cultural practices were straightforward: annual nitrogen (~100 lb/acre), progressive pruning to lift branch structure, weed control, and irrigation comparable to a well-maintained lawn. No fungicides or insecticides were used. His measurements were deliberate, repeated, and entirely manual — calipers, tape, and a clipboard.

I spent a few hours transcribing the data into formats workable with electronic spreadsheets and statistical software to see how Ticknor's trees grew during their first 10 years.

### Ticknor's red maples, revisited: new insights from historical data

Because red maples remain an important landscape and nursery crop in Oregon, and are of interest for Nackley Lab current research, they offer a compelling snapshot of the trial.

Ticknor evaluated 12 red maple cultivars, measured at planting and then again at 5- and 10-year intervals:

Initial height (approx. 4–10 feet):  
Armstrong (4.8 ft), Autumn Flame (6.3 ft), Bowhall (5.2 ft), Drake (4.7 ft), October Glory (6.1 ft), Phipps Farm (3.6 ft), Red Sunset (5.7 ft), Scanlon (10.8 ft), Scarlet Sentinel (8.5 ft), Schlesinger (8.4 ft), Tilford (9.8 ft), Tridens (4.6 ft)

Ten-year height (range 13–36 ft):  
Armstrong (36.8 ft), Bowhall (32.6 ft), Red Sunset (30.9 ft), Scanlon (34.4 ft), Schlesinger (33.5 ft), Autumn Flame (27.4 ft), October Glory (28.1 ft), Phipps Farm (23.5 ft), Scarlet Sentinel (26.9 ft), Drake (17.7 ft), Tridens (13.0 ft), Tilford (24.8 ft)

Growth rate ranking over 10 years:  
1. Armstrong; 2. Phipps Farm;



## DON MARJAMA NURSERY CO.

Grower of Quality Oregon Field & Containerized Stock

Conifers • Ornamentals • Japanese Maples  
Dogwoods & More

11333 S.E. Bluff Road • Sandy, Oregon 97055  
(503) 668-8083 • fax (503) 668-4833  
sales@donmarjamanursery.com



OREGON  
NURSERIES  
FOUNDATION

## Need a scholarship?

Scholarships from \$1,000 to \$3,000 are available for students pursuing a career in the nursery or landscaping industry.

**APPLY NOW!**  
DEADLINE IS APRIL 15

Go to [OAN.org/ONF](http://OAN.org/ONF) or contact Stephanie Collins at [503-582-2001](mailto:503-582-2001) or [Scholarships@OAN.org](mailto:Scholarships@OAN.org)

Chamaecyparis  
Sciadopitys  
Kalmia  
Thuja  
Picea



Rhododendron  
Boxwood  
Prunus  
Pieris  
Ilex

*Container and Field Grown Ornamentals*

Phone: 503-663-1200 • Fax: 503-663-5134

www.reardonnursery.com  
info@reardonnursery.com

10050 SE 282<sup>nd</sup> Ave  
Boring, OR 97009

3. Bowhall; 4. Red Sunset; 5. October Glory; 6. Autumn Flame; 7. Schlesinger; 8. Drake; 9. Scanlon; 10. Scarlet Sentinel; 11. Tridens; 12. Tilford.

These data illustrate why measurement matters. Some cultivars that start small finish strong; others with early vigor taper out. For growers evaluating new introductions today, the logic remains the same: without consistent measurement, performance differences remain invisible.

### Why measurement matters in nursery production

Accurate growth measurement has always been one of the cornerstones of nursery production. Whether a grower is producing shade trees, flowering trees, or specialty crops, consistent and repeatable measurements are essential for grading plants, communicating value, forecasting readiness, and maintaining reliable inventory.

These measurements are not simply recordkeeping. They are the basis for production decisions like when to shift containers, adjust irrigation or fertilization, train leaders, or identify salable stock for upcoming orders.

The nursery industry formalized this shared understanding more than a century ago through what eventually became the American Standard for Nursery Stock (ANSI Z60). The standard provides a universal system for sizing and describing nursery stock, ensuring that a 1.5-inch caliper red maple means the same thing whether you're in McMinnville, Oregon or McMinnville, Tennessee.

This consistency across regions and growers enables fair trade, accurate grading, and clear communication with customers ranging from landscapers to municipalities.

### A century of standards

The roots of the ANSI Standard reach back to 1921, when the American Association of Nurserymen — an early predecessor of modern AmericanHort — formed its first Committee on Standards. Their goal was simple but transformative: create a unified system of measurement to facilitate fair, transparent, and efficient >>



## Looking for a health plan for your business, employees and family?

**Providence Health Plan is proud to work with Leonard Adams Insurance to offer members of the Oregon Association of Nurseries access to quality, affordable healthcare.**



### Standard features available with our various health plans:

- Multiple plan offerings
- Preventive medications with a \$0 copay on traditional copay plans
- Chiropractic and acupuncture embedded for each member



### Additional member perks are available to cover other aspects of life, including:

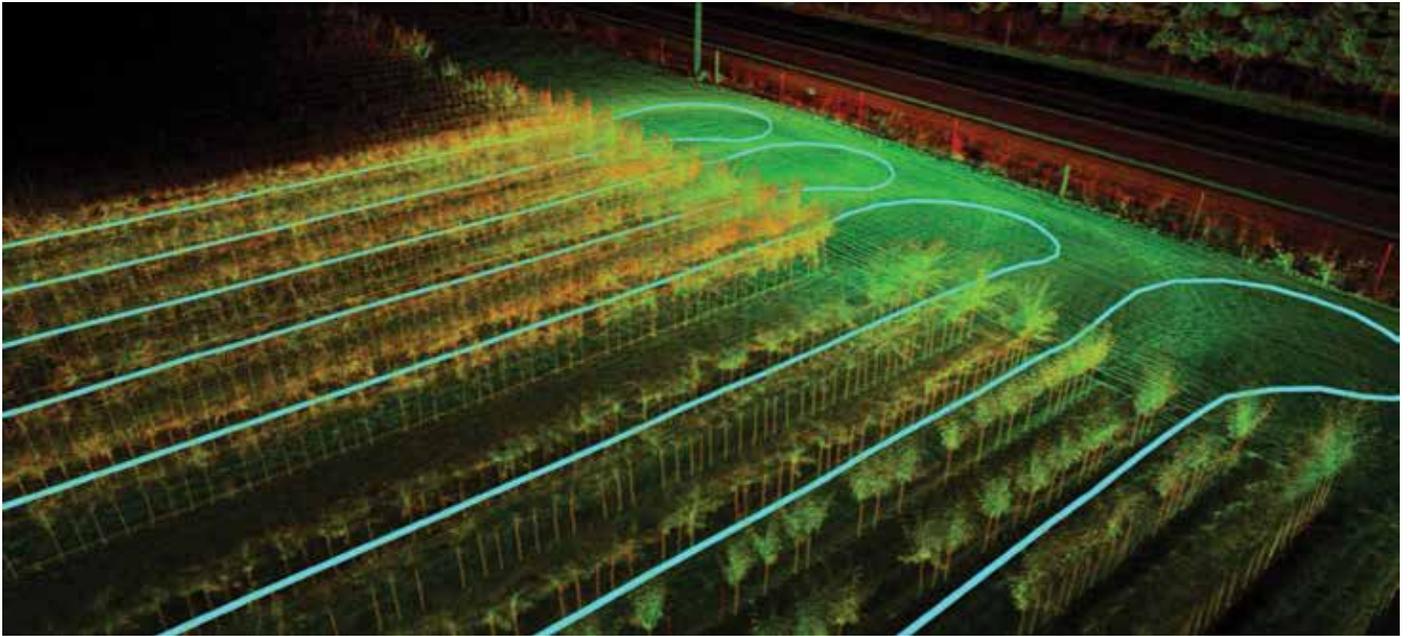
- LifeBalance - discounts on recreational, cultural, and travel activities
- Fitness center and workout video discounts
- Emergency travel assistance
- ID protection



### Interested in learning more?

Visit [lacoinsurance.com](http://lacoinsurance.com) or contact  
**Leonard Adams Insurance at 503-296-0077,**  
or toll-free at **866-907-1850.**

## Growing Knowledge



A 3D LiDAR scan by the Moss Robotics Inc. robot, providing cm-level accuracy of tree size. PHOTO COURTESY OF MOSS ROBOTICS INC.

trade in nursery stock. The first edition of “Horticultural Standards” was published just two years later, in 1923.

As the industry grew, so did the need for national consistency. After World War II, the association sought to formalize the standards through the American Standards Association, the organization that would later evolve into today’s American National Standards Institute (ANSI).

The first nationally recognized version of the Standard was published in 1949. Since then, the Standard has been repeatedly revised to reflect new production methods, plant forms, and industry needs.

Each revision represents a consensus of industry expertise and practical experience. The most recent version — ANSI Z60.2, approved in April 2025 — was shaped through a broad national canvass of growers, researchers, government agencies, and horticultural professionals, including Tom Fessler from Woodburn Nursery and Azaleas Inc. in Woodburn, Oregon.

Notably, Dick Bocci of Carlton Plants — the same person Ticknor reached out to for support decades ago — served as a previous editor of ANSI Standards.

### Manual measurements tried and true

Fast-forward fifty years from Ticknor’s trees, and the tools have changed less than one might expect. Most nursery researchers, including our lab, continue to rely on measuring sticks for



Moss Robotics scanning device mounted on the front of an ATV. PHOTO COURTESY OF MOSS ROBOTICS INC.

height, calipers for trunk diameter, and tape measures for canopy spread. For a block of a few hundred trees, this may require multiple hours of field time.

Weekly data may be essential for fast-growing shrubs, while quarterly or biannual measurements may suffice for long-term cultivar evaluations. The constraint isn’t scientific — it’s operational.

### New tools: automated growth measurement and Ag 4.0

Today, nursery measurement is entering a new phase. A small team of engineers

in east Multnomah County is developing a robotic system designed to handle one of the most challenging operational needs in nursery production: inventory.

The system — developed by Moss Ag — combines LiDAR, camera arrays, and GPS into a single sensing platform. Mounted on an ATV, the unit can be driven through every tenth row at 10–12 mph while collecting tree counts, heights, calipers and health indicators.

The efficiency gains are staggering. This system processes about 44 trees per second, compared to manual rates of

about 2.5 trees per second.

LiDAR provides centimeter-level accuracy, enabling growers to build real growth curves, identify sellable stock, verify block-level grading consistency, detect missing or declining trees, and improve forecasting for harvest, sales, and labor allocation.

### Why this matters for growers

Stick and caliper skills remain essential, and ANSI Standards still rely on traditional definitions. But new technology allows:

- More consistent grading across crews and seasons.
- Improved forecasting for labor, shifting, staking, and sales timing.
- Reduced dependence on scarce skilled labor for time-consuming tasks.

For researchers, automation solves the same problem Ticknor faced: how to collect frequent, accurate measurements across many trees without sacrificing other work.

### Looking ahead

The nursery industry has always adapted to new tools and growth measurement is now on the cusp of its own transformation. The rediscovered Ticknor data reminds us how valuable long-term records can be, and how much effort they once required.

The emerging generation of LiDAR-enabled systems from Moss Robotics Inc. suggests a future where growers can track growth as easily as they track weather or sales.

As technology advances, the goal remains the same: to produce high-quality, climate-adapted trees that meet industry standards and customer expectations. Measurement — whether by stick, caliper, or sensor — continues to be one of the most powerful tools to get us there. ☺

*Lloyd Nackley, Ph.D., is a plant ecologist at the Oregon State University North Willamette Research and Extension Center (NWREC) in Aurora, Oregon. He can be reached at [Lloyd.Nackley@OregonState.edu](mailto:Lloyd.Nackley@OregonState.edu).*



# Digger MARKETPLACE

**Hostetler Farm Drainage**  
971-275-3004

Over 100 years of continuous family owned business in providing water management.

Serving the Willamette valley and beyond on projects large and small. Our innovative team installs drainage systems tailored to meet the needs of the farmer.

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

**Schurter Nursery**

Arborvitae—Emerald green  
Virescens  
Boxwood  
Japanese Maples  
Otto Luyken  
Skip Laurel

Various sizes & Varieties  
503-932-8006

B&B Spruce 4 to 24 feet  
Chamaecyparis • Fir • Pine  
Japanese Maple • Poodle Pine  
Cut Christmas Trees

**Pickels' Tree Farm LLC**

(503) 630-4349  
FAX (503) 630-7542  
PO Box 598 – Estacada, OR 97023

Rhododendrons • Maples • Buxus • Daphne

Quality NURSERY STOCK

**Obersinner Nursery, Inc.**

7886 N. Howell Rd NE • Silverton, OR  
(503) 873-4004 • [inquire@obersinnernursery.com](mailto:inquire@obersinnernursery.com)  
[www.ObersinnerNursery.com](http://www.ObersinnerNursery.com)

**Tracking Trailer**

TT-410

Call 503-873-9872 to order

**WURDINGER MANUFACTURING**

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

**WHOLESALE GROWERS**

**Motz & Son Nursery**

SHADE & FLOWERING TREES  
FRUIT TREES  
Dwarf, Semi-Dwarf & Standard  
COMBINATION FRUIT TREES (4 in 1)  
Semi-Dwarf & Standard  
ESPALIER APPLES  
Semi-Dwarf, Combination & One Variety  
WALNUTS & FILBERTS  
DECIDUOUS SHRUBS

[www.motzandson.com](http://www.motzandson.com)  
11445 N.W. Skyline Blvd.  
Portland, Oregon 97231  
Phone 503-645-1342  
FAX 503-645-6856

# Retailers are our indicator of economic health

**In the vast and varied economic ecosystem of professional horticulture, retail nurseries and garden centers often operate as the beating heart — quietly, consistently, and too often underappreciated.**

These businesses occupy a unique position where agriculture, retail, education, and community enrichment intersect.

Yet despite their importance, they face mounting challenges that threaten not only their survival but also the health of the broader green industry.

One of the greatest pressures on our retailers is the increasingly volatile supply chain for plant material. Unlike manufactured goods, plants are a living product. Weather patterns, water access, pest pressures, and labor shortages all play unpredictable roles in determining plant availability.

Garden centers bear the brunt of these fluctuations. If growers struggle, the retailers struggle; if shipping delays occur, living inventory suffers. The result is a delicate balancing act where businesses must predict customer demand months in advance while navigating variables far beyond their control.

## **The green industry's backbone**

We have high quality independent garden centers in Oregon. Some grow their own nursery stock to better vertically integrate their supply chain on plants.

The OAN does not court the big-box stores to be part of our membership. This should not dismiss their importance — after all, we need to be where the people are. Many of the Northwest big-box stores source their material from Oregon growers, and this is good. However, locally owned garden centers understand the long-term value of knowledgeable guidance, regionally appropriate plants, and proper aftercare. Nursery retailers specialize in these services, which ultimately

determine gardening success.

From propagation and companies who “like the sea — provide the plankton to the nursery sector,” to growers of all sizes and types, to the landscape and garden center community and those suppliers who help with managing all manners of growing challenges, they all matter. We need all parts to fire on all cylinders to achieve economic success.

Oregon retailers occupy the cutting edge of service, quality and innovation. The ability to adapt during the COVID bubble to be “touch free” was driven by AI’s Garden & Home. They then shared their process and success with retailers throughout the United States. A rising tide lifts all boats.

## **Connection is the path to success.**

Retail garden centers remain essential to the economic and ecological fabric of their communities. They serve as local knowledge hubs, empowering gardeners, homeowners, and landscapers with the expertise needed to create thriving, sustainable outdoor spaces.

They support regional growers, preserving plant diversity and encouraging responsible ecological practices. They champion the right plant in the right place. They serve as a source for native plants — and a resource on pollinator health and environmentally sound gardening — in ways large retailers simply cannot replicate.

Perhaps most importantly, garden centers cultivate something immeasurable but deeply necessary: a sense of connection.

In an increasingly digital world, these spaces offer hands-on experiences, community workshops, and moments of sensory grounding. They invite people to touch, smell, and learn — a form of engagement that nurtures not only landscapes but the soul.

Supporting nursery retail garden centers is not merely a matter of sentimentality; it is an investment in a resilient local economy, a healthier environment, and a vibrant horticultural future. If we overlook the challenges they face, we risk losing far more than small businesses—we risk weakening the roots of an entire industry.



Jeff Stone  
OAN EXECUTIVE DIRECTOR

At OAN, we promote our retail garden centers through Plant Something Oregon. The interstate Plant Something effort was the brainchild of Arizona Nursery Association Executive Director Cheryl Goar Koury, who challenged us to promote our garden centers with a promotional approach closer to the “Got Milk?” campaign by the dairy industry.

The Plant Something Oregon effort educates gardeners and extolls the positives of plants and trees. Our promotional channels include a folding nursery road map, e-newsletter and blog (all accessible at [PlantSomethingOregon.com](http://PlantSomethingOregon.com)).

## **Reality and challenges**

The industry recognizes that what is produced is a luxury item. We may have a slice of the food game, but it is not what the tremendous volume of plants and trees provide as climate positive solutions to homes and cities.

A lot of what is grown goes towards re-wholesalers and landscapers, who live and die on the strength of the housing market. We learned this lesson firsthand almost two decades ago.

What I am seeing from national publications is that more housing builders are in a wait-and-see pattern. With plants and high-ticket items (especially patio furniture) leading the decreased sales, the categories that had strong sales were home décor/gift/fashion and containers (pottery).

Home décor/gift/fashion are having a record year, and containers are compared to 2024. The cautionary tale from retailers is housing plus economic uncertainty equals depressing sales.

# CONNECT WITH GREEN INDUSTRY BUSINESSES



Advertise your plants, products and services

PRINT AND DIGITAL ADVERTISING

Business-to-Business Green Industry Publications

Digger NurseryGuide  NurseryGuide.com  MEMBER UPDATE

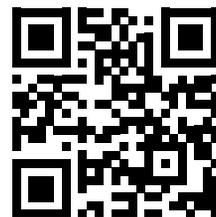


OREGON  
ASSOCIATION OF  
NURSERIES™

**The Oregon Association of Nurseries offers marketing tools to help grow your business.** Our targeted print and digital publications can elevate your visibility and help you reach new customers. **Call us today!**

**Curt Kipp**  
Advertising Account Director  
503-582-2008 | [Ads@OAN.org](mailto:Ads@OAN.org) | [OAN.org/ads](http://OAN.org/ads)

**DOWNLOAD  
OUR MEDIA KIT**



# CREATE YOUR PERFECT GREENHOUSE



All Steel Construction for Lasting Quality



- GK-5000 Freestanding
- GK-2000 Quonset (Hoop)
- GK-9000 Gutter Connect
- GK-Retail Style House
- Fans, Heaters & Vents
- Poly & Shade Coverings

**New!**

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

503-678-5525