



Left: Farwest Show attendees gather outside in the lobby of the Oregon Convention Center. Top right: Colleagues network at Pub Crawl. Bottom right: Guests photograph displays at the Little Prince of Oregon booth.

Oregon Nursery Country shows its best at FARWEST PORTLAND 2018

GROWERS, LANDSCAPERS, RETAILERS, brokers, landscape architects, educators, service providers and suppliers came together for the 2018 Farwest Show, held August 22–24 at the Oregon Convention Center in Portland.

Some were new to the industry, while others have been attending or exhibiting since the show was founded in 1973. Every age and experience level could find something of interest. But regardless of that, this year's Farwest Show was a remarkable convergence of about 5,000 green industry professionals representing 28 countries and 45 states.

All were there for three principal reasons: to learn, to network, and to do business together.

They gathered in the third-biggest nursery state (by sales) in the United States and experienced what is by far Oregon's largest segment of agriculture. Oregon growers sell nearly \$1 billion worth of green goods annually, and roughly 80 percent of those Oregon-grown trees, shrubs and plants are destined for out-of-state and international markets.



Ali Noorani delivers his keynote address.

“As the biggest nursery trade show in the West, Farwest is able to deliver a green and trade show experience like no other,” said Allan Niemi, director of events for the Oregon Association of Nurseries, which produces Farwest.

“When you walk the floor, you are surrounded by plants, and lots of them.”

“What I heard from people on the floor was all positive,” said show chairman and OAN member Patrick Newton, owner of Powell's Nursery in Gaston, Oregon. “People were happy that Farwest attracted serious buyers. Folks weren't just there to check out the show. They were there for a reason.”

The Farwest experience included four key components — learning, networking, experiencing and buying/selling.

Learning. Attendees chose from some 43 hours of educational seminars and mini-sessions, including the Farwest Keynote by Ali Noorani, executive director of the National Immigration Forum.

His address, “Leading the Way: A New Approach to American Immigration,” explored ways in which the intractable stale- ➤

Farwest 2018



mate over immigration law may, with effort and time, be broken.

Other seminars covered every facet of the green industry, from plant trends to succession planning to automation to irrigation and even human resource management. Nearly 12 percent of Farwest attendees attended at least one seminar.

Networking. A series of events provided attendees many opportunities to build valuable new connections with other industry professionals. The Farwest Happy Hour closed the first day of the show, while the

legendary Farwest Pub Crawl sampling Portland's beer scene concluded the second day.

Also popular were the Emergent: A Group for Growing Professionals reception that focused on industry people under 40, and the Women in Horticulture networking event.

Experiencing. Three showcases let Farwest attendees experience the very newest and best in plants, products and consumer trends.

The New Varieties Showcase included a record 62 outstanding new plant introductions, from annuals to perennials to shrubs to grasses to trees, inspiring discussion about which was the most exciting. Attendees cast more than 1,800 votes for their favorites.



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Opposite page: Top left: Leslie Halleck discusses indoor gardening. Center left: Women in Horticulture connect at the Farwest Show. Lower left: New professionals share ideas at the Emergent group gathering. Right: People gather on the Farwest trade show floor.

This page: Top: Jeff Pipp, Proven Winners, sets up plants at the New Varieties Showcase. Bottom: The New Products Showcase highlighted innovative new products for the industry.

The New Products Showcase included 13 products designed to enhance operations and profits at the wholesale or retail level, from equipment to fungicides to pottery and even innovatively packaged plants like the Instant Hedge.

And the Growing Trends Showcase, featuring a tiny house and surrounding garden, synthesized numerous trends in one appealing package.

“At a time when consumers are becoming sustainability minded, growing more edible plants, getting more water efficient, shrinking their carbon footprint and getting in tune with nature, the Growing Trends Showcase captured it all,” Niemi said.

But experiences weren't limited to the show floor. Pre-show tours >>



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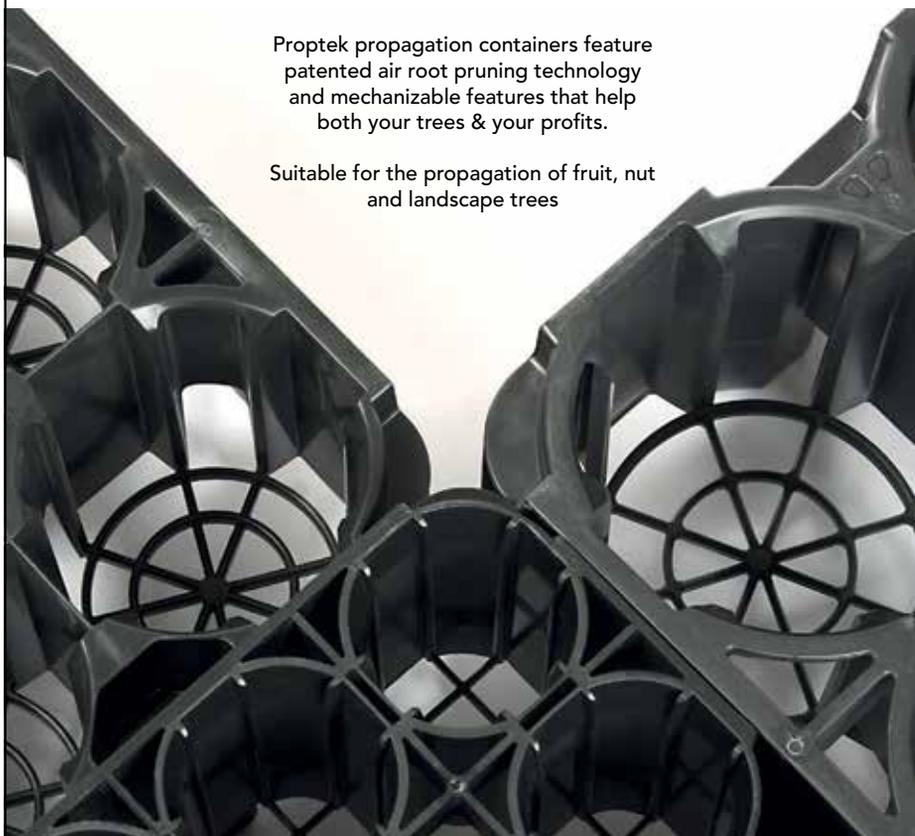


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Left: Mickey Hatley, Northwest Farm Credit Services, moderated a talk about succession planning. Right: New Varieties Showcase featured 62 plant introductions.

demonstrated the innovation that Oregon’s retailers, tree growers and energy-efficient nurseries are bringing to the table in 2018 and beyond.

Buying and selling. Perhaps most important of all was the core of the trade show — the expo itself. Close to 400 exhibitors showed their best offerings,

with many investing extra creativity and innovation, not to mention farm-fresh plants, to bring their booths to life — and also bring attendees’ camera phones out of their pockets.

“Someone made a comment to me that more of the exhibitors put more effort into more of their booth, which is

a nice thing,” Newton said. “It just makes the entire show look and feel better.”

To name just a few, Bamboo Garden’s booth was a densely packed thicket of trunks and leaves, while Hopper Bros. ➤

New Varieties Showcase: ‘Cherry Choco Latte’ wins top honors



Judges and attendees at the 2018 Farwest Show agreed in each selecting SUMMERIFIC® ‘Cherry Choco Latte’ Rose Mallow (*Hibiscus* ‘Cherry Choco Latte’ PPAF CBRAF) as their Best in Show winners in the show’s New Varieties Showcase.

‘Cherry Choco Latte’ was one of 62 outstanding new selections on display at the 2018 Farwest Show and available from at least one show exhibitor. “Farwest consistently displays the best new selections the horticulture industry has to offer, and our 2018 show was no different,” show director Allan Niemi of the Oregon Association of Nurseries said.

‘Cherry Choco Latte’ is introduced by Walters Gardens Inc. and is available from Farwest Show exhibitor Walla Walla Nursery Co. Inc. (Booth #12019). It is a brand-new, long blooming hibiscus with a smaller size that is more suitable for tighter spaces. Very large, 8–9-inch, three-dimensional flowers are white with intense deep pink veining and a notably large red eye.

In addition, judges and voters gave Awards of Merit as follows:

• *Hibiscus*

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• *Urban Sunset*® Maple (*Acer truncatum* × *platanooides* ‘JFS-KW187’ PP27545) — Judges’ Award of Merit. Selected by Keith Warren from the maple breeding program of J. Frank Schmidt & Son Co., and introduced by (and available from) J. Frank Schmidt & Son Co.



• *Summer Wine*® Black

Ninebark (*Physocarpus opulifolius* ‘SMNPMS’ PPAF, CPBRAE) — Judges’ Award of Merit. Bred by Tim Wood at Spring Meadow Nursery in Grand Haven, Michigan and introduced by Spring Meadow Nursery and Proven Winners. Available from Proven Winners (Booth #3049).



• *Dolce*®

Wildberry Coral Bells (*Heuchera* × ‘Wildberry’ PPAF, CPBRAE) — People’s Choice Award of Merit. Introduced by Walters Gardens Inc. and available from Farwest exhibitor Proven Winners.



• *Maui Wormwood* (*Artemisia mauiensis* MAKANA ‘Silver’) — People’s Choice Award of Merit. Bred, introduced by and available from Farwest exhibitor Terra Nova Nurseries.



All of the New Varieties Showcase selections are viewable at farwestshow.com/new-varieties-showcase/.



Left: Desirable containers were one of the many supplies on the show floor. Right: An attendee captures a great holiday display idea.

Booth awards: Ball Horticultural captures top honors

Ball Horticultural Company (Booth #5043) captured the coveted Ted Van Veen Best in Show booth award at the 2018 Farwest Show. The company won for its vividly colored booth packed with flowers and brightly lit displays, including a display of energy-saving LED grow lights.

Ball also captured a Best of Division award for Best Island Booth, Grower. Other Best of Division award winners included the following:

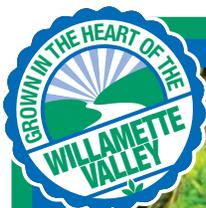
Grower

- Best 10x10 Booth – Dinsdale Nursery.
- Best 10x20 or Larger Row Booth – Youngblood Nursery.

Service/Supply

- Best 10x10 Booth – Swanson Bark & Wood Products Inc.
- Best 10x20 or Larger Row Booth – Henri by Stonecasters LLC.
- Best Island Booth – BCS America.

The show also recognized exhibitors who put extra creativity into their booths with three Far From Ordinary booth awards. Winning that award this year were Youngblood Nursery, Bamboo Garden and Open Range.



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Top: Thimble Homes LLC constructed a custom tiny house for the Growing Trends Showcase. Bottom: Farwest Show committee members Dale Parra and Robb Sloan congratulate each other for a good Farwest Show.

packed their booth with conifers of every size, shape and color, and Little Prince of Oregon Nursery lured in customers with creative use of plants in a fishing-themed booth. Iseli Nursery put together a conifer island to rival any.

The most creative exhibitors reported that their creativity paid off in the form of greater interest from show attendees. ☺



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