

Digger

AUGUST 2026

SHOW
INFO

PG 35-80

- Exhibitors
- Floor Map
- Seminars
- Events

& more!

YOUR GUIDE TO

FARWEST

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

AUGUST 26-28, 2026

PUBLISHED BY



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On the cover from left: Patrick Newton, owner of Powell's Nursery and president of the Oregon Association of Nurseries; Grace Dinsdale, owner of Blooming Junction; Doug Zielinski, owner of Alpha Nursery. ILLUSTRATION BY TREVIN SWICK

On this page: More than 300 exhibitors and 4,000 people attended the 2025 Farwest Show. OAN FILE PHOTO

On the next page clockwise from top left: Echinacea REVELATION® 'Monarch'. PHOTO COURTESY OF TERRA NOVA NURSERIES A Wollemi pine. PHOTO BY MIKE DARCY OAN member Angi Bailey is owner of Verna Jean Nursery and president of the Oregon Farm Bureau. PHOTO COURTESY OF ANGI BAILEY Thuja occidentalis 'Kelsoki Spire'. PHOTO COURTESY OF ISELI NURSERY A Christmas tree farm overrun with weeds. PHOTO COURTESY OF JATINDER AULAKH



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Build lasting relationships at the Farwest Show

Every summer, the Farwest Show gives our industry something that's getting harder to find: a chance to put down our phones, step away from our computers, and spend a few days together.

Email, text messages, and Zoom calls keep us connected and help us solve problems quickly, but they don't replace a handshake, a conversation over coffee, or the chance to catch up with someone you've worked with for years.

That's what makes Farwest important.

The nursery industry has always been built on relationships. We do business with people we know and trust, and those relationships aren't built through a string of emails. They grow through conversations, shared experiences, and time spent together.

Farwest gives us that opportunity.

Of course, there are new plants to see, products to discover, educational sessions to attend, and ideas to bring home. But much of the show's value happens between those scheduled events. It happens while walking the aisles with a long-time customer, meeting someone you've only known through phone calls and emails, or sitting down with peers to talk about labor, supply chains, sales, and the challenges we're all facing.

Some of the best ideas you'll bring home won't come from a presentation. They'll come from a conversation. Those informal discussions often lead to solutions, partnerships, and opportunities that continue long after the show is over.

One thing I've always appreciated about the Farwest Show is that it doesn't end when the exhibit hall closes.

Wednesday night's Happy Hour has become one of the week's best networking events. Old friends reconnect, new friendships begin, and conversations continue after the day's meetings have wrapped up.

Thursday night's Pub Crawl has become a Farwest tradition, bringing



Patrick Newton

together growers, retailers, suppliers, and industry friends from across the country.

Business comes up now and then, but most of the time it's stories, laughter, and catching up with people you may only see once a year. Those evenings matter because they strengthen relationships, create new connections, and remind us that this industry has always been more than transactions and orders.

Every person who attends the Farwest Show contributes to that experience. New exhibitors bring fresh ideas. First-time attendees bring a new perspective. Returning participants help carry forward traditions that have made this show a fixture in our industry for decades.

The future of the Farwest Show isn't tied to larger booths or bigger order books. It depends on people showing up for the conversations, the education, the friendships, and the chance to invest time in one another.

If you've been debating whether to attend this year, make the trip. Walk the show floor. Attend a session. Grab a drink at the Happy Hour. Join the Pub Crawl. Introduce yourself to someone new and reconnect with someone you haven't seen in a while.

The relationships built at Farwest often outlast the orders written during the show. ☺



Calendar

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

AUGUST 11-13

NURSERY AND LANDSCAPE EXPO 2026

Strengthen your network by connecting with peers, industry leaders and new partners; grow your workforce and engage with emerging professionals; and stay competitive by discovering new products, learning at education sessions and gaining insights to help move your business forward, all at Nursery and Landscape Expo 2026. The expo is August 11-13 in San Antonio, Texas at the Henry B. Gonzalez Convention Center. Learn more at NurseryLandscapeExpo.org.

AUGUST 18-20

GARDEN CENTER CONFERENCE & EXPO 2026

Join the only industry-wide event focused on independent garden centers in the United States. This is where retailers come for real ideas, real innovation and real connections. Head home inspired, supported and equipped with practical strategies to strengthen your business. The conference is August 18-20 at the Loews Vanderbilt Hotel in Nashville, Tennessee. For more information or to register, go to GardenCenterConference.com.

AUGUST 19-21

THE LANDSCAPE SHOW

The Landscape Show is where 7,000 attendees come to network, attend workshops, and see the newest plant material, related products and equipment. The show offers dozens of educational programs, industry CEUs, peer-to-peer exchanges, and inspiration to grow your business. The show is produced by the Florida Nursery, Growers and Landscape Association and is August 19-21 at the Orange County Convention Center in Orlando, Florida. For more information or to register, go to 2026.TheLandscapeShow.org/Home.

SEPTEMBER 1-4

2026 IPPS WESTERN REGION ANNUAL MEETING

Join the International Plant Propagation Society Western Region for its Annual Meeting September 1-4 in Salt Lake City, Utah at the Hilton Salt Lake City Center. Included in the meeting are daily speakers and conference tours of propagation nurseries. For more information, go to WNA.IPPS.org/Events/2026-IPPS-wr-Annual-Meeting.

NOVEMBER 6-7

OAN CONVENTION

Save the date for the 2026 Oregon Association of Nurseries Convention, happening November 6-7 at Sunriver Resort in beautiful Central Oregon. The OAN Convention is the annual can't-miss event featuring updates on important green industry issues, new board introductions,



OAN FILE PHOTO

AUGUST 26-28

FARWEST SHOW

Business relationships take root at the biggest and greenest industry trade show in the West. Farwest is where the nursery and greenhouse industry comes together to set the year in motion. Connect face-to-face with the people who power your supply chain. Source new plants, products and services. Strengthen the partnerships that you rely on, and spark new ones that move your business forward. Find an extraordinary lineup of new and in-demand speakers, industry favorites, the latest ideas and opportunities, and the information you need to grow your business. From hands-on, interactive components to technical sessions for growers, retailers, landscapers and business professionals you'll leave prepared to tackle new opportunities and challenges in the year ahead. Explore Oregon's renowned Nursery Country through three highly-sought-after bus tours that give you exclusive behind the scenes access. Choose from the Grower Tour, Propagation Tour, or Automation Tour and engage with other nursery professionals for an entire day while gaining valuable knowledge to enhance your business and propel your career. For more information or to register, go to FarwestShow.com.



celebrating the outgoing board, and honoring the best the nursery industry has to offer. Stay tuned for more details and registration information coming soon! For sponsorship opportunities, contact Stephanie Collins at SCollins@OAN.org or 503-582-2001.

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: September 16, October 14, November 18, December 16. Spanish: 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. ©



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Northwest News

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



Red Ninja™ Hosta wins Plant of the Year at 2026 Chelsea Flower Show

Bloomin' Easy's revolutionary Red Ninja™ Hosta (*Hosta* 'NK2021' PP36830) has won the coveted Plant of the Year award at the Chelsea Flower Show 2026, redefining what gardeners can expect from foliage color, the Royal Horticultural Society (RHS) announced.

For years, breeders have chased the dream of a hosta with true, lasting red foliage. Several cultivars have hinted at red, only to fade as the season progressed. Red Ninja changes that narrative entirely — as well as ripping up the rule-book on where it should be planted, RHS stated.

Developed as a full-plant mutation of *Hosta* 'First Blush', this new cultivar takes red coloration to the next level. Its leaves emerge in the spring with rich, intense red tones, complemented by deep green margins, and they retain that color deep into summer. According to Bloomin' Easy, the cultivar is suited for Zones 3-9 and cold hardy to -40 F.



The first jumping worm in Oregon was spotted in Grants Pass in 2016 and they're spreading. PHOTO COURTESY OF UNIVERSITY OF WISCONSIN-MADISON.

OREGON MAKES PROGRESS ON JAPANESE BEETLE PROGRAM

The Oregon Department of Agriculture reports significant progress on its re-established Japanese Beetle Program. The program traps and treats for the voracious quarantine nursery pest, allowing Oregon nurseries to maintain market access and ship across the country.

As of June, 80.5% of single-family residences that were asked have responded and given consent for treatment. The first rounds of treatments was completed May 18. More than half of the traps have been set out and more than 500 acres has been treated.

The potential statewide economic losses if Japanese beetle became established in Oregon are estimated at \$45.5 million a year (2017) in crop and nursery losses, equivalent to \$60 million (2025).

ODA's Japanese Beetle Program has recorded great success since it began, with beetle numbers dropping by 92% since 2016, from 23,480 in 2017 to 1,918 in 2025.

U.S. AG EXPORTS UP IN APRIL

The U.S. exported \$15 billion worth of

farm goods in April, a 4.6% increase over the same month a year ago, reported *Capital Press*, an agricultural newspaper based in Salem, Oregon.

Exports totaled \$61.7 billion through the first four months this year, a 6% increase over last year's pace and about 2% ahead of 2024, according to the USDA Foreign Agricultural Service.

The U.S. imported \$69.2 billion worth of agricultural products through April, down 11% over last year. The year-to-date trade deficit in farm goods declined by 61% over last year and by 29% over 2024.

China has resumed buying U.S. soybeans. Soybean exports to China in April totaled \$1.3 billion, a 50% increase and 60% increase over April 2025 and 2024, respectively.

DESTRUCTIVE JUMPING WORMS INVADE OREGON

Jumping worms, native to East Asia, have been reported in more than 30 states across the country and are particularly prevalent in the Midwest and Northeast, but now they're invading Oregon, according to Oregon Public Broadcasting.

In Oregon, the first jumping worm was spotted in Grant's Pass in 2016. Since then,

they've been seen all over the Willamette Valley, a fertile area between the Oregon Coast range and the Cascade Range that runs nearly the entire length of the state. They have begun spreading into native forests and devouring leaf litter and other organic material that plants depend on to germinate and grow. In some areas of the country, the forest floor is being completely transformed.

All worms eat organic matter like leaf litter, the vital top layer of soil made up of dead plant material. With jumping worms, however, the outcome is much different.

Nightcrawlers leave moist castings and deep burrows that help aerate and nourish the soil. Jumping worms remain on the surface, rapidly consuming the leaf litter and converting it into loose, dry pellets. Without leaf litter, native plants struggle to germinate, and existing plants with shallower root systems can become dislodged.

If that weren't enough, the jumping

worm castings are hydrophobic, meaning they repel water. The worms can unknowingly be transported through leaf litter, compost, plant sharing, or even on the bottom of shoes.

As of today, there are no EPA-approved substances that can specifically eliminate jumping worms.

AGRICULTURAL EASEMENTS USED TO PROTECT OREGON FARM LAND

Despite the obstacles and red tape involved, Oregon landowners have embraced conservation easements over the past decade, judging by their participation in programs offered by the state government and farmland preservation advocates, reports *Capital Press*, an agricultural newspaper in Salem, Oregon.

Oregon's statewide land use system relies on a sweeping strategy for

agricultural protection, restricting most development across more than 15 million acres zoned for exclusive farm use. Conservation easements, on the other hand, offer a more piecemeal, personalized approach in which individual landowners decide what forms of development are forbidden.

Urban development isn't yet encroaching on Northwoods Nursery near Molalla, Oregon, but owner Jim Gilbert isn't taking any chances. To preserve the 66-acre property as farmland in perpetuity, Gilbert is creating a conservation easement prohibiting most construction within its boundaries — regardless of potential alterations to Oregon's land use protections.

Seven years ago, Surface Nursery in Gresham, Oregon, lost 12 acres of leased farmland and had to remove its stock of trees when the owners sold the parcel. A year later, Surface was able to negotiate a price and purchase back the 12 acres. »

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Separately, Surface also lost 90 acres of leased land that was converted to non-farmland use. This loss, along with increasing development as urban growth moves eastward, prompted the nursery to secure two easements that future farmers of the sites would never be put in the same predicament.

The Oregon Association of Nurseries Member Update reported last year that the nursery partnered with the East Multnomah Soil and Water Conservation District (EMSWCD) to complete two easement transactions to permanently protect the farmland from development.

RESEARCHERS WORK ON PROMISING SOLUTION FOR EMERALD ASH BORER

A new way to eradicate the emerald ash borer (EAB) is emerging thanks to researchers at the University of Minnesota, and the solution can be found in the ash



Researchers have identified fungus that are natural entomopathogens and will kill the emerald ash borer. PHOTO COURTESY OF UNIVERSITY OF MINNESOTA

trees themselves, according to *Minneapolis St. Paul* magazine.

Graduate research assistant and Department of Plant Pathology doctoral candidate Colin Peters is part of a UM research team that's been working on finding new methods to end the EAB infestation since 2021. In November 2025, the team published its initial results: a highly

promising potential solution to EAB spread discovered by growing infectious fungi from ash wood samples.

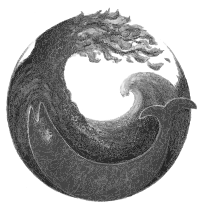
Researchers tested ten fungi native to Minnesota and one fungus from a commercially available mycopesticide from a brand called BotaniGard. The research team found that the fungi turned out to be natural entomopathogens, or insect pathogens, meaning they cause disease that kills insects, including the EAB.

Next, the researchers engineered an autodissemination device — basically a system that enables the EAB to infect themselves, safely killing the invasive species without harming other native wildlife. The autodissemination device works by trapping the beetles and coating them in the insect-killing spores. When they are released, they spread the fungus to others through mating.

The vision is for conservationists to hang the autodissemination devices in ash trees during the EAB flight season each year. According to Peters, this happens in the Twin Cities each June. The hope is that this pilot program shows enough progress that it will prove to be a viable protection for ash trees from EAB.

GLIMPSE WHERE NURSERY AUTOMATION IS HEADED

The Farwest Show Automation Summit is a forward-looking initiative focused on how automation is transforming the nursery and greenhouse industry and takes place on the opening day of the Farwest Show, Wednesday, August



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26 from 1:30–3:30 p.m. at the Oregon Convention Center in Portland, Oregon.

Automation is reshaping how growers operate, from propagation to shipping. At the Automation Summit, growers, suppliers, and innovators will come together to explore the practical tools and technologies that are moving the nursery and horticulture industry forward.

The focus will be on real-world solutions that help operations drive efficiency, lower costs, improve product consistency, and address today's toughest labor challenges. From advances in equipment to emerging technologies, the summit will offer a clear, useful look at how automation is helping extend and support the industry's workforce.

The expert panel features:

- Chris Thiesen, Burro.
- Asa DeForest, HarvestWise Drone Solutions
- Di Hu, Moss Robotics.
- Tom Fessler, Woodburn Nursery & Azaleas Inc.
- Todd Nelson, Bountiful Farms Nursery Inc.

The summit is free to registered Farwest attendees. For information or to register for the Farwest Show, go to FarwestShow.com.

Announcements

HARRELL'S ADDS 11 NEW TERRITORY MANAGERS

Harrell's announced the addition of 11 new territory managers across the U.S. The new territory managers include Kelly Barker, Christian Munoz, Brent LeBlanc, Grayson Clark, Scott Thayer, Hayes Martens, Rick Partain, Chase Norris, Chris Marra, Brian Powers, and Matt Snyder.

These additions align with Harrell's mission of Growing a Better World by enhancing local expertise and making products more readily available nationwide.

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Northwest News

MCHUTCHISON ADDS THREE TO CUSTOMER SERVICE TEAM

Beth Engle is the newest member of the **McHutchison** customer service team, the company stated in a release. She has decades of experience in the horticulture industry and is recognized for her plant knowledge and relationship-driven service approach. She holds a bachelor's degree in horticulture from Michigan State University.



Beth Engle

Samira Kuykendall is McHutchison's new claims specialist, who will support the greenhouse sales team. She brings a customer-focused approach to consistently deliver responsive service and provide clear communication. Her background in business operations aligns with McHutchison's goal of elevating the credits and claims function. Kuykendall earned a business degree from Joliet Junior College.



Samira Kuykendall

Isaac Laster is a sales representative now covering Texas, Louisiana and Oklahoma. He will work closely with Tim Meyers, who is retiring this fall. Laster attended CAST 2026 and will be present at several trialing events and trade shows as he transitions into Meyers' accounts in the coming months. He earned a bachelor's degree in horticulture from Texas A&M University. ©



Isaac Laster

A blast from the very distant past



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.

Wollemi pines (*Wollemia nobilis*) date back about 90 million years. PHOTO BY MIKE DARCY

Gardeners are always seeking out the next new plant. The new introductions they find are often in high demand for the first few years on the market.

However, imagine for a moment an old plant — in fact a very old plant — that is in such high demand, it’s almost impossible to procure it. Consider the Wollemi pine, which dates back to about 90 million years ago.

Actually, it is not even a true pine, although it is both evergreen and a conifer.

Wollemi pines (*Wollemia nobilis*) were discovered in 1994 in a deep Australian rainforest gorge by New South Wales Services Officer David Noble, who came across them by chance. He was not familiar with these trees, so he collected

a fallen branch and took it to the Royal Botanic Garden in Sydney.

The sample intrigued scientists Wyn Jones and Jan Allan, and the trio set off to go back to the gorge. Once there, they were astounded by the find. The plant was named *Wollemia*, for the Wollemi National Park, where it was first discovered. The species was named *nobilis* to honor David Noble, the man who discovered it.

Today, there are approximately 100 mature trees remaining in the gorge and they are classified as critically endangered. To protect the remaining trees, the exact location is not publicized.

During a Hardy Plant Society of Oregon Open Garden event in Portland, I noticed this plant in the garden of Peter

Eastman and Dayrol Griffin. It had a prominent and visible spot in their garden. After learning about the history of its discovery, it was obviously strategically placed and deservedly so.

It was no surprise to see such a tree in this garden because Peter is an avid gardener and well connected in our local horticulture scene. As the tree and shrub buyer for the four-store Al’s Garden & Home chain, he also has his finger on the pulse of retail.

In 2006, the National Geographic Society was offering small Wollemi pine plants for sale by mail order. At that time, this was the only way to get one outside of Australia. Peter ordered one and it arrived in August of that year.

Peter didn’t know much about the Wollemi pine. He wasn’t sure if it would survive in our Pacific Northwest climate, so he kept it in a greenhouse for the first few years. In the summer it was taken outside and placed in the shade of other conifers.

When it eventually reached 15 feet tall, it needed a permanent home outside in the ground. It was planted in a shady area in the lee of a sheltering cedar. Peter has observed the tree setting male and female cones, but no seedlings have ever appeared.

Looking at the tree today, there is an area in the middle of the tree that looks »

What I'm Hearing

brown and burnt, which was the result of a winter storm January 13 and 14, 2024. According to the National Weather Service in Oregon, these were the coldest days of the year, with high temperatures of 21 and 23 F.

The damage to the Wollemi pine was not critical, but some branches certainly did experience some winter kill. Since that winter freeze, the tree has sent out lush new growth at the top and new trunks from the main trunk. Eventually it should become a multi-trunk tree, which is common of this tree in the wild.

“What I love about this conifer and how you can tell it is so ancient, is it lacks the ability to send out side branches,” Peter said. “Each branch sends out one growth spurt from the terminal bud and that is it. You can literally count the number of years growth on each branch by counting the growth sections.

“This is what gives the Wollemi Pine its distinctive skinny appearance. Most conifers evolved the ability to send out side branches, giving them wider branches which provided the foliage more light and thus, more photosynthesis. But that evolution came after this plant.”

This past autumn season, and as part of the HPSO ‘After Hours’ series, Al’s Garden & Home hosted an evening event with conifers as the theme. Peter was able to secure five Wollemi pines from Iseli Nursery (Boring, Oregon). These were available at the event for \$500 each and they were all sold before the event began!

One of the fortunate recipients was Portland gardener Gene Rozenboom, who is an avid conifer collector. I recently visited his garden, and his Wollemi pine is in a very prominent place. At the recent American Conifer National Conference held in Portland, Iseli’s donation of a

Wollemi pine sold for \$3,600!

The Wollemi pine is certainly sufficiently old enough to be classified as a Jurassic plant. The term Jurassic plants is sometimes used as a reference to those plants that were in existence from an age when dinosaurs roamed the earth. In addition to the Wollemi pine, there are many others that are often used in the gardens of today.

There seems to be a renewed interest in conifers. Perhaps this can be beneficial to a garden center. Just imagine garden centers offering classes about Jurassic plants where they have the attendees pretend they are paleontologists sent out to scour the garden center to see how any Jurassic plants they can find. Of course, there would need to be helpful hints and tips along the way, but what fun! ☺

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WILD BY DESIGN

Consumer and municipal interest is fueling a trend for natural landscapes that perform

BY ERICA BROWNE GRIVAS

As home gardeners and municipalities increasingly embrace naturalistic gardens, they have become a force in the green industry.

Amid the debate around “wilding” and/or “rewilding,” there are significant reasons to admit some wild back into our plantings. This practice increases biodiversity that is otherwise in decline. It improves soil health while reducing garden inputs.

Yet most experts aren’t advocating conversion or restoration to native landscapes, as these are not simple to define or implement. Instead, they suggest finding ways to incorporate wildlife and relaxed planting styles into our landscapes without sacrificing beauty, function, or structure.

A natural focus

Monrovia Nursery Company (Farwest booth #17037), has a name for this trend — “Wild Meets Refined.”

“For many gardeners, the focus is on growing plants that are good for the environment where they live, but they want their garden to look beautiful,” said Kate Tamony, Monrovia’s chief marketing officer and trend spotter. “They’re looking to create a looser, more natural looking landscape, without a lot of maintenance. They want a garden that attracts pollinators and birds and brings the feeling of a meadows or prairie. These gardeners may be drawn to native plants, but they are still looking for reliable and long-lasting blooms.”

Monrovia’s website pitches it as follows: “The Wild Meets Refined garden proves you don’t have to choose between ecological awareness and elegance.”

Erin Duffy Jones, landscape architect, and horticulturist with the small firm Landline Design (Portland, Oregon), is »

Previous page: *Agastache* 'Peach Pearl' breaks out in a riot of blooms for months and attracts pollinators, making it a strong "wild, but refined" selection. PHOTO COURTESY OF MONROVIA NURSERY COMPANY

seeing a surge of interest in this direction in both residential and commercial projects.

"More homeowners in the past several years have been interested in this style, especially those concerned with sustainability, habitat, low-water use, and low-maintenance," she said. "We've also seen an increase in demand for this style on some commercial and multi-family residential projects."

A new look at an old idea

As early as the 1800s, garden designers like Gertrude Jekyll and William Robinson were advocating for "naturalistic gardening" to release the Victorian grip on gardening, which was famous for its conservatories, plant collecting, and intensive formal annual displays. The pendulum swing resulted in English perennial border gardens and romantic woodlands. This, in turn, influenced parks and public

spaces in the United States.

"The desire for naturalistic gardens isn't new," said Chuck Pavlich, director of new product development at **Terra Nova Nurseries** (Canby, Oregon). "In fact, Gertrude Jekyll in the late 1800s advocated for less formal structure in garden and appreciated and promoted less structured garden beds. Much like the painter Monet, she too had diminished eyesight and adapted garden beds to please her vision with color texture and less formal architecture. Terra Nova has always appreciated Jekyll's perspective, especially when creating gardens for the Pacific Northwest."

What is feeding today's renewed appreciation for naturalistic landscapes? Certainly, heightened awareness of the planet's environmental challenges is contributing. Ecological designers recommend planting more to cover the ground, while urban planners may be asked to include permeable

pavement and native plants. "Wild" plantings seem to offer a low-care solution.

Duffy Jones said, "I think it's an aesthetic that stems from the desire to mitigate climate change and habitat loss wherever possible, while saving on watering. It's a natural progression away from the more sterile approach of a very minimalist modern design."

But there's something else.

"I feel the driver for this trend is the desire to unplug from the formality and rigidity of everyday life and simply relax our view to destress," Pavlich said.

In a time where commitments feel overwhelming, the garden should not be another source of stress.

Wild plantings, from flower-studded lawns to suburban mini-prairies, promise that freedom — but without proper planning they can become snarled by invasives and fail to deliver.



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Challenges of wild gardens

Wild gardens typically include native plants for their robust adaptation to the local climate. Locally native plants offer strong environmental benefits but with caveats: limited availability, often lanky habits, variable performance across conditions, and generally shorter bloom times than cultivated non-natives. The idea that a garden must be all-native can be a barrier to entry and may not even be a realistic one.

There may be a public misperception that native plants can take care of themselves, which can cause disappointment. Native plantings need regular follow-up care to keep invasives at bay and manage self-sowers. Even meadows need reseeding of annual flowers for the first two years before perennials get established.

Duffy Jones noted, “A landscape that

looks unkempt where it needs to appear more intentional will eventually result in the very thing we’re trying to prevent — excessive use of herbicides, pesticides, power tools and a sterile, yet ‘under control’ landscape.”

Their clients receive a maintenance manual detailing seasonal tasks.

“We also highly encourage (or beg — haha!) our clients to never excessively prune/shear their plants into balls and rather allow them to grow together,” she said. “Plants that grow together to cover the ground keep weeds at bay, retain cooler/moister soil, provide more and better habitat to insects and birds, and create healthier soil by self-mulching. When our gardens are allowed to grow this way as intended, maintenance can be quite low once we get past the first 2–3 years of establishment.” »

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Left: Dark Fire Montbretia (*Crocsmia* 'Dark Fire' PP35303). Right: Picture Purrfect Catmint (*Nepeta* 'Picture Purrfect' PPAF) PHOTOS COURTESY OF MONROVIA NURSERY COMPANY.

Taming the wild garden

One person's wild can be another's weedy, especially if that person is used to boxwood topiaries. Landscape architect Joan Iverson Nassauer coined the term "cues to care." These are elements that signal the hand of the gardener, showing that the landscape is tended and intentional. This could be as simple as clear, clipped pathway edges, a mown path through a meadow, and a bench or sculpture tucked into a patch of wildflowers.

Even signage explaining "This yard feeds the bees" helps neighbors and weed inspectors interpret what might appear to be chaos.

Combine natives with climate-adapted partners

It doesn't have to be all-or-nothing when it comes to natives. The National Wildlife Federation advocates working towards a goal of 70% natives. Combining natives with non-natives may be the most effective strategy.

Monrovia's design offers an approachable hybrid approach mixing in climate-appropriate plants.

"Having a natural-looking garden doesn't have to mean choosing only native plants, especially if there is a climate appropriate plant that fits their needs better, provides more blooms or stays more compact," Tamony said.

The bones that make the garden work

Thoughtful design, Duffy Jones said, incorporates client's needs and maintenance preferences, along with a structure of evergreen shrubs and grasses that offer a "consistent presence throughout the year."

"In our climate, evergreen shrubs and grasses are very important as the bones of these designs," she said. "They can serve as a backdrop, a buffer, a groundcover anchor, and a low-maintenance way to beautifully fill space as a foil for seasonally showy perennials and grasses."

Natives and regional native shrubs she favors include Oregon myrtle (*Myrica*

californica), silk tassel (*Garrya elliptica*), manzanita (*Arctostaphylos* sp.), and California lilac (*Ceanothus* spp.).

Reliable exotic evergreens include curry plant (*Helichrysum italicum*), rock rose (*Cistus* spp.), compact strawberry tree (*Arbutus unedo* "Compacta"), autumn moor grass (*Sesleria autumnalis*), mountain pepper (*Drimys lanceolata*), pineapple guava (*Acca sellowiana*), giant feather grass (*Stipa gigantea*), Mexican orange blossom (*Choisya* cvs.), and waxleaf privet (*Ligustrum* 'Texanum').

But if she had to pick one group?

"For me, it's manzanitas. They have it all: a variety of shapes and sizes, interesting form, pretty and pollinator-friendly blooms, small-but-not-messy fruits for native birds, and amazing bark. And all in a package that is tough, drought/heat/winter rain tolerant, low maintenance, and evergreen. I would love to see more varieties available in more sizes, we can rarely find as many as we want!"

Terra Nova's Pavlich said, "For structure,



Athyrium 'Pewter Lace' (*Athyrium niponicum* var. *pictum*). PHOTO COURTESY OF TERRA NOVA NURSERIES

I like upright, compact plants like *Kniphofia* (poker plant) and *Crocsmia* (montbretia aka coppertips), especially *Kniphofia* 'POCO™', and 'Butter Brickle' and *Crocsmia* NOVA® Gold Dragon. Both are blooming machines

and very low maintenance.

Monrovia recommends open-form evergreen like Tight Squeeze™ Western Red Cedar (*Thuja plicata* 'Green Sport'), Sea of Gold® Juniper (*Juniperus* × *pfizeriana* 'Monsan')

or Gold Coast® pittosporum (*Pittosporum tenuifolium* 'PITG722' PP35361).

Flowering shrubs do double duty, providing wildlife habitat and creating a focal point in the natural garden. Examples include Sparkler® Arrowwood viburnum (*Viburnum dentatum* 'SMVDE' PP28092), Berry Poppins® winterberry (*Ilex verticillata* 'FarrowBPop') or Black Tower Elderberry (*Sambucus nigra* 'EIFFEL 1'). Tamony noted grasses like *Carex* 'Fine China' sedge, Stars and Stripes bulrush (*Scirpus pendula* 'Stars and Stripes'), Smoke Signal little blue-stem (*Schizachyrium scoparium* 'Smoke Signal'), and Ginger Love fountain grass (*Pennisetum alopecuroides* 'Ginger Love') lend airy definition of pathways or edges or acting as focal points.

Trends and plants to watch

Demand is increasing for native plants and new native hybrids with garden-ready characteristics: longer bloom time, showier flowers, compact or tidier habit. The need for compact plants intersects with all plant sectors because of denser urbanization.

Pavlich said Terra Nova has been »



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breeding for climate adaptability for years incorporating native plants. “For each native plant we use in our breeding, we first examine the best traits of the plant, then the least desirable and go about fixing the perceived problem to make them a more desirable garden plant.”

Current favorites for naturalistic planting include *Athyrium* ‘Burgundy Lace’ and ‘Pewter Lace’ and *Hakonechloa* ‘Stripe It Rich’. “Some of our newest introductions that are already receiving great accolades from several different trial garden stations include *Heuchera* ‘Changeling’, *Agastache* ‘Pink Pearl’ and ‘Peach Pearl’, *Echinacea* REVELATION® ‘Monarch’. Monrovia recommended Sol Giatto oxeye sunflower (*Heliopsis* ‘Sol Giatto’), SunMagic® Petite Burgundy coneflower (*Echinacea* ‘Petite Burgundy’), Peach Pearl agastache (*Agastache* ‘Peach Pearl’), Dark Fire Crocosmia (*Crocosmia*

‘Dark Fire’ PP35303), Picture Purrfect catmint (*Nepeta* ‘Picture Purrfect’), and BeeMine™ red bee balm (*Monarda didyma* ‘Balbeemed’). “All of these varieties are improvements in either habit, color, or flower power,” said Tamony.

Up next? Look for new lavenders, *Echinacea* and *Tulbaghia* ‘Darkstar’ and ‘Starburst’.

The industry opportunity

The expansion into looser styles of planting and a wider plant palette offers exciting challenges and opportunities to meet the public’s needs while educating them for their best success.

While Jones highlighted locally sourced native species as the optimal choice for restoration and natural sites, she said improving the supply of reliable plants adapted to hotter drier conditions is the industry’s biggest imperative. Meanwhile native cultivars

and selections are enriching the toolkit for designers and nurseries working in urban and suburban landscapes.

The growers and retailers who meet this need and can help their customers make their strongest choices will maximize the impact of this movement — and perhaps its most powerful side effect: a garden alive with butterflies and bees grows new gardeners.

“There are lots of things to love here,” said Jones. “How alive these kinds of gardens are — and not just the plants themselves, but with pollinators, birds, and people.” ☺

Erica Browne Grivas is an award-winning journalist and gardener pushing zone boundaries in Seattle, Washington. She can be reached at EricaGrivas.com and A Gardener’s Path on Substack.



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Angi Bailey, owner of Verna Jean Nursery, is president of the Oregon Farm Bureau. PHOTO COURTESY OF ANGI BAILEY

Giving back

OAN members see benefits and rewards from serving ag industry organizations

BY MITCH LIES

Tom Fessler, president of **Woodburn Nursery & Azaleas** (Farwest booth #14043), recalls the disconnect he felt when leaving the Oregon Association of Nurseries Board of Directors after serving for two years in the 1990s.

“All of a sudden, your term is up and you’re off the board and you’re kind of lost in space,” he said. “You feel like you don’t know what is going on. And so, I got back on the Executive Committee to stay in the know.”

Now on the Board of Directors for AmericanHort, Fessler has been serving on association and government boards ever

since. “There are a lot of benefits,” he said. “I bring a lot of ideas back here that I see other folks doing. There is always something to glean.”

Fessler is among multiple OAN members who participate in other agricultural organizations, providing support and leadership to groups in Oregon and beyond.

OAN member Vinny Grasso is president of the Western Region of the American Conifer Society. He also volunteers for The Oregon Garden, which is celebrating its 25-year anniversary this summer, and is an active member of The Maple Society.

“I think being in these organizations helps connect me with the end user,” said Grasso, who is West Coast nursery manager for **EHR** (Farwest booth #16047). “And I enjoy making new friends and meeting people who have the same passion for plants.”

In his work with The Oregon Garden, Grasso sits on the Conifer Garden »



Tom Fessler (holding granddaughter Giana Fessler), president of Woodburn Nursery & Azaleas, is on the board of AmericanHort.

PHOTO BY NOAH FESSLER

Giving back



Vinny Grasso of EHR is president of the Western Region of the American Conifer Society. PHOTO COURTESY OF VINNY GRASSO

Committee, which provides expertise on plant selection and upkeep. He also hosts workdays to ensure the Conifer Garden remains a premier showcase for conifers.

OAN member Josh Zielinski of **Alpha Nursery** (Farwest booth #13037) is following an industry tradition of serving on the state Board of Agriculture. Nursery growers Pete Brentano and Fessler previously served on the same board.



Bethany Rydmark is active in the Landscape Alliance for Immigrant Rights, as well as the Pacific Design Collective. PHOTO COURTESY OF BETHANY RYDMARK

“It is important that we have a nursery voice on the state Board of Agriculture,” Zielinski said. “I am happy to represent the industry and talk about how a policy might affect nursery owners. I think I offer a pretty good view of what is fair and what is needed and what’s not needed from our perspective.”

“You try to be an educational voice for your industry, when for instance



Emily Iverson is general manager of Wooden Shoe Tulip Farm and serves as state chair for Oregon Farm Bureau's Young Farmers and Ranchers. OAN FILE PHOTO

somebody for the Department of Fish and Wildlife comes and gives a talk and has questions about farming in general and in the nursery industry, in particular.”

Working together

When it comes to working on ag policy on a state level, few are more involved than OAN member Angi Bailey of **Verna Jean Nursery** (Farwest booth #11043). She has

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Alpha Nursery's Josh Zielinski serves on the state Board of Agriculture. OAN FILE PHOTO

served as president of the Oregon Farm Bureau for five years. Bailey believes in bringing people together to address policy issues.

"Given that Oregon is such a diverse agricultural state, there is great value in all the agricultural organizations working together," Bailey said. "The challenges facing Oregon agriculture are immense, and we need everybody investing, engaging and leading in this state. The way I see it, our agricultural industry is strongest when we are all working together and rowing in the same direction.

"And, as a grower of nursery stock, I feel I am able to bring a valuable perspective to the Oregon Farm Bureau about Oregon's top agriculture commodity."

Emily Iverson, an OAN member and general manager for **Wooden Shoe Tulip Farm**, volunteers for several organizations, including the Oregon Farm Bureau, where she serves as state chair for Young Farmers and Ranchers. "I think it is important to speak up and be a leader and be involved," Iverson said. "You are able to help build consensus and guide decisions that can benefit you and your family and others around you."

Iverson, 27, also serves on the Oregon Farm Bureau Scholarship Committee, is on the board for the North Marion Tourism Collaborative, and has participated in events with the OAN leadership group NexGen.

OAN member Bethany Rydmark of **Bethany Rydmark :: Landscapes** is active in the Landscape Alliance for Immigrant Rights, as well as the Pacific Design Collective, a collaboration she launched for women in landscape architecture.

"It is really nice to be able to take my professional perspective and contribute where it's going to make a difference for people," Rydmark said. "And whether that is in >>



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Giving back

humanitarian ways or in plant-material ways, I enjoy contributing and making the industry more robust and more healthy and enjoyable for all of us as a whole.”

Rydmark said she has long seen the value in joining organizations. “When I was right out of college, I jumped in and joined the American Society of Landscape Architects’ State Executive Committee and helped set in place things that now, 20 years later, are still going,” she said. “So, it is wonderful to look back and see that it makes a difference.”

Volunteering for associations and government boards is not without its costs, both in terms of time and in some cases resources. Members of the state Board of Agriculture, for example, hold two-day meetings in different parts of the state, which often requires them to spend a couple of days away from the farm and family.

Still, OAN members said the benefits of participation far outweigh the sacrifices.

“You get exposed to other forms of agriculture throughout the state, which is interesting and often beneficial,” Fessler said. He noted that seeing the irrigation canal systems in place in Southern and Eastern Oregon helped him visualize different ways to enhance the water use on his farm. “It exposes you to a lot of things that if you just stayed here in the (Willamette) Valley, you wouldn’t be exposed to,” he said.

Zielinski, who has served on the state Board of Agriculture since 2020, said he, too, has enjoyed learning more about the state’s agriculture. “It’s been a really good experience in terms of learning more about Oregon agriculture as a whole,” Zielinski said. “You get some pretty cool site tours.

“And it has been interesting and valuable to learn more about our Department of Agriculture. We’ve long known our nursery inspector, but that was about it. Now I’ve gotten to know several people

working in all sorts of different capacities and have learned to appreciate what the department does in terms of dealing with a never-ending list of issues, and with a limited budget.”

Worth the effort

Members of AmericanHort meet in sites around the country and are not compensated for travel expenses, but Fessler said it is worth the time and expense to be part of the group.

“It exposes a lot of areas of the country to us and the diversity that we have here in Oregon, and the quality that we produce here, and I think that has a benefit for our state’s nursery industry,” he said.

Iverson, too, said it is beneficial for both her farm and the state’s nursery industry to serve on organization boards. “It helps to get your name out there to give back in ways that help move the industry forward,” Iverson said. “It builds consensus, and that helps not only your family’s business, but also others around you.”

“It is about more than just yourself and more than even just your company, it is about looking out for the industry and ag as a whole,” said Zielinski regarding his service on the state Board of Agriculture.

OAN members also find intangible rewards in serving different organizations.

Rydmark recalls the reward she felt during a recent meeting of Landscape Alliance for Immigrant Rights, a group she co-founded. She found it incredibly rewarding “seeing a group of people gather that wouldn’t have, had it not been for our organization.

“Folks were able to share some of their biggest fears and worries and concerns,” she added. “[They gained an] understanding from people around the table that you are not alone and that somebody has your back.

“You realize that together we can all do more, and we can inspire more people to do more than they would have otherwise.” ©

Mitch Lies is a freelance writer covering agricultural issues based in Salem, Oregon. He can be reached at MitchLies@Comcast.net.

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Thuja occidentalis 'Smaragd' (Emerald Green arborvitae) shaped into spirals at Eshraghi Nursery. PHOTO COURTESY OF ESHRAGHI NURSERY

Thuja's longevity relies on dependability and versatility as well as innovation

BY JOSH LAPOINT

From coast to coast, arborvitae (*Thuja*) have earned their spot as one of the most widely produced and reliably sold staples in the nursery industry.

"It is a favorite of landscapers and re-wholesalers," said Megan McConnell of **Monrovia Nursery Company** (Farwest booth #17037; Dayton, Oregon). "*Thuja* is in the top three [genera] that we grow, so it is important to our production and sales."

Early roots

Arborvitae became a more popular plant in the postwar years because they were practical for the housing development patterns that emerged, according to Jay Sanders of **KG Farms** (Farwest booth #9029; Woodburn, Oregon).

"When suburban homes became a popular way of building," he said, "it became easier to plant as part of the fencing to give a delineation between you and your neighbor."

At that time, yards were larger than those of production homes built today.. Classic cultivars like *Thuja occidentalis* 'Pyramidalis', *T. o.* 'Nigra' (Dark Green American), *T. o.* 'Techny', and *T. o.* 'Zmatlik' added privacy and a level of sophistication to the landscapes.

There is still a market for the classics because of their extreme hardiness and tolerance for a snow-load that is common in the northern Midwest and Northeast.

Today, there are two arborvitae produced and sold in greater numbers than all the others:

T. o. 'Smaragd' (Latin for emerald) is more commonly known as Emerald Green arborvitae and was bred in Denmark in 1950. It gained popularity because of its soft texture, bright green color, and low maintenance.

Thuja Green Giant, is a cross between *Thuja plicata* (Western red cedar) and *Thuja standishii* (Japanese arborvitae). The Green Giant exploded in popularity because of its fast *plicata* growth rate, dense branching, and *standishii* hardiness.

"From a marketing perspective, people like what they know," Sanders said. "They fill two very specific roles with Green Giant being wider, taller, and faster growing while 'Smaragd' is perfect for that narrow, somewhat fast-growing role."

These two cultivars quickly became standouts thanks to the combination of capability, name recognition, and marketing.

Despite the formal appearance of so many of their cultivars, both *Thuja plicata* and *Thuja occidentalis* are natives to North America. Natalie Carmolli of **Spring Meadow Nursery** pointed out that their native roots are another reason why they've been so successful as a category.

Thuja occidentalis is native to eastern and central North America, while *plicata* is native to the West Coast. That is ➤

Standard bearer

likely why they have such great vitality and relatively little pest or disease pressure. Years and years of natural selection have now merged with years of dedicated breeding to create super resilient, high performing and beautiful arbs.

“We’re going to see more and more consumers wanting to add these unique colors and shapes to their gardens,” Carmolli added.

Pushing new growth

Although arborvitae are typically thought of as a straightforward, green hedging plant, there are many different growth habits, colors, and purposes within the category.

They may be columnar, pyramidal, dwarf globes, or even full-sized trees. Colors range from the orangish-red of Fire Chief™ Globe Arborvitae (*T. o.* ‘Congabe’ PP19009) to the bright gold of Anna’s Magic Ball® (*T. o.* ‘Anna van Vloten’ PP



Ember Waves® Western Arborvitae (*Thuja* × ‘MonPin’ PP25363) has bright yellow new growth maturing to bright green. PHOTO COURTESY OF MONROVIA NURSERY COMPANY

25868), all the way to the green of Mr. Bowling Ball Arborvitae.

Roby Babcock of **Iseli Nursery** (Farwest booth #19037; Boring, Oregon) pointed out that even exists the Blue

Korean arborvitae called *T. koraiensis* ‘Glaucua’. With arborvitae, every color, shape, and style is possible, and this gives breeders and landscape architects an open field for their creativity.

While some breeders are trying to improve on classics in hopes of finding the next Green Giant or Emerald Green, others are more interested in creating the next specimen or accent piece.

Accents like Fire Chief have rocked the market and earned their spot in landscape designs nationwide. However, for every Fire Chief, there are many others that did not gain traction either because of market acceptance or performance.

“It takes a lot of resources to breed a new plant and get it to launch, and be successful,” said Andrea Fields of **Eshraghi Nursery** (Farwest booth #12025; Hillsboro, Oregon). It requires years of breeding and trials, dedicated land, attention to detail, careful recordkeeping, and then strong execution in production, marketing, and sales.

“From the time you have the cutting to when you can sell it, you’ve committed 18-36 months and you’re hoping the customers will want that new variety,” Fields said. “It’s an investment.”

Sanders agreed. “The whole deciding factor on new introductions is whether or not it will hold up to the cold hardiness and be accepted by the marketplace,” he said. “It’s ultimately up to the con-

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sumer to make the plant successful in the long-term.”

The nursery industry invests heavily in promoting new introductions. “Education is a key component,” Babcock said. “One thing that I enjoy with my job is showing people the full range of options out there. It’s fun.”

Filling out nicely

Breeders have had great success with arborvitae, and market demand remains strong. This all but assures there will be continued innovation in the category.

“We’re always coming up with new varieties,” Spring Meadow’s Carmolli said, “which is a good indicator of their value to our program.”

Spring Meadow is introducing a brand-new cultivar that is an offspring of *T. o. ‘Nigra’* and is hardy to zone 2, where Green Giant cannot survive. “We’re calling this

one Sasquatch™ Dark Green Arborvitae [*T. o. ‘V32’* PPAF],” Carmolli said.

Many introductions like this are improvements to existing cultivars. An example might be *T. o. ‘Golden Blush’*, which is a golden pyramidal with resistance to the burning that is so common with golden arborvitae. Others redefine the category. Iseli Nursery has released *T. o. ‘Kelsoki’s Spire’*, which is a narrow upright that presents more like an upright hinoki cypress.

Shaped by demand

As breeders and growers look towards the future, they have noticed three key trends:

- **New construction often** comes with smaller lot sizes.
- **Consumers prefer lower upkeep**, low maintenance plants with increased drought, heat, and cold tolerance.
- **The market** is also moving away from

the traditional B&B, field-grown material towards lighter, container-grown stock.

The National Association of Homebuilders keeps records of the lot size distribution of new single-family detached homes. (By definition, this excludes condos and townhomes, which are already on the rise.)

From 2010 to 2023, the percentage of new construction under 0.16 acre, which is about 7,000 square feet, increased from 27% in 2010 to 40% in 2023. Meanwhile, new construction at 0.21-0.25 acre dropped from 15% in 2021 to 7% in 2023.

While there are underlying economic factors at play, the raw data supports the experience of nursery professionals with respect to new residential construction and retail garden center sales.

“If you have a lot with 4’ on the side of your house before your fence ... the ➤

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options are pretty limited,” said Mikaela Eaton of **Eschenfelder Farms** (Farwest booth #14056; Canby, Oregon).

The second trend is a transition towards low-maintenance lifestyles and landscapes as younger generations become homeowners.

“Low maintenance is often a point of entry for arborvitae,” Monrovia’s McConnell said. She noted that customers rightly expect these plants to be relatively carefree. Most cultivars are naturally uniform in their growth habit, and they don’t encounter much pest or disease pressure once established. “People really don’t want a lot of upkeep,” Babcock said.

One other trend that growers have noticed is the move from traditional B&B field growing to more container production. “Although there are more inputs on container production which makes it more expensive, the end result is more palatable



Spring Meadow is introducing Sasquatch™ Dark Green Arborvitae (*T. o.* ‘V32’ USPP) a brand-new cultivar that is an offspring of *T. o.* ‘Nigra’ and is hardy to zone 2, where Green Giant cannot survive. PHOTO COURTESY OF SPRING MEADOW NURSERY

than a heavy [plant]” Babcock said.

Container-grown arborvitae naturally weigh less than field-grown counterparts. This makes them easier for customers to handle, while reducing shipping costs.

Growing beyond

The market for arborvitae is resilient, because they are low cost, high performing staples.

“As long as there are new homes »

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Primo® Arborvitae (*Thuja occidentalis* Primo® ('IsiPrim')) has compact textural foliage and a naturally sculpted shape. PHOTO COURTESY OF ISEL NURSERY

being built and new commercial construction taking place, I think the market will continue to be strong," Sanders said.

McConnell agreed. "There are always other hedge plants that can take some of the market share — Cherry Laurels, for example — but arbs have the advantage of being hardy while popular broad-leaf shrub plants often aren't," she said.

"Anywhere you go, Ace, Home Depot, Lowes, even grocery stores like Fred Meyer, you're going to see arborvitae sold to homeowners as well," Eaton said.

But that doesn't mean you should stake your business solely on it.

"While I don't think arborvitae are going anywhere, I do think there's a limit so if someone is changing their entire business to produce arborvitae, that's probably not a good idea," she said.

Fields agreed that arbs are important to the product mix but it's a balancing

act. "You could be growing higher-priced items in the same space," she said. "That's a decision each grower has to make."

Overall, the future of arborvitae looks great and there are many interesting cultivars to look for when perusing an availability or shopping at a local garden center. Nurseries around the country may take an interest in carrying the blue *T. k.* 'Glauc'. Landscape architects may design more *T. o.* 'Kelsoki Spire' specimen into high end installations. There may even be a Sasquatch siting! As the category continues to develop, arborvitae promise to be an integral part of our industry moving forward. ©

Joshua LaPoint owns Standard Nursery and has a passion for writing as well as plants. Contact him at Josh@StandardNurseryCompany.com.



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From Research to Practice: A Clean Road to Success

When Dr. Michael Alden, PhD, left the world of academia and traded it for a pair of work boots and a job in commercial nursery and greenhouse production, he brought with him the critical thinking and analytical mind honed through his education and implemented them into hands-on horticulture. With a PhD in Plant and Environmental Sciences from Clemson University, Alden isn't swayed by flashy ads or suave sales reps; he relies on facts and proven performance of products. He also knows how dangerous it is to accept the defeated attitude of, "well, that's the way we've always done it." This openness to improve current production protocols is what brought him to Pace Plant Health products.



Dr. Alden currently is the Culture Research Manager for PanAmerican Seed, but it was in his previous role as Plant Health Manager at Everde Growers' facility in Forest Grove, Oregon that he was introduced to Pace products.

With 600 acres of containerized and field-grown production area and 130 employees during peak season, overseeing plant health is no small feat. Optimized plant health protocols and reliable, effective products are a must.

So, when Dr. Alden was introduced to Joe Kupillas, Western Territory Manager for Pace Plant Health, he was willing to give new products a try that promised improved efficacy and lower costs compared to alternatives.

"My initial conversations with Joe focused on replacing chlorine dioxide with Uptake PRO for treating water used in propagation," explains Alden. "Our conversations expanded to replacing surfactants with Uptake PRO when making pesticide spray applications, and we switched to using Strip It PRO and Kleengrow when disinfecting surfaces, cold frames, etc.," Alden continues. When asked what stood out as a difference once he integrated the Pace DDAC into his IPM program, Alden is quick to point to several areas of production where Pace products improved conditions:

1. In propagation he noticed cleaner surfaces under mist. Also, mist nozzles are no longer clogged. He observed reduced algae growth on substrate, which reduced issues with fungus gnats and shore flies. Uptake PRO is injected in the water for both overhead mist and hand watering.
2. In planting and transplanting – or "canning" in the nursery business – Uptake PRO functioned as a short-term wetting agent. "This one was huge for us because my irrigation team had a difficult time re-wetting the substrate if it dried down, which contributed to overwatering. Now my team can confidently let plants dry down to promote root growth," Alden explains. It is a key step during the substrate blending process.
3. Crop and worker safety were significantly improved, as Dr. Alden observed no issues with crop phytotoxicity, and worker safety vastly improved by replacing chlorine dioxide with Pace Plant Health products.

4. Last but not least, cost savings were significant. Pace products incurred substantially lower cost than previous products when used for both propagation water treatment and pesticide spray applications.

Dr. Alden is keenly aware of the importance of clean growing areas for disease control and prevention. He uses Strip-it PRO followed by Kleengrow for greenhouse surface disinfection between crop cycles. He also relies on Uptake PRO as standard surfactant when spraying or drenching fungicides and insecticides (except coppers and oils).

Kleengrow has proven to be an important product in Dr. Alden's plant health protocol. He uses it for spot spraying algae on propagation surfaces that were not covered by overhead mist.

Dr. Alden has already identified other areas where he wants to begin using Pace products. One is to replace bleach with Kleengrow for sanitizing tools and work spaces. The other is for drip irrigation, especially for crops sensitive to root rots, such as Pieris, Arctostaphylos, Rhododendron, etc.

It comes as no surprise that Dr. Alden has kind words to share about Pace Plant Health. "Beyond all the benefits of the Pace products, the Pace team is an absolute pleasure to work with. Joe made it clear early on that he wanted to see me succeed with his products; Joe's enthusiasm and sincerity made it very easy to implement Pace products."



To make Pace Plant Health products part of your production protocol or for more information, please visit www.pace49.com, call 800-779-6211, or contact your regional Pace Plant Health representative.

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SHOW GUIDE



Leigh Geschwill
F&B Farms & Nursery

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Youngblood Nursery

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Monrovia Nursery Company

Andrea Avila-Aragon
Smith Gardens

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SHOW SCHEDULE

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Browse **show highlights** and find all you need to start planning. Discover an extraordinary lineup of **seminars** from new and in-demand speakers and learn about the highly-sought-after **bus tours** through Oregon's renowned nursery country. Plus, explore valuable **networking** opportunities at standout events, and impressive show features, including **awards**, **showcases**, and more!

TOURS 8 a.m.-5 p.m.	Wholesale Grower, Propagation and Automation Tours: 8 a.m.-5 p.m.	TUESDAY AUGUST 25
SEMINARS 8:30 a.m.-3:45 p.m.	Keynote: 11 a.m.-noon Automation Summit: 1:30-3:30 p.m. Seminar Tracks: 8:30 a.m.-3:45 p.m. Business, Garden Comm, Grower, Pest Management	WEDNESDAY AUGUST 26
TRADE SHOW Noon-5 p.m.	Solution Center: 12:30-3:15 p.m. Career Boulevard: Noon-5 p.m.	
NETWORKING 3:30-7 p.m.		NexGen: 3:30-5 p.m. Happy Hour: 5-7 p.m.
SEMINARS 8:30 a.m.-3:30 p.m.	Plastic Recycling Roundtable: 1:30-3:30 p.m. Seminar Tracks: 8:30 a.m.-3:30 p.m. Business, Landscaping, Grower, Pest Management	THURSDAY AUGUST 27
TRADE SHOW 10 a.m.-5 p.m.	Solution Center: 11 a.m.-3:15 p.m. Career Boulevard: 10 a.m.-5 p.m.	
NETWORKING Starting at 3:30 p.m.		Women in Hort: 3:30-5 p.m. Pub Crawl: 5 p.m.-Late night
SEMINARS 8:30-10:45 a.m.	Seminar Tracks: 8:30-10:45 a.m. Business, Grower, Pest Management	FRIDAY AUGUST 28
TRADE SHOW 10 a.m.-2 p.m.	Solution Center: 11 a.m.-1:40 p.m. Career Boulevard: 10 a.m.-2 p.m.	

TOURS

TUESDAY, AUGUST 25

Tours are a **full day (8 a.m.–5 p.m.)** Check-in is at 7:30 a.m. and buses leave at 8 a.m. Includes luxury motor coach transportation, lunch, beverages and snacks. Cost per tour is **\$129 early bird / \$145 after July 31**. Space is limited and these tours often sell out. Register early at FarwestShow.com/Tours.

Tour 1:

Wholesale Grower

Discover the heart of nursery operations.

Join us for an exclusive behind-the-scenes tour of four wholesale nurseries, where you'll gain valuable insights into the intricate processes that bring high-quality plants to life. From propagation techniques to shipping logistics, this guided experience offers a comprehensive look at the nursery's operations, commitment to quality, and dedication to customer satisfaction. Whether you're a landscaper, garden center professional, or simply passionate about plants, this tour is designed to inspire and inform. Destinations include **Buchholz & Buchholz Nursery, Eshraghi Nurseries LLC, Gold Family Farms Inc., and Krueger's Tree Farm & Nursery.**

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Tour 2:

Propagation

Experience the art and science of plant propagation.

Dive into the fascinating world of plant propagation with this immersive tour, designed to showcase the foundational processes that drive a nursery's success. From grafting to cutting-edge techniques such as tissue culture, you'll gain a behind-the-scenes look at how plants are carefully propagated to ensure quality, diversity, and scale. This tour highlights the critical role of propagation in supporting the nursery's operations and meeting the needs of landscapers, garden centers, and municipalities. This experience offers valuable insights into the precision and care behind every thriving plant. Destinations include **Alpha Nursery, Fessler Nursery, Microplant Nurseries Inc., and Youngblood Nursery Inc.**

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Tour 3:

Automation

Take a journey into innovation and efficiency.

This tour is designed as an educational experience to showcase the cutting-edge technology and automation that form the backbone of any nursery operation. Attendees will have a unique opportunity to explore how innovation drives efficiency, sustainability, and profitability in the horticulture industry. Throughout the tour, you'll witness state-of-the-art technologies in action, from smart irrigation systems and automated potting processes to data-driven decision-making tools that optimize inventory, pest control, and crop planning. Destinations include **Kuenzi Turf & Nursery, Oregon Flowers Inc., Oregon Pride Nurseries Inc., Smith Gardens Inc., and Wurdinger Manufacturing Inc.**

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KEYNOTE

WEDNESDAY, AUGUST 26

Overcoming Decision Paralysis in the Midst of Uncertainty

Charlie Hall, Ph.D.

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Welcome and State of the State Address:

Jeff Stone, Executive Director, Oregon Association of Nurseries



Charlie Hall, Ph.D. is a name that resonates deeply within the nursery and landscape community. Growing up on a nursery in western North Carolina, Hall's roots in the industry run deep. Today, he serves as a professor in the Department of Horticultural Sciences at Texas A&M University, where he also holds the prestigious Ellison Chair in International Floriculture. Hall has become a trusted expert in innovative management and marketing strategies,

financial analysis, and economic outlook for nursery and greenhouse crops.

Hall's expertise extends far beyond academia. He is a sought-after speaker at regional, national, and international industry events. His ability to translate complex economic concepts into actionable strategies has made him an invaluable resource for green-industry businesses navigating challenges.

In his keynote address, he will provide **strategies to help green-industry companies protect and grow their businesses** during uncertain times. His unique blend of economic expertise and industry knowledge promises to leave us inspired and equipped to face the challenges ahead.

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SHOWCASES

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New Varieties Showcase: A Year in Review

Where are they now?

From standout debuts to proven performers, last year's featured plants are already making an impact. Some have become top sellers, winning over gardeners and landscapers with their color, performance, and reliability.



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Inspiring products to improve your business.

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Discover innovative solutions and the latest new or improved green industry products for 2026.

From brand-new retail hard goods to advanced grower applications and landscape improvements, you will **find the hottest new products to grow your green industry business.** These featured products are new to the U.S. market and were introduced in either 2025 or 2026. Some are even making their debut at the Farwest Show!



AWARDS

Rose Test Garden Awards Ceremony

Celebrate floral brilliance.

1:15 p.m. Wednesday, August 26 | Solution Center

Join us for an unforgettable awards ceremony as we celebrate this year's **2026 Portland's Best Rose and the 2026 Gold Medal Award winners!**



The Gold Medal Award, presented by the International Rose Test Garden, has been honoring excellence for over 100 years, since 1919. And Portland's Best Rose has been a local tradition for more than 25 years! Don't miss this celebration of floral brilliance!

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



Retailers' Choice Awards Ceremony

Recognize outstanding plants and products.

2:45 p.m. Thursday, August 27 | Solution Center

Calling all trendsetters! Take part in a journey to uncover hidden treasures as you scour the Farwest Trade Show in search of **unique and innovative plants and products** with the potential to become bestsellers in the garden center!



Participating in this scouting mission is easy and fun!

Judging for the Retailers' Choice Awards takes place on **Wednesday, August 26. Participating retailers must pre-register.** Go to FarwestShow.com/RetailersChoice for information and to participate.

Our awards presentation on Thursday afternoon will recognize products deserving special recognition. You won't want to miss it!



SHOW MAP

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NETWORK

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WEDNESDAY
AUGUST 26

NexGen Networking Reception

Connect with emerging leaders.

3:30–5 p.m. | Room C123

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This fun networking event is designed to support and **introduce the next generation of professional leadership** within the nursery and greenhouse community. The reception offers free appetizers and a complimentary beverage for the **first 100 attendees**, creating a relaxed atmosphere for networking and socializing. It's an excellent opportunity to connect with emerging leaders and passionate peers in the green industry, particularly those new to the field or advancing in their careers.



Happy Hour Celebration

Mix and mingle.

5–7 p.m. | Show Floor

(near Backyard Oasis)

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Celebrate the end of the first day at the Farwest Happy Hour. Enjoy beverages and complimentary appetizers while you **relax, connect, and celebrate** with friends and colleagues. Highlights of the evening include the announcement of the **Farwest exhibitor booth awards**, culminating in the reveal of the **Best in Show winner**. Join the festivities and toast to another successful year at the Farwest Show!



THURSDAY
AUGUST 27

Women in Horticulture

Support and grow a strong network.

3:30–5 p.m. | Room C123

Sponsored by:



Celebrating over a decade of **fostering connections**, this inclusive event welcomes all advocates for women in the green industry, regardless of gender. Since its launch in 2010, this event has provided a platform to **share experiences, strengthen career skills, and build meaningful connections**. It's a valuable opportunity to support and grow a strong network for women across the horticulture community.



Pub Crawl

Socialize and unwind with friends.

5 p.m.–Late Night | Spirit of 77

(starting location)

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This lively event is a chance to socialize, network, and unwind with friends old and new while exploring some of Portland's top spots, **kicking off at the Spirit of 77** just across the street from the Convention Center. Enjoy light appetizers at the starting location, where the **first 100 attendees** will also receive a complimentary beverage. The group will then move to two additional venues, with each stop adding to the fun and festivities. Join us for an evening of laughter, connection, and good times!





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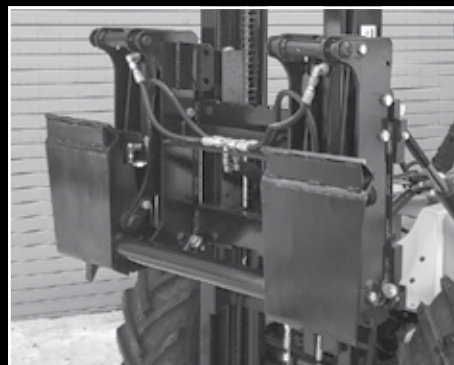
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SEMINARS

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WEDNESDAY, AUGUST 26 SESSION SCHEDULE



BUSINESS TRACK Pathways for green industry businesses	GARDEN COMM TRACK Engaging today's plant consumers	GROWER TRACK Navigation for growing operations	PEST MANAGEMENT TRACK Guidance for horticultural professionals
8:30-9:30 a.m. Room B110 Purchasing 101: Horticultural Professionals Discuss Purchasing Panel discussion	8:30-9:30 a.m. Room B116 How We Relate to Plants Today — and Why We Buy Them Erica Grivas	8:30-9:30 a.m. Room B119 Best Practices for Water Management and Recirculation in Nursery Operations Tim Reusch Alex Ramos	8:30-9:30 a.m. Room B113 How Diseases Hitch a Ride: When Insects Act as Plant Pathogen Vectors Sierra Lavery
9:45-10:45 a.m. Room B110 Purchasing 102: A Deeper Dive Panel discussion	9:45-10:45 a.m. Room B116 Listen Up! Garden Podcasts are in Your Customers' Ears Kathy Jentz	9:45-10:45 a.m. Room B119 Navigating The Use of Wood Fiber in Your Growing Media James Owen, Ph.D.	9:45-10:45 a.m. Room B113 The Art of Chemical Application (Spanish) Edgar Tuna
Overcoming Decision Paralysis in the Midst of Uncertainty Charlie Hall 11 a.m.-noon Room C123 KEYNOTE SESSION (FREE) State of the State Jeff Stone			
12:30-1:30 p.m. Room B110 Hands-On: New Ways to Host High-Profit Creative Workshops at Garden Centers Katie Elzer-Peters (GardenComm)	12:30-1:30 p.m. Room B116 Beyond the Hype: Targeting Trends that Matter Erica Grivas		12:30-3:30 p.m. Room B113 Annual Worker Protection Standard (WPS) Training for Handlers (English) Vanessa Vassilaros
1:30-3:30 p.m. Room A106 AUTOMATION SUMMIT (FREE) A deep dive into the technologies reshaping production.			
	1:45-2:45 p.m. Room B116 Chaos to Clarity: Building an AI Stack for Growers & Green Industry Professionals Chris Sabbarese	1:45-2:45 p.m. Room B119 Soil, Systems, and Sustainability: Transforming Landscape Practices for a Changing Climate Trevor Smith	
2:45-3:45 p.m. Room B110 The Retail Playbook: Strengthen Sales Without 'Selling' Neal Glatt			

BUSINESS TRACK Pathways for green industry businesses	GROWER TRACK Navigation for growing operations	LANDSCAPING TRACK Scouting advice for design and maintenance	PEST MANAGEMENT TRACK Guidance for horticultural professionals
8:30-9:30 a.m. Room B110 Mastering Career Development Planning Part 1: The Foundations of a Career Advancement Neal Glatt	8:30-9:30 a.m. Room B119 From Manual to High-Tech: How Automation Empowers Growers Raymond van den Berg	8:30-9:30 a.m. Room B116 Promoting Soil Health: A Prescription for Landscape Success Bryce Lane	8:30-9:30 a.m. Room B113 Vascular Streak Dieback (VSD): What Growers Need to Know Luisa Santamaria, Ph.D.
	9:45-10:45 a.m. Room B119 Consumers and Environmental Health: How Growers Can Respond to Changing Market Demand Marie Chieppo (GardenComm)	9:45-10:45 a.m. Room B116 Lawn Alternatives: Hot Design Style, or Challenging for Homeowners and HOAs? Sue Goetz (GardenComm)	9:45-10:45 a.m. Room B113 Wrecking Root Rots Janna Beckerman
11 a.m.-noon Room B110 Mastering Career Development Planning Part 2: Designing Clear Roles, Skills, and Pathways Neal Glatt		11 a.m.-noon Room B116 Avoid Costly Delays: Spec-Correct Sourcing for Landscape and Municipal Projects Cameron Korta	11 a.m.-2 p.m. Room B113 Annual Worker Protection Standard (WPS) Training for Handlers (Spanish) Vanessa Vassilaros
12:30-1:30 p.m. Room B110 How to Upsell Existing Customers with Engaging Email Katie Elzer-Peters (GardenComm)	12:30-1:30 p.m. Room B119 Plant Health and Efficiencies That Can Be Achieved Through Irrigation Andrew Van Geest		
1:30-3:30 p.m. Room A107 PLASTIC RECYCLING ROUNDTABLE (FREE)		1:30-2:30 p.m. Room B116 There is No Such Thing as Dwarf: Compact Plants for the Landscape Bryce Lane	
2:30-3:30 p.m. Room B110 Deep Dive into Displays for the Retail Garden Center David Williams Erik Dietl-Friedli			2:30-3:30 p.m. Room B113 Who You Gonna Call? Where to Find Reliable Information on IPM Tools Kirsten Pearsons

BUSINESS TRACK Pathways for green industry businesses	GROWER TRACK Navigation for growing operations	PEST MANAGEMENT TRACK Guidance for horticultural professionals
8:30-9:30 a.m. Room B110 Future of Plastic and Bioplastic Horticulture Containers Tom Marting Grace Hungerford	8:30-9:30 a.m. Room B119 Benefits of Using Vast Numbers of Microbial Strains Vs. a Few Strains Kevin Johnson	8:30-9:30 a.m. Room B113 From Awareness to Action: Preventing Pesticide Resistance in the Nursery Industry Silvia Rondon, Ph.D.
9:45-10:45 a.m. Room B110 How to Recruit, Train and Retain Talent in the Post-Baby-Boomer Era Erick Harris	9:45-10:45 a.m. Room B119 Factors Influencing Photosynthesis Javier Salas	9:45-10:45 a.m. Room B113 Breaking the Cycle: In-Season Sanitation for Liverwort, Moss, and Algae Josey Heston

The beetle is back
— and this time,
it's wearing a tutu.

Some pests refuse
to stay buried.

RAIDERS OF THE LOST BARK



OREGON
ASSOCIATION OF
NURSERIES

2026 ANNUAL CONVENTION

Friday–Saturday, November 6–7 | Sunriver, Oregon

Register now at OAN.org/Convention

STARRING DARCY RUEF JESSE NELSON CHRIS ROBINSON TYLER MESKERS AND ANDREA AVILA-ARAGON

SPECIAL GUEST TUTU BEETLE DIRECTED BY JEFF STONE (PROBABLY OVERWATERED IT)

DIRECTOR OF PHOTOGRAPHY GROW LIGHTING
PRODUCTION DESIGNER NURSERY NINJAS
EDITED BY PRUNING SHEARS
MUSIC BY COMPOST CHAMBER ORCHESTRA
COSTUME DESIGNER LEAF & LOAM
EXECUTIVE PRODUCER OREGON NURSERIES

NR

NOT RATED

THIS FILM HASN'T BEEN RATED

AUTOMATION SUMMIT

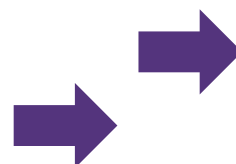
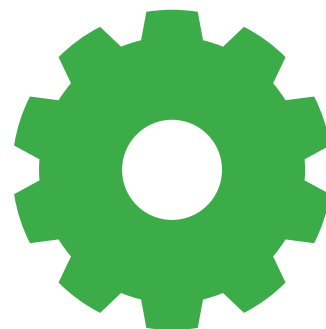
A forward-looking initiative.

1:30–3:30 p.m. Wednesday, August 26 | Room A106

Automation is reshaping how growers operate, from propagation to shipping. This summit brings together growers, suppliers, and innovators to discuss the tools and technologies that drive efficiency, lower costs, improve product consistency and solve today's toughest labor challenges.

We are excited to bring you a panel of experts to provide a brass tacks, complete look at the issue of automation and its ability to extend the industry's shrinking workforce. Farwest's Automation Summit will be a forward-looking initiative focused on how automation is transforming the nursery and greenhouse industry.

The nursery industry is at the cutting edge on equipment and automation. So come see for yourself and attend the Automation Summit. Find more details at FarwestShow.com/Automation.



FARWEST
PORTLAND 2026



CAREER BOULEVARD

Plant the seeds of a green industry career.

All three days during trade show hours | Show Floor

Curious about a career in the green industry? Stop by the Career Boulevard at the Farwest Show. Designed for students, recent graduates, career changers and job seekers, this space **highlights real career paths** in horticulture, landscaping, nursery production, and more. Explore internship and scholarship opportunities, browse job openings, and connect with industry professionals. Students receive a **FREE 3-Day Trade Show Pass** and can purchase a **special Education Pass for just \$49** (\$69 after July 31), which includes access to all three days of expert-led seminars and pesticide classes. Visit FarwestShow.com/CareerBoulevard to learn more.

SOLUTION CENTER

Attend **free live mini-sessions** throughout each day of the expo, right **on the show floor**. Don't miss the **hands-on trimming and pruning demos**, where you can pick up techniques you can take straight back to your team. You'll also hear about your research dollars at work, with **updates on projects tackling real-world challenges** in plant health, pest management, and climate. **New Products presentations** spotlight innovative concepts, designs, tools, and equipment to help refresh your business, while **panel discussions from members of GardenComm**, a diverse group of writers, photographers, and content creators, share what's capturing consumer attention right now. Rounding out the experience are the **Retailers' Choice Awards** and honors from the **International Rose Test Garden**.

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



WEDNESDAY AUGUST 26	THURSDAY AUGUST 27	FRIDAY AUGUST 28
	11-11:30 a.m. GardenComm Panel: Working with Garden Communicators Can Increase Your Bottom Line	11-11:30 a.m. 2026 OAN/ODA Research Project Updates
	11:45 a.m.-12:15 p.m. New Product Showcase Presentations	11:45 a.m.-12:15 p.m. 2026 OAN/ODA Research Project Updates
12:30-1 p.m. New NurseryGuide.com Tips and Tricks	12:30-1 p.m. New Product Showcase Presentations	12:30-1 p.m. Topiary Pruning Don Marjama Nursery Co. Inc.
1:15-1:45 p.m. International Rose Test Garden Awards	1:15-1:45 p.m. GardenComm Panel: Farwest Show Highlights: The Garden Press Shares What Caught Their Eye at Farwest	1:10-1:40 p.m. New NurseryGuide.com Tips and Tricks
2-2:30 p.m. Rose Pruning Demonstration	2-2:30 p.m. 2026 OAN/ODA Research Project Updates	
2:45-3:15 p.m. New Product Showcase Presentations	2:45-3:15 p.m. Retailers' Choice Awards Danny Summers, The Garden Center Group	

STAY AND PLAY

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

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

FOR THE FOODIE:

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

CONVENTION CENTER AND VICINITY

BAO BAO

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

BaoBaoPDX.com

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

METROPOLITAN TAVERN

1021 N.E. Grand Ave., Suite 600

503-963-3600

MetTavern.com

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

NOBLE ROT

1111 E. Burnside St., Fourth Floor

503-233-1999

NobleRotPDX.com

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

NORTH PORTLAND

EEM

3808 N. Williams Ave., #127

971-295-1645

EemPDX.com

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

PETITE PROVENCE

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

ProvencePDX.com

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



Bar inside Eem, an acclaimed Thai barbecue joint popular for curries, fried rice and tropical drinks. Photo courtesy of Travel Portland.

¿POR QUE NO?

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

PorQueNoTacos.com

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

EASTSIDE

HAT YAI BELMONT

605 S.E. Belmont St.; 503-206-8156

HatYaiPDX.com/Belmont

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

LITTLE BIG BURGER

3810 S.E. Division St.; 503-841-6456

LittleBigBurger.com

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

KANN

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

KannRestaurant.com

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

LAURELHURST MARKET

3155 E. Burnside St.; 503-206-3097

LaurelhurstMarket.com

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

NOSTRANA

1401 S.E. Morrison St., #101; 503-234-2427

Nostrana.com

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

SCREEN DOOR

2337 E. Burnside St.; 503-542-0880

ScreenDoorRestaurant.com

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

SHALOM Y'ALL

117 S.E. Taylor St., #101; 503-208-3661

ShalomYallPDX.com

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

DOWNTOWN

DEPARTURE

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

DeparturePortland.com

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

ELENI'S PHILOXENIA

112 N.W. 9th Ave.; 503-227-2158

ElenisRestaurant.com

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

MOTHER'S BISTRO

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

MothersBistro.com

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

PINE STREET MARKET

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

PineStreetPDX.com

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

NORTHWEST PORTLAND

DESCHUTES BREWERY PORTLAND PUBLIC HOUSE

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

DeschutesBrewery.com

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

ELEPHANTS DELICATESSEN

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

ElephantsDeli.com

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

PAPA HAYDN

701 N.W. 23rd Ave.; 503-228-7317

PapaHaydn.com

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

PINE STATE BISCUITS

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

PineStateBiscuits.com

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

HOTELS

Book at official Farwest host hotels Conveniently located with discounted room rates

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

To book your hotel room at a discounted rate, please visit FarwestShow.com/Hotel, or call the hotels directly and **mention the Farwest Show group rate or room block.**

Hotels are within walking distance of the Oregon Convention Center.

***Discounted rates can be reserved through July 31, 2026, subject to availability.**

1	Hyatt Regency 800-233-1234 375 N.E. Holladay Street Portland, OR 97232	MENTION CODE: G-F26A
2	Courtyard by Marriott 503-234-3200 435 N.E. Wasco Street Portland, OR 97232	MENTION: FARWEST SHOW GROUP RATE
3	DoubleTree Hotel 503-281-6111 1000 N.E. Multnomah Street Portland, OR 97232	MENTION CODE: FAR
4	Hotel Eastlund 503-235-2100 1021 N.E. Grand Avenue Portland, OR 97232	MENTION CODE: OAN2026



Beware of housing pirates!

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

EVENTOS SOCIALES

GRATIS y abierto a todos los participantes de Farwest.

MIÉRCOLES
26 DE AGOSTO

Recepción NexGen para crear redes de contactos

3:30-5 p.m. | Sala C123

Patrocinado por



Este divertido evento para crear redes de contactos está diseñado para apoyar y presentar a la nueva generación de líderes profesionales dentro de la comunidad de los viveros y los invernaderos. La recepción da la bienvenida a todos los profesionales de la horticultura con aperitivos y una bebida de cortesía para crear una atmósfera relajada, propia para crear redes y socializar. Es una excelente oportunidad para conectarse con líderes emergentes y apasionados colegas de la industria sostenible y, en particular, a quienes son nuevos en el campo o quieren avanzar profesionalmente.



Hora feliz

5-7 p.m. | Área de exhibición
(cerca del Backyard Oasis)

Patrocinado por



Este animado evento, abierto a todos los participantes de Farwest, ofrece bebidas y aperitivos de cortesía para un ambiente perfecto para relajarse, conectar con otras personas y celebrar con amigos y colegas. Entre los puntos más destacados de la noche estará el anuncio de los premios a los mejores puestos de la exposición comercial y profesional Farwest Show, que culminará con la revelación del ganador del premio Best in Show, otorgado a la mejor exhibición. ¡Únase a las festividades y al brindis por otro año de éxitos en el Farwest Show!



JUEVES
27 DE AGOSTO

Las mujeres en la horticultura

3:30-5 p.m. | Sala C123

Patrocinado por



Farwest celebra más de una década de fomentar conexiones con este evento incluyente que da la bienvenida a todas las personas que luchan por las mujeres dentro de la industria sostenible, sin importar su género. Desde su lanzamiento en 2010, este evento ha proporcionado una plataforma para compartir experiencias, fortalecer habilidades profesionales y establecer conexiones importantes. Es una valiosa oportunidad para apoyar y hacer crecer una fuerte red de contactos para las mujeres en la comunidad de la horticultura.



Recorrido por los bares

5 p.m. hasta avanzada la noche
Spirit of 77

Patrocinado por



Este animado evento está abierto a todos los participantes de Farwest Show para que aprovechen la oportunidad de socializar, crear redes de contactos y relajarse con nuevos y viejos amigos mientras exploran algunos de los mejores lugares de Portland, empezando por Spirit of 77, justo frente al Centro de Convenciones. Disfrute de bocadillos ligeros en el punto de partida, donde los primeros 100 asistentes recibirán también una bebida de cortesía. Después de allí, el grupo acudirá a dos lugares más, y cada uno de ellos se sumará a la diversión y festividades. ¡Acompáñenos en una noche inolvidable, llena de risas, conexión y buenos momentos!



CAREER BOULEVARD

¿Siente curiosidad por alguna carrera relacionada con la industria sostenible?

Dese una vuelta por Career Boulevard en la exposición comercial y profesional Farwest Show. Este espacio, diseñado para estudiantes, recién graduados, personas que buscan empleo o que quieren un cambio de carrera profesional, destaca opciones de carrera reales en materia de horticultura, paisajismo, producción en viveros y muchas áreas más. Explore oportunidades de becas, pasantías y ofertas de empleo y conéctese con profesionales de la industria. Los estudiantes recibirán un PASE GRATIS por 3 días para la Exposición Comercial y pueden comprar un Pase educativo especial por solo \$49 (\$69 después del 31 de julio), que incluye el acceso a los tres días de seminarios y clases sobre pesticidas impartidas por expertos.

Visite FarwestShow.com/CareerBoulevard para ver más información.

FARWEST
PORTLAND 2026

Thank you to our corporate partners

for supporting the Oregon Association of Nurseries
and the 2026 Farwest Show



Microplant.
SINCE 1980

PROSPERANT
GREENHOUSES

TRAVEL
PORTLAND



GROWER TALKS
green PROFIT

Gowan
USA

AgWest
FARM CREDIT

EZRack



AmericanHort



BallSeed

Harrell's
Growing a Better World



FARWEST
PORTLAND 2026



OREGON
ASSOCIATION OF
NURSERIES

PRODUCTS

BY CATEGORY

BOOTH

ANNUALS PERENNIALS AND BULBS

A.D.R. Bulbs Inc.	15015
DeVroomen Garden Products.....	21046
F & B Farms.....	10025, 11026
Growing Colors.....	12047
Little Prince of Oregon Nursery Inc.	12027
Netherland Bulb Company.....	14052
Pacific Plug & Liner Inc.....	11014
Premier Color Nursery.....	18046
Qualitree Propagators Inc.	19055, 19057
Smith Gardens Inc.	10015, 11016
T&L Nursery, Inc.....	14051

ASSOCIATIONS AND NON-PROFITS

Chemeketa Community College.....	21056, 21058
Clackamas Community College.....	21060
Direct Labor.....	12011
Energy Trust of Oregon.....	14048
Farwest Show Resource Center.....	13025, 13027, 13029, 13031, 14026, 14028, 14030, 14032
Great Plant Picks.....	20061
Master Nursery Garden Centers.....	16055
Northwest Nursery Buyers Association (NNBA)	14007, 15008
Oregon Association of Nurseries.....	13025, 13027, 13029, 13031, 14026, 14028, 14030, 14032
Oregon Department of Agriculture.....	20062
Oregon Department of Forestry.....	20060
Oregon Department of Revenue.....	10013
Oregon Nurseries Foundation.....	21061, 22062
Oregon Nursery Research.....	23046, 23048, 23050, 23052
OSU Ornamental Plant Breeding.....	23055, 23057
ProGreen EXPO.....	13010
Seed Your Future.....	23062
WA State Dept of Labor & Industries.....	11028
Worker and Farm Labor Association — WAFLA.....	15030

BAMBOO AND ORNAMENTAL GRASSES

Bamboo Garden.....	18016
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BENEFICIAL INSECTS

Beneficial Insectary.....	10030
Evergreen Growers Supply.....	11025
Koppert US.....	11056
Sound Horticulture.....	15056

BOOTH

CHEMICALS

BASF.....	8046
BioSafe Systems LLC.....	9044
BioWorks Inc.....	10028
Bobbex Inc.....	17049
Corteva Agriscience.....	9043
Dip 'N Grow Inc.....	11045
Envu.....	10045
Kwizda Inc.....	9014
Nufarm Americas.....	14027, 14029
OHP Inc.....	19049, 19051
Pace 49.....	8030
Wilbur-Ellis Company.....	11051, 12052

CHRISTMAS TREES, WREATHS AND GREENS

Kirk Company.....	18010, 18012, 18014
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COMPUTER EQUIPMENT AND SOFTWARE

Aspire Software.....	9008, 9010
Aster Software.....	12007, 12009
CompuPlants.....	12056
HOB0 Data Loggers.....	10052
Kelley Create.....	7031
Mprise Agriware.....	16028
Nursery Guide.....	12019
Plantful Technologies Inc.....	8015
PlantX.....	13047
Rundoo.....	12013

CONIFERS

Brooks Tree Farm.....	10043, 11044
Durkin's Nursery.....	10044, 10046
Evans Farms LLC.....	16044
Hopper Bros.....	12010, 12012, 12014
Iseli Nursery.....	19037
PRT USA Hubbard.....	13045

CONTAINERS

Anderson Die & Mfg Co.....	19043, 20044
Bowers Forest Products.....	8050, 8052
Discount Nursery Supplies LLC.....	16029
Elfe Plastik, Inc. / McConkey Products.....	20056
GROWinBAG by Growinnovate.....	16050
Growscape.....	11031
JVK.....	10055, 10057
K-Pots Nursery Containers.....	11009, 11011
New Christie Ventures.....	14049
Nursery Supplies Inc.....	15019
Root Pouch.....	16015, 17016
RootMaker Products Company LLC.....	17015
Zhengzhou Wilson Garden Co.....	13008

EQUIPMENT AND APPLICATORS

Air Tray Technologies by Blackmore Co.....	9026, 9028
Bouldin & Lawson LLC.....	15063
Dramm Corp.....	12016
Fieldworks Nursery Equipment.....	15057
Flier Systems USA Inc.....	9037
HarvestWise Drone Solutions.....	15058, 15060
Hort Tech Systems LLC.....	16063, 17064
Pack Manufacturing Inc.....	9063, 10063
Raymond West Intralogistics Solutions.....	16019
Regal Systems Inc.....	10049
TTA-ISO.....	12063

FERTILIZERS

Bless Your Soil (Hena Corp).....	19016
Down to Earth Distributors.....	20050, 20052
Haifa North America.....	13050
Harrell's LLC.....	11046, 11048
ICL Growing Solutions.....	14014
Marion Ag Service Inc.....	15045, 15047
Microbial Science Laboratories.....	13007
Propeat.....	15059
SQM North America.....	12008

GRAFTED ORNAMENTALS

Laceleaf Maples LLC.....	18057
Palmer Creek Nursery LLC.....	12026
Rissberger Nursery.....	15013

GREENHOUSES / EQUIPMENT

AdeptAg.....	11019
Agra Tech Inc.....	22051
Argus Controls Ltd.....	8011, 8013
Atlas & Stuppy Greenhouses.....	17051, 18052
BFG Supply Co.....	16056, 16058
GGs Structures Inc.....	11008
GK Machine Inc.....	14019
Next G3N Greenhouse.....	15029
OBC Northwest Inc.....	21037
Oregon Valley Greenhouses Inc.....	21043, 21045

BOOTH

Prospiant.....	12030, 12032
Rimol Greenhouse Systems.....	14046
Siebring Manufacturing Inc.....	9049
Sturdi Built Greenhouse.....	15027
TrolMaster Agro Instruments LTD.....	9046, 9048
Versailles Gardens.....	9025, 10026
Westbrook Greenhouse Systems.....	8044

BOOTH**IRRIGATION EQUIPMENT AND SUPPLIES**

Aivaka.....	8043
EarthScout.....	21049
Stevens Water Monitoring Inc.....	13013

LABELS OR TAGS

DP Industries Inc.....	11029
Garden Marketing Group.....	18048
GrowTech Solutions LLC.....	17058
HIP Labels LLC.....	17031
LODA Enterprises Inc.....	7025
Parker Davis Company.....	18027
Sidco Labeling Systems.....	9007
Specialty Tag & Label Inc.....	22048
Veritiv Visual Horticulture.....	13032
WestHort.....	9027

LANDSCAPE PRODUCTS AND YARD DÉCOR

Athens Stonecasting Inc.....	22043, 23044
IND HEMP, LLC.....	10007, 10009
Landscape Materials Northwest.....	18011, 18013
Wolverine Tools.....	16010

LINERS

Briggs Nursery.....	18037
C&J Nursery.....	13060
Casa Flora Inc.....	13052
Noname Nursery.....	17050
Pacific Crest Ornamentals LLC.....	17057, 17059
Powell's Nursery Inc.....	14031
Proven Winners.....	8055, 8057, 8059, 9056, 9058, 9060
Ruby Nursery.....	8025
Van Wingerden Greenhouses, Inc.....	8037
Westcan Greenhouses.....	11050
Willamette Nurseries Inc.....	18015

NATIVES AND RESTORATION PLANTS

BeaverLake Nursery.....	17009
Native Roots LLC.....	9052
Scholls Valley Native Nursery.....	10008, 10010
Sevenoaks Native Nursery LLC.....	13044
Trillium Gardens.....	18044
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D

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 matching, and sourcing opportunities for
 blow mold, nursery pots, coco products,
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Hummerbee Rough Terrain
Equipment 7037
Bruce Peterson
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 800-943-8677
rich@hummerbee.com
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 lent off-road prowess. From bees to trees,
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 more information. **Please see our advertise-**
ment on Page 44.

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darin.heiland@icl-group.com
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BOOTH

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 Montana Gold Fiber® branded lawn and garden
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 fiber has superior water retention and a neutral
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 garden squares and well as 100% natural non-
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 ties to functional and responsible garden and
 nursery products.

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& Son Co. 19030, 19032
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https://jiffygroup.com

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carlosa@jhnsy.com

www.jhnsy.com

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www.jvk.net

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K

K-Pots Nursery**Containers.....11009, 11011****Aaron Tyger**

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aaron@kaso.com

www.k-pots.com

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

Kanso Designs \$ NEW10051**Damian Brown**

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Richmond, BC V6V 3C1 Canada

604-992-5455

Damian@kansodesigns.co

kansodesigns.co

At Kanso Designs, we create upscale, zen-inspired planters that bring clarity and mindfulness to any space. Our approach is rooted in Kanso — the mindful practice of eliminating clutter. We blend serene minimalism with real environmental purpose. By transforming recycled plastics and agricultural byproducts like coffee husk and bamboo fiber, we craft durable, high-end pots using non-toxic resins. Every piece is intentionally designed to elevate your environment while supporting a circular economy. Experience sustainable elegance.

Kelley Create \$ NEW7031**Jorge Motta**

12010 SW Garden Place

Tigard, OR 97223

971-494-0824

jorge.motta@kelleycreate.com

kelleycreate.com

Kelley Create helps organizations simplify information management, automate repetitive tasks, and improve the way work gets done. Through workflow automation, managed and production print, cloud and IT services, and intelligent contact management solutions like SyncHub™, we reduce busywork, increase visibility, and help teams focus on higher-value work. SyncHub transforms disconnected documents and manual processes into streamlined digital workflows, providing faster access to information, greater transparency, and stronger operational control. By connecting people, processes, and data, SyncHub enables organizations to scale efficiently and adapt with confidence. When the work behind the work runs smoothly, productivity, collaboration, and business outcomes improve.

Kellogg Garden Products.....17011, 17013**John Carranza**

350 W Sepulveda Blvd.

Carson, CA 90745

951-298-8707

JohnCarranza@KelloggGarden.com

www.kelloggsgarden.com

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

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kwilmes@kgfarmsinc.com

www.kgfarmsinc.com

Wholesale grower of quality nursery stock, including broadleaf evergreens, grafted conifers, Japanese maples and deciduous shrubs. Please see our advertisement on Page 26.

Kirk Company18010, 18012, 18014**Rick Miller**

PO Box 547

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908-812-2520

rmiller@kirkcompany.com

www.kirkcompany.com

Klupenger Nurseries Inc..... 20049, 20051**Dan Klupenger**

24344 Klupenger Rd. NE

Aurora, OR 97002

800-237-0768, FAX 503-678-1205

dan@klupenger.com

www.klupenger.com

Container Japanese maples, grafted conifers, rhododendrons, azaleas.

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Kraemer's Nursery Inc.15031, 16032**Laurie Bennett**

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www.kniusa.com

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Krueger's Tree Farm & Nursery 18055**Matthew Hauth**

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Cornelius, OR 97113

971-393-2833

matt@kruegertree.com

www.kruegertree.com

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

Kuenzi Turf & Nursery16014, 16016**Amanda Hernandez**

6475 State St.

Salem, OR 97317

503-585-8337, FAX 503-375-7619

amanda@kuenziturfnursery.com

www.kuenziturfnursery.com

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

Kwizda Inc. 9014**Mark Boardman**

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m.boardman@kwizda.com

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L

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Jeff Bergstrom
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jeff@lakeside-nursery.com
www.lakeside-nursery.com

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Jim Siehl
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 Eugene, OR 97402
 541-632.0515, FAX 541-461-2427
jsiehl@laneforest.com
www.laneforest.com
 Lane Forest Products is a family-owned company serving the Pacific Northwest for over 35 years, where we manufacture and distribute premium mulch, compost, soil blends, and rock to nurseries and landscapers throughout the region. We operate three retail locations, including Corner Store Nursery — a full-service plant, flower, and tree nursery with a charming food truck café offering espresso, lemonade, and fresh bites. We also lead in green waste recycling and market the Airlift Separator globally. With over 220 employees, Lane is known for innovation, sustainability, and standout service — for every season, there's a reason to come to Lane. **Please see our advertisement on Page 30.**

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

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

BOOTH

Leonard Adams Insurance Inc. 13021, 14022
Randy Skinner
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 Beaverton, OR 97005
 503-296-0077, FAX 503-296-0044
randys@lacoinsurance.com
www.lacoinsurance.com

Leonard Adams Insurance is a fourth-generation, independent local agency serving the Northwest since 1933. They offer customized insurance solutions for individuals and businesses, including home, auto, life, commercial property, and liability coverage. As the exclusive broker for the OAN-endorsed health plan, they specialize in employee benefits for the nursery and ag industry. With access to 150+ carriers, they deliver tailored coverage with personal service, deep industry expertise, and a commitment to client care. **Please see our advertisement on Page 85.**

Lind Marine NEW 16060
Janice Hermon
 1175 Nimitz Ave.
 Vallejo, CA 94592
 707-241-5464
janice@lindmarine.com
www.pacificpearloystershell.com

Our brand, founded in 1906, is a trusted leader in the production of premium-quality crushed and ground oyster shell supplements. Harnessing the natural benefits of ancient oyster shells sourced from the South San Francisco Bay, we provide all-natural supplements tailored for both poultry and plant nutrition.

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zen@littleprinceoforegon.com
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Wholesale growers with nearly 30 years' experience offering finished plants, plugs/liners, and custom grows. We are plant nerds who love to find rare & unusual varieties to grow for you! Current offerings include perennials, hellebores, natives, ground covers, succulents, carnivorous plants, hostas, and ferns. Consumer-friendly brand categories such as Fit For a Queen™, Lords of the Fly®, FootPrince™, Cliff Hangers®, Made in the Shade®, Water Misers® and more. Shipping across the U.S. and delivering locally along the I-5 corridor as far north as Seattle and as far south as Eugene.

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orders@loennursery.com
www.loennursery.com
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BOOTH

Lommers Trading BV 11057, 11059, 12058, 12060
 Ekkerstraat 14
 Bergeijk, 5571LH Netherlands
 31497556047
info@lommerstrading.com
www.lommerstrading.com

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

M

Mainland Floral Distributors Ltd. 20045, 20047
Fred de Boer
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sales@mainlandfloral.ca
www.mainlandfloral.com

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hannahk@marionag.com
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Specializing in premium Acer palmatum and Cornus kousa chinensis rootstock.

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McHutchison.....13016**Brett Mossman, Ken McVicker**

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www.jrtmnseries.com

Microbial Science**Laboratories NEW13007****Kevin Johnson**

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Dayton, OR 97114

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inquiries@mycorrhizae.com

www.mycorrhizae.com

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N

Nate & Son Nursery17060**Nate Brostrom**

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nateandsonnursery@gmail.com

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www.Native-roots.net

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New Christie Ventures14049**Bob Nichols**

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909-816-5363, FAX 203-720-9489

bob@ncvpots.com

www.newchristieventures.com

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

Next G3N Greenhouse15029**Michael Still**

14756 Central Ave.

Chino, CA 91710

909-315-6400

ashley@nextg3ngreenhouse.com

nextg3ngreenhouse.com

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

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robb@nonamenursery.com

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800-950-1010

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Northwest Nursery Buyers**Association (NNBA)14007, 15008****Crystal Cady**

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503-622-1260, FAX 503-622-1284

crystal@nnba.info

www.nnba.info

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

BOOTH

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Todd Birchler
 11901 S Austin Ave.
 Alsip, IL 60803
 630-601-0122
todd.birchler@nufarm.com
www.nufarm.com/usturf
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www.obcnw.com
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Obersinner Nursery Inc. 17043
Joe Obersinner
 7886 N Howell Rd. NE
 Silverton, OR 97381
 503-873-4004, FAX 503-873-2507
inquire@obersinnernursery.com
www.obersinnernursery.com
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OHP Inc.19049, 19051
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rboehm@ohp.com
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BOOTH

Oregon Department of Agriculture20062
Kara Mills
 635 Capitol St. NE
 Salem, OR 97301
 503-983-6521
Kara.mills@oda.oregon.gov
www.oregon.gov/oda
 Government agency.

Oregon Department of Forestry20060
Matt Mills
 2600 State St., Building D
 Salem, OR 97310
 503-945-7200
UCF.Program@ODF.oregon.gov
www.oregon.gov/odf/forestbenefits/pages/urbanforests.aspx
 Oregon Department of Forestry Urban and Community Program.

Oregon Department of Revenue10013
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 955 Center St. NE
 Salem, OR 97301
 503-457-8010
faviola.morales-chavez@dor.oregon.gov
<https://www.oregon.gov/dor/programs/businesses/pages/ag-overtime.aspx>
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Oregon Nurseries Foundation21061, 22062
Stephanie Collins
 29751 SW Town Center Loop W
 Wilsonville, OR 97070
 503-682-5089
Scholarships@OAN.org
OAN.org/scholarships
 The Oregon Nurseries Foundation (ONF) is a nonprofit organization that supports the future of the green industry by funding scholarships for students pursuing careers in ornamental horticulture and related fields. Through the generosity of industry members and donors, ONF helps develop the next generation of nursery and landscape professionals.

Oregon Nursery Research  23046, 23048, 23050, 23052
Tana Klum
 69751 SW Town Center Loop W
 Wilsonville, OR 97070
Tklum@oan.org
OAN.org/NurseryResearch
 See your research dollars at work. Explore posters highlighting OAN/ODA funded research projects, meet the researchers, and learn how their work is helping solve real-world challenges for Oregon's nursery industry.

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Jackie Weisenberger
 5380 SE Booth Bend Rd.
 McMinnville, OR 97128
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sales@oregonpridenurseries.com
www.oregonpridenurseries.com
 Located in the heart of the Willamette Valley in McMinnville, Oregon, we are a wholesale container grower focusing on cold hardy plants zone 5 or less. We specialize in grafted conifers for both retail and landscape. Our plant mix consists of arborvitae, upright junipers, spruce, pine, conifer liners, flowering shrubs and #15 ornamental trees. We have always been committed to the independent garden center and do not market or sell to the national chain stores. We strive for consistent quality and hold true to our values when we grow and sell plants to our customers.

BOOTH

Oregon Valley Greenhouses Inc.21043, 21045
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www.ovg.com
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OSU Ornamental Plant Breeding23055, 23057
Ryan Contreras
 4017 Agricultural and Life Sciences Bldg.
 Corvallis, OR 97331
 541-737-5462
ryan.contreras@oregonstate.edu
horticulture.oregonstate.edu/users/ryan-contreras
 Academic program to develop new cultivars and train students for the nursery industry.

Otis Floyd Research Center  20059
Karla Adesso
 472 Cadillac Lane
 McMinnville, TN 37110
 931-815-5155
kaddesso@tnstate.edu
www.tnstate.edu/agriculture/nrc
 The Tennessee State University Otis L. Floyd Nursery Research Center is located in the heart of Tennessee's nursery industry, about 80 miles southeast of Nashville in McMinnville, Tennessee. Our mission is to provide leadership in strengthening and expansion of our nursery industry through innovative research and extension programs in entomology, genetics, horticulture, pathology, chemical ecology, sustainability, nursery extension, and related sciences.



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 Wilsonville, OR 97070
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www.pace49.com
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Pacific Crest Ornamentals LLC17057, 17059
Tyler Hoskins
 28207 S Elisha Rd.
 Canby, OR 97013
 503-784-4925
pcornamentals@gmail.com
www.pcornamentals.com

Pacific Plug & Liner Inc.....11014**Jennifer Miner**

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916-591-4616

jenm@ppandl.net
www.ppandl.com

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

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914-299-6112

team@tryplantiful.com
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www.thepotterypatch.com

Powell's Nursery Inc.....14031**Patrick Newton**

5054 SW Boyd Rd.
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newton.patrick@gmail.com

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Premier Color Nursery18046**Morgan Promnitz**

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760-723-7776, FAX 858-221-9179
morgan@premiercolornursery.com
www.premiercolornursery.com

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

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progreen@kinsleymeetings.com
www.progreenexpo.com

ProGreen EXPO is the only green industry conference in the Rocky Mountain Region of its kind. More than 4,000 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.

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877-865-5818, FAX 815-895-1873

jessica@provenwinners.com
www.provenwinners.com

Providence Nursery LLC dba Fisher Farms13043, 14044**Linda Tellez**

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Gaston, OR 97119
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Linda@fisherfarms.com
www.fisherfarms.com

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jwilliams@reefindustries.com

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Rissberger Nursery15013

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Since 1997, Rose City Transportation has offered the nursery industry cost-effective, temperature-controlled over-the-road truck transportation. **Please see our advertisement on Page 26.**

Royal Gold17048

Michael Beck
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Arcata, CA 95521
707-822-4653
sales@royalgoldcoco.com
www.royalgoldcoco.com
Royal Gold is the pioneer of coco-based soils in the United States. Based in Humboldt County, California, we have spent nearly a decade perfecting high-performance, consistent growing mediums through rigorous local field testing. Royal Gold is sustainable and innovative. Coconut fiber is the future of indoor and large-scale agriculture. We minimize our environmental footprint by using sustainable alternatives and repurposing industrial waste products without compromising quality. Royal Gold has unmatched quality control. By managing all processing and packaging in a single U.S. facility, we ensure strict quality control. Our mediums are consistent enough to build entire cultivation programs around, yet diverse enough to fit into any existing setup. We are excited to exhibit at the Farwest Show and demonstrate how Royal Gold potting soils and coco mediums will take your gardens to the next level.

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S

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Seed Your Future23062
Jazmin Albarran
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 Alexandria, VA 22314
 484-798-5934
jalbarran@seedyourfuture.org
www.seedyourfuture.org

Seed Your Future is a national nonprofit on a mission to grow the next generation of horticulture professionals. Founded in 2014, we raise awareness of the green industry's vast career opportunities - reaching students, educators, and career seekers across the country. Through dynamic programs, industry partnerships, and compelling storytelling, we connect people to pathways in horticulture they never knew existed. From floriculture to ornamental horticulture, urban agriculture to plant science, the industry is wide and the workforce pipeline starts here. Learn more at our website.

Seso Labor NEW21051
Mandy Lange
 548 Market St., PMB 40370
 San Francisco, CA 94104-5401
mandy.lange@sesolabor.com
sesolabor.com

Sester Farms Inc.16025, 16027, 17026, 17028, 17030
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mforanari@sidcolabeling.com
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Sound Horticulture15056
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Specialty Tag & Label Inc..... 22048
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mary@specialtytag.com
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Standard Nursery LLC..... 14050
Joshua LaPoint
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 Lafayette, OR 97127
 503-713-9907
josh@standardnurserycompany.com
www.standardnurserycompany.com

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

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Josh Long
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 Dinuba, CA 93618
 800-457-1859, FAX 559-528-1088
jlong@starrosesandplants.com
www.starrosesandplants.com
 Please see our advertisement on Page 5.

Stevens Water Monitoring Inc..... 13013
Bruno Quanquin
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 Portland, OR 97220
 267-239-1717
bquanquin@stevenswater.com
www.stevenswater.com

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info@tandlnursery.com
www.tandlnursery.com

For 40 years, T&L Nursery has specialized in supplying top-quality plants and service to landscapers and independent garden centers in the Pacific Northwest. We work with breeders all over the world and stage onsite trials to ensure we provide only the best plants — perennials, groundcovers, ornamental grasses, vines, edibles, herbs, annuals, and more. Our website offers the 'best' online ordering system in the industry — intuitive and easy to use, with up-to-date availability and customizable retail pre-pricing. Set order deadlines, delivery days, and rates vary by region. Orders are shipped weekly to Western Washington and Northern & Central Oregon; and weekly or bi-weekly seasonally to Eastern Washington, Idaho, and the Oregon Coast. Operating on over 40 acres of growing space, T&L is dedicated to producing quality plants that will stand the test of time.

The Aquatrols Company
 — see Aquatrols Company, The

The Pottery Patch
 — see Pottery Patch, The

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www.trilliumgardens.com

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Caroline Wynne
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 Sacramento, CA 95826
 279-205-5327
caroline@thinkgrow.com
www.trolmaster.com

TrolMaster Agro Instruments Co., Ltd. is a leading agriculture technology company specializing in advanced environmental controllers for the horticultural industry. With our extensive experience in horticulture and controller development, we have created a smart and interconnected platform that caters to the diverse needs of growers, from small-scale hobbyists to large industrial operations.

TSW Nursery Sales Inc. 13030
Todd Williams
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tucker.lynn@tta-usa.com
www.tta-iso.com

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U

Urban Forest Nursery **NEW** 10011

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Urban Forest Nursery Inc. is a wholesale tree nursery specializing in premium Root Ready street trees for municipalities, landscape architects, contractors, and nurseries throughout the Pacific Northwest and beyond. Grown in high-caliper root control fabric bags, our trees develop dense, fibrous root systems that establish quickly and perform exceptionally well in urban environments. With more than 25,000 trees in production, we offer a carefully selected collection of proven street tree cultivars backed by knowledgeable service and decades of experience.

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V

Valley Growers Nursery 18045, 18047

Nate Fox
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Robert van Klaveren
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vansnursery@aol.com
Vans-Nursery.com

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todd.davis@veritiv.com
www.hortmp.com

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W

WA State Dept of Labor & Industry **\$** 11028

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sales2@wwnc.net
www.wallawallanursery.com

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Westcan Greenhouses11050

Mike Scholtens

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WestHort.....9027

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ag.wilburellis.com
Allied supplier.

Willamette Nurseries Inc..... 18015

Devin Cooper

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willametteinfo@canby.com
www.willamettenurseries.com

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Worker and Farm Labor Association — WAFLA.....15030

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WAFLA, a nonprofit membership organization, is an all-encompassing provider for your labor needs. We offer state-of-the-art technology solutions with a personal touch for worker visa services, HR support, education and training, bilingual field support, and advocacy. We take pride in our dedication to assisting employers and upholding the highest ethical standards to ensure protections for the employer and their workforce. Visit our booth at 15030 to learn more. Please see our advertisement on the Inside Front Cover.

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aage@wurdingermanufacturing.com
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Wurdinger Manufacturing is a manufacturer of nursery potting equipment, soil mixing and supply systems, tracking trailers, toilet trailers, transportation forks, and labor-saving automation solutions. We also manufacture the Original Running Horse Disk, along with a full line of tillage, seeding, and planting equipment. Please see our advertisement on Page 97.

Y

Youngblood Nursery Inc. 18049, 18051, 19046, 19048, 19050, 19052

Troy Youngblood

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Z

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

Natural Mulch Mat - Hemp Fiber - Tree and Planter Rings

Manufactured and Distributed by: IND HEMP LLC (Booths #10007, 10009)

Contact: Gregg Gnecco, 406-622-5680, sales@indhemp.com

Montana Gold hemp fiber mulch mats inhibit weed growth, retain moisture, insulate soil and protect roots, giving plants the best chance for growth success. These 100% natural mats are made with industrial hemp fiber in a mechanical needle punch nonwoven process without any adhesives, binders or chemicals. Hemp fiber mats stabilize soil moisture and temperature while blocking sunlight and naturally break down into topsoil enriching mulch compost over time. This product is offered in multiple common sizes to fit specific use, such as 24" and 26" round tree rings and smaller 12" planter rounds and garden squares. Mats are slit to center for quick and easy installation around your plant stems and the larger tree rings additionally have a center round cutout for the trunk. Montana Gold hemp is grown and processed in Montana by IND HEMP, the leading USA producer, processor and supplier of industrial hemp materials- supporting American farmers while bringing more sustainable products to market.



HaifaStim™ Wall-Up S

Manufactured and distributed by: Haifa North America Inc. (Booth #13050)

Contact: Alex Ramos, 800-649-4944, earl.chipman@haifa-group.com

HaifaStim™ Wall-Up S is the most concentrated and efficient source of silicon for plants, based on innovative ortho-silicic acid technology. It also serves as a source of iron (Fe), which is provided as fully water-soluble EDTA chelate – for maximum stability and efficiency. HaifaStim™ Wall-Up S helps build plant's cell walls, thus enhancing mechanical strength, increasing tolerance to abiotic stresses and improving yield quality and extending post-harvest life. HaifaStim™ Wall-Up S is ideal for foliar application and suitable for fertigation.

Retractable Roofing System by Novavert

Manufactured and distributed by: Novavert from Prospiant (Booths #12030, 12032)

Contact: Tara Wilsworth, 513-242-0310, sales@prospiant.com

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Watch our video at: youtu.be/H66W7-keJAA



Seso Workforce Management Platform

Manufactured and distributed by: Seso Labor (Booth #21051)

Contact: Mandy Lange, 770-312-3318, mandy.lange@sesolabor.com

Seso is launching a fully reimagined workforce management platform this fall, built specifically for agricultural employers. Already the most comprehensive solution in ag — covering H-2A filing, payroll, HRIS, compliance, and worker onboarding in one place — Seso is now adding a suite of AI-powered capabilities that no competitor is building for this industry. New features include an AI compliance assistant that delivers instant answers to H-2A questions based on real filing data, Magic Folder for bulk document classification in seconds, trigger-based workflow automation that puts back-office tasks on autopilot, and mobile onboarding that lets employers onboard workers directly in the field — in Spanish, from any phone. The platform also introduces a new ATS, an in-house form builder, and paycards that give workers instant access to pay. For growers, nursery operators, and farm labor contractors, the impact is straightforward: less time behind a desk, more time on the farm. Tasks that used to take days — onboarding, document management, compliance research — now happen automatically or in seconds. Seso's AI is trained on thousands of real H-2A filings and knows each customer's operation, so it's not a generic chatbot — it's a back office that actually understands ag. Backed by a team of in-house ag labor attorneys and workforce operations experts, Seso gives employers the tools and the people to stay compliant, move faster, and focus on their harvest.



Continue the Momentum

The conversations you're having today can become tomorrow's opportunities. Make plans now to exhibit at the 2027 Farwest Show and continue building relationships with thousands of qualified buyers and industry professionals.

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- Grow your business

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Already an Exhibitor? Get a head start on 2027! Stop by the Show Office (Room C120) during the show to reserve your booth. Can't make it? Your booth renewal contract and invoice will be emailed after Farwest.





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- Placed industry priorities in the Governor's Prosperity Council.

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nursery industry.**



ONF scholarships invest in nursery industry's future

BY STEPHANIE COLLINS

The Oregon Nurseries Foundation supports incoming and continuing college students pursuing careers in horticulture and related fields. Please join us in congratulating the Oregon Nurseries Foundation's 2026–2027 Scholarship Award recipients.

Applicants are evaluated based on academic achievement, commitment to the nursery industry, financial need, and affiliation with OAN. Scholarship applications open each January during the winter term and are reviewed by the ONF Scholarship Committee each spring. The next application cycle will open in January 2027, with completed applications due by April 1, 2027.

Addison Johnson is attending University of Oregon and will be a junior this fall. Having grown up around the nursery industry — she's the daughter of OAN member Joel Johnson of **Buchholz and Buchholz Nursery** — Addison has been inspired in pursuing the business and marketing side of the nursery industry. She believes modern branding, social media, and event marketing strategies can play a powerful role in growth and outreach, especially for women entering the industry. She received the Nursery Industry Business and Operations II Award.

Adelaide Lord will be an incoming freshman at the University of Southern California, pursuing a degree in business administration. She wants to help agricultural businesses adopt innovative technologies and sustainable practices that protect natural resources, all while strengthening their bottom line. She has spent many years at the family business,

Tree Frog Nursery, and has been awarded the Retail Chapter III Award.

Alec Newton has been awarded the Association Services Award, the first of its kind. Transferring as a junior to the Colorado School of Mines, Alec plans to study engineering and specialize in structural design. He is the son of OAN Board President Patrick Newton of **Powell's Nursery**.

Alex Bellegarde is a sophomore at Oregon State University studying ecological engineering. They received the Ed Wood/Clackamas Chapter Award. Since receiving a scholarship last year, Alex has found even more ways to get involved with OAN and the horticultural industry. They spent their spring working directly in a retail nursery, **Al's Garden & Home**.

Anna Deur will begin her freshman year at Oregon State University majoring in horticulture. She received the Emerald Empire Chapter Award. Anna currently works as a research assistant on ethnobotanical projects sponsored by the National Park Service. She works in collaboration with tribal partners helping to research, compile, and publish documents regarding the cultural use of plants.

Brian Hart is a junior at Portland Community College pursuing environmental landscape management technology along with certificates in arboriculture and geographic information systems. Brian is the recipient of the Woodburn Nursery I Award and plans to work in environmen-



tal horticulture and native plant propagation, both of which are important in the growing naturescaping and restoration industry.

Chase Stoddard will attend Corban University as a freshman majoring in agribusiness. As a loan officer, Chase hopes to champion the growth and advancement of Oregon's nurseries by navigating their distinct needs. He received the Joseph H. Klupenger Award.

Cheryl Johnson is a junior at Clackamas Community College with plans to transfer to Oregon State University to pursue a degree in natural resource management. An employee of **Al's Garden and Home**, Cheryl has received the Jack Bigej Memorial Scholarship.

Elisabeth Rickard is a sophomore at Clackamas Community College studying arboriculture, landscape management, and horticulture. She is the recipient of the Sid and Cindy Miles Nursery Award. In addition to »



ONF scholarships

pursuing associate's degrees, Elisabeth is also working toward certifications in plant health management and irrigation technology.

Elliana Munk is a returning applicant and received the Clackamas Chapter Award. She has transferred to Oregon State University and is pursuing a degree in agricultural education. Elli's dream is to establish an educational greenhouse and land laboratory where students can gain real-world experience in plant science, nursery management, and sustainable agriculture.



Emily Barnett is a junior at Carroll College studying accounting and strategic finance. Emily's plan is to use this combination of experience and education to help strengthen the long-term stability and efficiency of the family nursery, **Margie's Farm & Garden**. She has received the Woodburn Nursery II Award.



Frances Fancher received the Retail Chapter II Award. She is a senior at Oregon State University majoring in agricultural science. Frances aspires to be an agriculture educator integrating nursery management, plant propagation, and sustainable growing practices into her future curriculum.



Frank Pohlschneider will begin his freshman year at Oregon State University studying horticulture and agriculture.



He received the Nursery Employee Award for the upcoming academic year. He plans to return to the family nursery, **Pohlschneider Nursery**, after earning his degree and obtaining work experience at other nurseries.

Harold Vance is a freshman at Oregon State University pursuing a degree in horticulture with a focus on plant breeding. He comes from a family berry farm which inspired him to follow his commitment to sustainable crop production and new berry varieties. He is the recipient of the Nurseries Foundation Award.



Irelyn Gibbs is transferring to Oregon State University to major in horticulture. She started at South Oregon Community College, which offers a unique agroecology degree that combines the concepts of agriculture and ecology. There she learned and applied the 13 principles of agroecology to build a more sustainable food system. Irelyn received the Nurseries Memorial Award.



Isaac Basile will begin his freshman year at Oregon State University studying horticulture. He is the son of OAN member Ryan Basile of **Dayton Bag & Burlap** and received the Willamette Chapter Award. Growing up around the nursery industry has given him a strong interest in the plants and desire to contribute to the long-term success of the Oregon nursery industry.



James Barnett is a freshman at Oregon State University majoring in agribusiness. His goal is to return to the family nursery, **Margie's Farm & Garden**, after college. He hopes to help expand the nursery's operations into wholesale markets while continuing to build the retail business. James has received the Retail Chapter I Award.



Landrie Hirz is a senior at Oregon State University pursuing a degree in horticulture. Landrie has received the Bill Egan Memorial Award. She recently completed an REEU internship in Indiana studying the benefits of native pollinator planting beds within urban community gardens.



Makaela Carter will be a graduate student at Oregon State University studying agricultural education. She is the recipient of the Mt. Hood Chapter I Award. She is working toward becoming a high school agricultural educator with the hope to expand horticulture opportunities beyond the classroom by developing school greenhouse programs, plant sales, and community-based projects.



Makayla Rose is a junior at Corban University studying agricultural business. She plans to apply learned practices, marketing skills, and business strategies to carry the family business, OAN member **Silver Falls Seed Company**, into



the future for further generations. This year she received the Nursery Industry Business and Operations I Award.

Micah High is receiving the Mt. Hood Chapter II Award and will be a junior at Delaware Valley University majoring in horticulture. Micah is currently also completing a two-year professional horticulture program at Longwood Gardens in Kennett Square, Pennsylvania.

Shay Willhite is in her last year at



Oregon State University pursuing a degree in horticulture. Having spent time working at various wholesale and retail nurseries, she aspires to continue in the industry whether as a landscape designer or arborist. Shay received the Art Spada Memorial Scholarship.

Tillie Wendt is the recipient of the Larry Fitzgerald Memorial Scholarship.

Tillie is currently working towards a horticulture degree at Oregon State University and is on her final year. She has actively been involved in her family's blueberry farm in California, where she has gained valuable skills and insights into the agricultural industry. She also completed an internship at **Monrovia**, with hopes of returning after com-



pleting her degree.

William Pearson is a senior at Oregon State University studying horticulture with a focus on sustainable production. Active in industry engagement opportunities such as NexGen meetings and our own Farwest Show, he received the Royal Boltman Memorial Award.



Well done!

The Oregon Association of Nurseries and the Oregon Nurseries Foundation congratulate these outstanding students on their achievements and are proud to support the next generation of horticulture professionals as they prepare to lead and strengthen the future of the nursery industry. ☺



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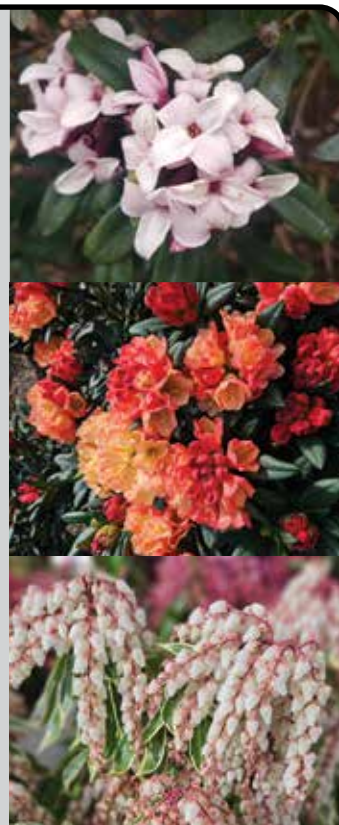
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Getting a handle on weeds

Area treated with topramezone 4 fl.oz./acre; six weeks post treatment in *Abies balsamea* × *fraseri*. PHOTO COURTESY OF JATINDER AULAKH

A closer look at topramezone as a post-emergence option for Christmas tree growers

BY JENNIFER GRAY

For Christmas tree growers, weeds are more than a nuisance. They compete directly with trees for water, nutrients, light, and space. They can slow growth, delay harvest, and reduce quality.

Post-emergence weed control options for Christmas tree growers, especially for broadleaf weeds, are limited. That challenge has pushed researchers to evaluate whether newer herbicides used in other crops could safely expand weed management options.

A recent study published in the *Journal of Environmental Horticulture* takes a close look at one of those options — topramezone, an HPPD-inhibiting herbicide already registered for use in Christmas trees as a pre-emergence application before budbreak or as a post-emergence directed spray.

The research, conducted in Connecticut, evaluated whether post-emergence applications could be safe-

ly applied over actively growing trees and how well the herbicide performs on some of the most common and troublesome weeds growers face.

Historically, selective early-season (mid-May to mid-June) broadleaf weed control in actively growing Christmas trees relied primarily on clopyralid. While clopyralid effectively controls horseweed, nightshades, ragweed, smartweeds, and vetches, it is not effective against common lamb's quarters, pigweeds, and members of the mustard family.

Similarly, the three-way tank mixture (clopyralid + glyphosate + oxyfluorfen), applied from mid-June onwards, frequently resulted in unsatisfactory weed control. By mid-June, the new growth has hardened enough to tolerate contact with the mixture, but the weeds are often too large for optimal control, limiting effectiveness.

It was the combination of these factors that led researchers to this study.

"There was a strong need to identify a new selective, broad-spectrum herbicide capable of providing effective early summer control of both grassy and broadleaf weeds," stated Jatinder Aulakh, an associate scientist at Connecticut Agricultural Experiment Station's Windsor Valley Laboratory, and lead researcher for the study.

Testing crop safety across species

The study evaluated topramezone tolerance in two settings: an outdoor container experiment and a two-year field trial on a commercial Christmas tree farm in Connecticut. In both cases, applications were made to actively growing trees, when the new growth was about 3 to 4 weeks old, rather than dormant plants.

In the container study, researchers applied topramezone over the top of eight species commonly grown for Christmas trees, including balsam fir, Canaan fir, Fraser fir, Nordmann fir, Norway spruce, white pine, Colorado blue spruce, and Douglas fir. Applications were made at three rates: half the labeled rate, the labeled rate (4.0 fl.oz/acre), and double the labeled rate.

Most species showed no injury at any rate. Balsam fir, canaan fir, Fraser fir, Nordmann fir, Norway spruce, and white pine tolerated all applications without visible chlorosis, necrosis, or stunting of new growth.

Colorado blue spruce and Douglas fir showed some sensitivity at the highest rate tested — double the labeled rate. In those cases, researchers observed temporary bleaching or yellowing of new growth, peaking about three weeks after treatment. »

Getting a handle on weeds

Injury levels averaged 9% in Colorado blue spruce and 23% in Douglas fir, and the symptoms declined as the season progressed. By 6 weeks after treatment, Colorado blue spruce had fully recovered, while Douglas fir still showed minor chlorosis.

Importantly for growers, no injury was observed in these species at the labeled application rate.

“Our research has shown that topramezone is safe for use around most Christmas trees when the new growth is about 4 weeks or older,” Aulakh notes. “Growers are advised to use a directed post-emergence application to avoid contact with the new foliage before it is 4 weeks old and again during ‘Lammas growth,’ otherwise significant bleaching and needle burn may occur. Frequency (topramezone) label also recommends a directed

spray and forbids over-the-top applications to avoid injury to Christmas trees.”

Field results mirror container findings

To test how these results translate under real production conditions, the research team conducted a two-year field study on a *Abies fraseri* × *balsamea* hybrid fir planting. Topramezone was applied post-emergence, either over the top or semi-directed to the base of trees. Researchers used the same three rates as in the container study.

Across both years, the hybrid firs showed no visible injury from any application method or rate. Leader growth was also unaffected by topramezone, with no differences observed among treated and untreated trees when measured 12 weeks after application.

These results suggest that postemer-

gence applications of topramezone, used at labeled rates, can be made safely on actively growing *Abies fraseri* × *balsamea* hybrid fir without sacrificing growth. According to Aulakh, starting around 4 weeks after budbreak, growers can make up to four applications of Frequency (topramezone), each at 4.0 fl. oz/acre, during the growing season.

“The maximum seasonal use rate for Frequency (topramezone) is 16 fl. oz/acre and the maximum application rate in an application should not exceed 4.0 fl.oz/acre,” Aulakh stated. “Topramezone requires a 30-day interval between two applications. Growers are also advised to look for Lammas growth and withhold application until (about 4 weeks) the Lammas growth has sufficiently hardened.”

How well did it control weeds?

In the field study, researchers evaluated control of several common weeds, including common ragweed, horseweed, fall panicum, large crabgrass, and yellow foxtail. Topramezone (frequency) was applied to 4- to 6-inch-tall common ragweed and grassy weeds and 6- to 8-inch-tall horseweed. A methylated seed oil on a 1% v/v basis was added to all topramezone treatments. Weed control was assessed at 4, 8, and 12 weeks after treatment.

At the labeled rate, topramezone provided strong control of several problem species:

- **Fall panicum** and large crabgrass were consistently controlled at high levels throughout the season.
- **Horseweed control improved** over time, exceeding 95% by 8 weeks after treatment at the labeled rate.
- **Common ragweed** was also effectively controlled, with high levels of suppression maintained through 12 weeks.
- **Yellow foxtail** was more challenging. While control improved as rates increased, the labeled rate provided only moderate season-long suppression. The results suggest that sequential applications at labeled rates may be needed for effective yellow foxtail control. Aulakh noted, “Alternative-

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Getting a handle on weeds

ly, a graminicide (clethodim, fluazifop, or sethoxydim etc.) may be applied as a follow-up treatment to improve control of yellow foxtail and perennial grasses.”

Weed density measurements supported the visual ratings. Plots treated with topramezone showed substantial reductions in weed numbers compared to untreated areas, particularly in ragweed, horseweed, fall panicum, and large crabgrass control.

Adding a new mode of action

For growers, one of the most important takeaways may be less about a single herbicide and more about what it represents. Weeds resistant to PS II-inhibitor (atrazine or simazine-resistant common lamb's quarters, horseweed, and redroot pigweed), ALS-inhibitor (halosulfuron- or sulfosulfuron-

resistant horseweed and common ragweed) herbicides are present on many Christmas tree farms.

Furthermore, many Christmas tree farms in Connecticut, where the study took place, are located next to source populations of multiple herbicide resistant Palmer amaranth, horseweed, and waterhemp which may eventually end up on a Christmas tree farm.

Topramezone works by inhibiting carotenoid biosynthesis in susceptible plants, leading to bleaching and eventual death of weeds. This mode of action — HPPD inhibition — differs from many herbicides commonly used in Christmas tree production.

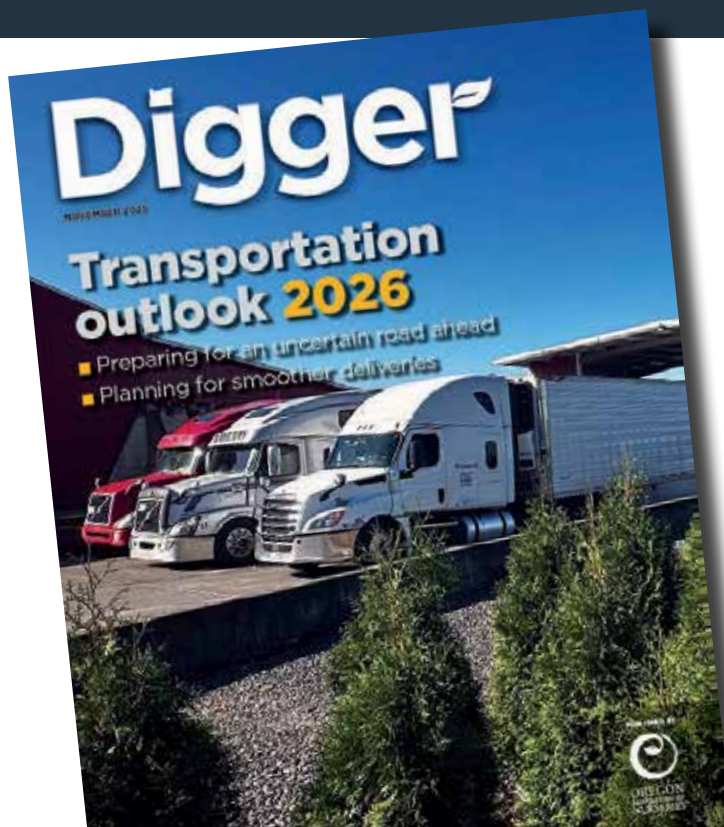
The bottom line for growers

Taken together, the research shows that postemergence applications of topramezone at labeled rates can be made

safely around several major Christmas tree species and can effectively control a range of annual grasses and broadleaf weeds. While not a silver bullet, especially for species like yellow foxtail, it offers growers another tool to fine-tune their weed control programs. ☺

This article provided through OAN's partnership with the Horticultural Research Institute (HRI), supporting research-driven advancement in the Christmas tree industry. Jennifer Gray is Administrator for the Horticultural Research Institute (HRI), where she leads industry-driven research and workforce development initiatives that connect science with practical industry impact.

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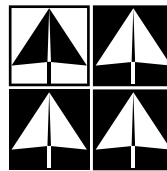
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GROWING KNOWLEDGE

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



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The hottest 30 minutes



Young red maple trees growing in an Oregon nursery. Unlike their native forests of the eastern United States, where summer rainfall, higher humidity, and partial canopy cover help moderate heat stress, nursery trees in Oregon are grown in full sun and must cope with hot, dry summers while establishing relatively small root systems and developing canopies. PHOTO COURTESY OF OREGON STATE UNIVERSITY

Researchers explore how to best help plants and trees through days of high heat

BY LLOYD NACKLEY, DALYN MCCAULEY AND CLINT TAYLOR

By the middle of a hot summer afternoon, most of us make the same decision. We look for someplace cool.

It might be the shade of a porch, beneath the canopy of a favorite tree, or the comfort of an air-conditioned office.

At a nursery, crews naturally shift the day's work toward the cooler morning hours, often retreating to the shop or tackling indoor tasks once the afternoon heat settles in.

Plants don't have that luxury.

Once rooted in a container, plants spend the entire afternoon exactly where they were placed. They can't move into the shade or wait for cooler weather. Every hot day, they simply stand there, absorbing sunlight, moving water from their roots to their leaves, and trying to keep photosynthesis running despite temperatures that continue to climb.

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Growing Knowledge



During extreme heat events, some Oregon field nurseries use overhead hand-line irrigation to provide temporary evaporative cooling. While effective at lowering canopy temperatures during the hottest part of the day, this approach requires careful irrigation management to avoid overwatering while maintaining adequate cooling. PHOTO COURTESY OF OREGON STATE UNIVERSITY

challenged by temperature extremes. We may see a record-breaking summer heat wave or an unexpected spring frost. One begins to wonder: do plants experience those events the same way we measure them? Were they responding to average temperatures? Or did they remember something else entirely?

Walk through a nursery during a hot afternoon and you'll notice something interesting. Black nursery containers become almost too hot to touch. Heat shimmers above the gravel. Irrigation cycles become more frequent.

Imagine carrying a heavy bag of potting media. Most of us could carry it across the nursery without much trouble. But carry that same bag up three flights of stairs, and you'll quickly discover there is a point where your body simply says, "That's enough."

Leaves behave in much the same way.

During much of a summer day, photosynthesis hums along efficiently, converting sunlight into the sugars that

ultimately become roots, stems, and leaves. But as leaf temperatures climb into the upper 80s and above, the enzymes responsible for photosynthesis begin to lose efficiency.

The tree doesn't stop growing because the entire day was hot. It slows because, for a relatively brief period, the machinery inside the leaf shifts from growth to self-preservation.

How much heat can a nursery tree tolerate? That question had been simmering in our research program for several years — but in the summer of 2021, it suddenly became much more than academic.

The Pacific Northwest Heat Dome pushed temperatures well beyond what nurseries across Oregon, Washington, and British Columbia were accustomed to. Those extraordinary days felt unlike anything we had experienced before. Afternoon temperatures climbed well beyond what our nurseries were accustomed to. Shade trees scorched. Leaves crisped and dropped. Even established

landscape trees in cities and towns showed signs of severe heat injury.

Walking nurseries afterward, it was obvious something unusual had happened.

Our research group had already been studying how container production responds to hot weather. Earlier work with Dr. Carolyn Scagel at the USDA showed that controlled-release fertilizers released nutrients much more rapidly under extreme heat, potentially leaving crops under-fertilized later in the season.

Graduate student Sadie Keller's work had also demonstrated something equally surprising: keeping roots well irrigated wasn't always enough. Even with adequate soil moisture, young red maples could still suffer severe canopy injury during periods of extreme heat. Irrigation alone wasn't solving the problem.

At the time, many people described the Heat Dome as a once-in-a-century event. Perhaps they were right. But each summer seemed to bring another record-breaking day, another unusually warm

week, another reminder that nursery production was being asked to operate under conditions it hadn't experienced before.

Rather than asking whether another Heat Dome would occur, we found ourselves asking a different question. If another exceptionally hot afternoon comes is there anything we can actually do to help a tree through it?

That simple question became the beginning of this project.

The obvious answer seemed straightforward. Cooler trees should grow better than hotter trees. At least, that's what we thought. So we decided to throw just about everything we could think of at a crop of young red maples.

Some treatments attempted to cool the canopy directly, including evaporative mist and reflective kaolin clay. Others, including paclobutrazol, propiconazole, and phosphite products, asked a different question: could subtle changes in plant physiology help trees tolerate heat more effectively?

We partnered with scientists from **Bartlett Tree Experts**, like Dr. Drew Zwart, who were also interested in preserving urban tree canopies.

Looking back, we weren't really testing products. We were testing an idea. Could helping a tree through the hottest part of the afternoon meaningfully change its growth?

Over the next two summers, sensors distributed throughout the nursery quietly recorded temperature and moisture every few minutes while nearby weather stations tracked the environment, and we monitored tree growth, irrigation demand, and soil moisture.

Every tree experienced the same Oregon summer, but under a different management strategy.

Then came the part every researcher looks forward to. We downloaded the data and began making graphs.

At first, the results were almost disappointing. Average canopy temperatures looked ... ordinary. Mist cooled leaves slightly. Kaolin reflected a little more sunlight. A few treatments appeared a fraction of a degree warmer or cooler than others.

But once those temperatures were

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averaged across entire days, and eventually across two growing seasons, the differences nearly disappeared. The lines on the graph tracked one another so closely that you could almost convince yourself nothing interesting had happened.

Had we just spent two summers proving that none of these treatments really mattered?

If the story had ended there, it probably never would have become a paper. Fortunately, plants don't read graphs. While the temperature curves looked remarkably similar, the trees themselves told a different story.

Some treatments consistently produced larger trees. Others increased stem caliper. More importantly, several treatments reduced the amount of time leaves spent at the hottest temperatures, even though their average canopy temperatures changed very little.

That was the moment our thinking changed. Perhaps average canopy temperature had never been the right question. Perhaps what mattered wasn't how hot a tree became over the course of an afternoon. Perhaps what mattered was how often, and for how long, it crossed temperatures where photosynthesis begins to struggle.

Instead of looking at averages, we began looking at moments.

What the trees were really telling us

The treatments that performed best shared something else in common. They reduced a tree's thermal exposure, either by shortening the amount of time leaves spent above stressful temperatures or by reducing the dramatic swings between cool mornings and scorching afternoons.

That may sound like a subtle distinction, but biologically it's a very different way of thinking about heat. Once temperatures moderate, photosynthesis resumes, but those lost minutes add up.

One hot afternoon may not matter very much. Two weeks of hot afternoons become hours of lost carbon gain. By the end of a summer, those small interruptions can become the difference between a tree that simply survives and one that puts on

another flush of growth.

That realization changed how we interpreted our experiment.

The best treatments were the ones that helped trees avoid crossing damaging thresholds, or helped them spend less time there. In other words, it was impractical to create a cooler summer, but with a targeted approach it was possible to create fewer stressful moments.

That distinction has enormous implications.

Growers don't have much control over tomorrow's weather forecast. Nobody can order an overcast afternoon before a heat wave or ask for temperatures ten degrees cooler next Tuesday. But many growers already have tools that influence how crops experience those hottest hours of the day: a short mist cycle during peak heat, strategic shade, reflective particle films, well-timed irrigation that keeps substrates from becoming limiting, or even thoughtful crop spacing that improves air movement around the canopy.

Viewed through the lens of average daily temperature, those practices may not appear to accomplish very much. Viewed through the lens of thermal exposure, they may be doing exactly what the plant needs.

Our work also reinforced another lesson experienced growers have known for years: no single product is a silver bullet.

Kaolin didn't solve heat stress. Mist didn't solve heat stress. Plant biostimulants didn't solve heat stress. Each influenced the plant differently, and each came with tradeoffs.

What mattered was understanding when a particular management tool might be useful, and why. That is why experiments like this matter. They don't produce recipes nearly as often as they produce better questions.

Instead of asking, "*Which product lowers temperature the most?*" we can ask, "*Which management practice helps my crop avoid the most stressful part of the afternoon?*" That shift in thinking may prove more valuable than any individual treatment we tested.

As new products, sensors, and automated cooling systems continue to emerge, they all



Young red maples at the North Willamette Research and Extension Center treated with a reflective kaolin clay film. Widely used in orchards and vineyards to reduce sunburn and heat stress while helping deter some insect pests, kaolin was evaluated as one strategy for reducing canopy heat during summer production. PHOTO COURTESY OF OREGON STATE UNIVERSITY

point back to the same biological principle.

Trees don't experience averages. They experience moments.

Every grower has walked a nursery after a heat wave and wondered why one block came through better than another. Sometimes the answer is irrigation. Sometimes it's fertility. Sometimes it's genetics. But sometimes the difference may come down to a handful of stressful minutes on an otherwise ordinary afternoon.

We can't make July cooler, and we may not have to. Sometimes helping a tree through the hottest thirty minutes of the day is enough to change the trajectory of an entire growing season. ☺

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The show that rooted an industry

Trade shows are still the living room of an industry. They are part marketplace, part family reunion, part classroom, and part proving ground.

In a world dominated by screens, algorithms, and rushed digital exchanges, there remains something powerful about standing shoulder to shoulder with the people who grow, ship, innovate, and sustain the green industry. That is what the Farwest Show continues to represent.

It is immersive. It is personal. Most importantly, it is rooted in relationships.

The business cycle can swing wildly. One year, growers are sold out of inventory and scrambling to keep up with demand. Another year, uncertainty creeps in through tariffs, labor shortages, supply chain disruptions, inflation, or mounting government regulation.

But through the highs and lows, one thing remains constant: people still want to do business with people they know and trust.

That is why the Farwest Show matters.

Farwest mirrors the industry it serves: resilient, innovative, passionate, and deeply connected.

And there is simply no other show in the country with the proximity to elite nursery operations of every size quite like Oregon.

Fun, extraordinary, and deeply personal

Friendships in this industry run deep.

They happen on nursery tours, during seminars, in crowded hallways, over coffee before a keynote, or unexpectedly on the trade show floor. Sometimes the most valuable moment of the week is not the scheduled meeting, but the spontaneous conversation that sparks a new idea or solves a lingering problem.

In an era defined by rapid change, economic uncertainty, labor shortages, and regulatory pressure, there is tremendous value in looking each other in the eye and working through challenges together. Farwest creates the space for those conversations to happen.

Labor remains the defining challenge

If there is one issue dominating horticulture, it is labor.

Finding workers, retaining workers, training workers, and maximizing workforce productivity remain among the greatest challenges facing growers today. That reality has elevated automation from a future concept to an immediate necessity.

One of the most talked-about features of the 2025 Farwest experience was the nursery automation tour. Attendees saw firsthand how automation is being applied across the industry.

Automation is not about replacing people. It is about extending limited human resources and helping businesses remain competitive.

The 2026 Automation Summit will build on that momentum with honest conversations about what is working, where challenges remain, and what the future may look like.

Building the bench

The green industry urgently needs more people who love working with plants.

Now entering its second year, Career Boulevard goes far beyond a traditional job fair.

It is a networking hub, an educational resource, a mentorship space, and a launching pad for the next generation of horticulture professionals. Career Boulevard provides fertile ground for growth.

Participants can connect with educators, internship programs, scholarship resources, job boards, industry experts, and employers all in one place. Plus the NexGen social will once again provide opportunities to build lasting industry relationships.

Straight talk during uncertain times

The 2026 keynote address will feature one of the industry's most respected economic voices: Charlie Hall.

Dr. Hall's presentation, "Overcoming Decision Paralysis in the Midst of Uncertainty," could be more timely.

Businesses across the country are wrestling with inflation, labor costs, regulations, and market instability. Dr. Hall brings stringent economic data, sharp analysis, and practical strategies to help green industry companies navigate uncertainty while protecting and growing their businesses.

Tackling plastic recycling

Extended producer responsibility — better known as EPR — is no longer a future debate.



Jeff Stone

Seven states, including Oregon, have implemented plastic recycling policies that shift responsibility for packaging and recycling management onto producers.

Farwest will host a Plastic Recycling Roundtable to help understand those impacts and shape workable policy solutions.

Together with AmericanHort's Rachel Pick, industry leaders will discuss what EPR means, where regulations are headed, and how the industry can work toward practical national policy models.

The state of the industry

One of the great traditions of Farwest is the state of the industry address.

It is an opportunity to speak candidly about both the opportunities and threats facing horticulture today. The industry has weathered enormous challenges recently, and there are still storm clouds on the horizon.

But there is also enormous opportunity.

Consumer interest in plants, outdoor living, sustainability, and green spaces remains strong. Innovation continues to move the industry forward.

And then there is Oregon itself.

The Willamette Valley sits at the heart of one of the most productive nursery regions in the world. Incredible food, wine country, the coast, and stunning scenery are all within reach. All that plus world-class horticulture.

Farwest is not simply another trade show. It is the show that rooted an industry. ©



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What's Staying the Same

While our look and logo have changed, everything you've come to trust remains the same: the same knowledgeable agents; the same robust coverage; the same personalized service; and the same commitment to protecting your business and your livelihood.

Looking Ahead

We've valued our partnership with the Oregon Association of Nurseries and its members. As we move forward as Farm Family, we're excited to continue serving Oregon's green industry professionals with the expertise, care, and reliability you deserve.

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