

Where plants, growth and networking thrive

Oregon's Willamette Valley is a treasure trove of rich and vibrant soil, clean water and a climate that is perfect for growing nursery stock.

Growers of all sizes have brought the Oregon nursery and greenhouse industry from mostly a local enterprise to national and even global prominence.

That's not bad for an industry that arrived on the Oregon Trail and has been around since Oregon was just a territory. Over this time, Oregon has earned a reputation for innovative growers, clean plants and unmatched quality coming off the truck. These have helped Oregon become the nation's third largest nursery state, with sales of \$948 million annually, and that's just the beginning. Over the decades ahead, there's tremendous potential for expansion.

The Farwest Show turns 47 this year. We stand ready to evolve, meeting the needs and challenges of a fast-moving business climate. The biggest green industry show in the West conveniently brings together opportunities for networking and growth, all within spitting distance of some pretty incredible nursery operations at their sunny best, where you can tour, see, smell, touch and appreciate.

And speaking of weather, you cannot beat Oregon in August. The days are warm and long, and the city of Portland is easy to get around in. You can easily find quality wine, food and fun — along with Oregon's famous nursery industry camaraderie.

A place to grow

Just by attending Farwest, you can be a step ahead of industry challenges as well as your competitors. Farwest gives access to 400-plus exhibitors, top notch educational opportunities, and the chance to see the most exciting new varieties and products on the horizon. Industry leaders in a wide range of seminars will share their insights into industry trends. Everyone attending will be smarter than they were coming in.

Being part of a community is impor-

tant, and a good reason to attend, but at the end of the day, businesses need to grow and prosper. Farwest helps you do that.

Over the past two years, the "Meet Me There" campaign highlighted the strength and vibrancy of the exhibitors. Farwest's high quality products and services tell a great grass roots story. Our industry is built on our promise and ability to grow plants like no other region in the country. This industry will grow over the next decade, and nursery trade shows including Farwest will provide the opportunities to build new relationships, expand knowledge and thrive.

A place to connect

Farwest wouldn't be Farwest without its excellent events for networking and socializing — and you can attend them all for free.

At the Emergent networking event, young professionals take center stage. The event started in 2011 with a handful of eager and talented horticulture professionals and continues to expand yearly. It has become a platform for the next generation of leaders to share information, learn about job openings, explore ways of elevating the industry, solve problems, and build a future.

The Women in Horticulture networking event is a signature gathering during the Farwest Show. This group of leaders brings energy and excitement, as they celebrate the critical role women across the country play in our green industry.

On the social side, attendees can explore Portland's much-celebrated nightlife and cuisine with Happy Hour and the Pub Crawl. Both provide an environment where customer and grower can connect and deepen business relationships.

Happy Hour wraps up day one of the Farwest Show with a celebration. Participants mix and mingle with friends and colleagues as they enjoy delicious beverages and free appetizers.

On night two of Farwest, we have the Pub Crawl. Oregon just happens to be home to some of the best hop growers in the country. A side benefit of this is elite



Jeff Stone
OAN EXECUTIVE DIRECTOR

beer brewers. Our "beer sherpas" will guide intrepid explorers to elite breweries and local gems around the city.

If beer is not your thing, no problem! The Portland food scene is diverse and the downtown area is safe and walkable. Pick a direction and explore! You can learn more at www.FarwestShow.com.

A handshake environment

Google has been a huge benefit for nurseries across the country that are searching for plants. The OAN's online plant, product and services search portal, NurseryGuide.com, demonstrates how useful this can be. You can find what you want in the format that you need.

But when customers are ready to take the next step, face to face, the biggest show in the West brings new buyers and decision makers together so they can interact. That's how you build or sustain a business relationship.

Handshakes still matter in agriculture. Before products and services, plants and trees, and emerging new varieties can hit a future garden center, it takes a personal connection that starts on the show floor.

The OAN piques interest from buyers and sellers with an aggressive national marketing campaign. We do our level best to bring people in, so that every exhibitor can achieve success, however they define it.

The Farwest Show is all about growing your business. Come experience it for yourself and be part of something special. ☺