

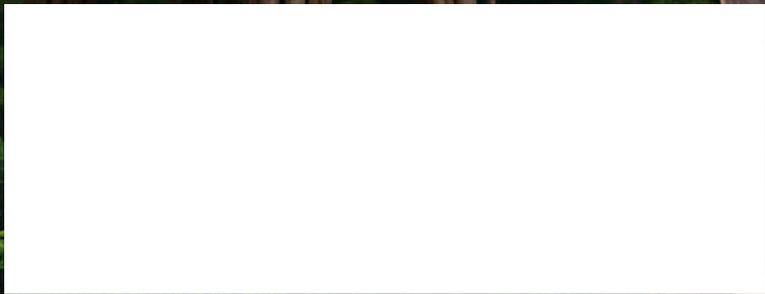
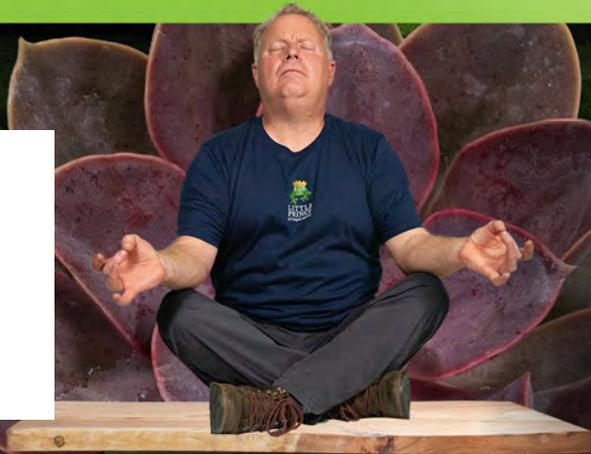
Digger

AUGUST 2021

LOOK INSIDE



Show Guide



PUBLISHED BY



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Digger

FARWEST
EDITION

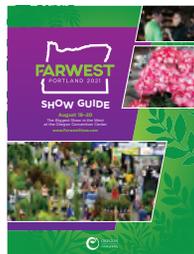
FARWEST PORTLAND 2021

Welcome to the West

The Oregon Association of Nurseries is happy you have joined us at the 2021 Farwest Show, the **biggest** green industry trade show in the West.

35 Show Guide

The 2021 Farwest Show Guide helps you get the most out of your show experience — and your visit to Oregon



52 Exhibitors by product

Explore the products that are available at the Farwest Show with this listing of exhibitors by product line

57 Exhibitors by name

Find out who's here with this alphabetical listing of Farwest Show exhibitors

72 New Products Showcase

Discover great new products that will please your customers and make your own business easier to run

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On the cover: The Farwest Show floor is populated by the greatest growers, suppliers, and service providers in the West. **PHOTOS BY PIVOT GROUP** **On this page:** The Oregon Convention Center overlooks the Willamette River in Portland, Oregon. **PHOTO BY JEREMY JEZIORSKI**



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Digger: Farwest Show Edition

The August issue of *Digger* Magazine not only includes the Farwest Show Guide, but other original green industry feature stories and news articles.

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These top-selling shrubs are durable, beautiful and deer resistant.

19 In the heat of the garden

Mike Darcy describes the impact the deadly heat dome had on plants in the Pacific Northwest.

21 Member Profile: Walla Walla Nursery Co. Inc.

Lorne and Auralea Blackman serve retailers across the Northwest and Intermountain regions with a diversity of plant material.

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COVID-19 has meant banner years for nurseries, but the future's a little foggy.

29 A billion-dollar bounty

Several factors explain Oregon's robust plant sales figures, particularly in woody material.

77 Growing our tomorrow

Today's students represent the nursery growers of tomorrow, and the Oregon Nurseries Foundation operates with that in mind.

93 A fine, low input turf

Researchers look into the helpful properties of fine fescue turgrasses.

98 Road trip to the City of Roses

The pandemic has been a not-so-welcome roller coaster ride for the past two years.



Top: Walla Walla Nursery Co. Inc has been growing on the Oregon/Washington state line for nearly three decades. PHOTO BY CURT KIPP **Center:** Mulching material is applied with fine fescue seed for a turf study at Oregon State University. PHOTO BY EMILY BRAITHWAITE **Bottom:** *Berberis thunbergii* 'Crimson Pygmy' is paired with 'Sky Pencil' in the landscape. PHOTO COURTESY OF BRUCE HEGNA



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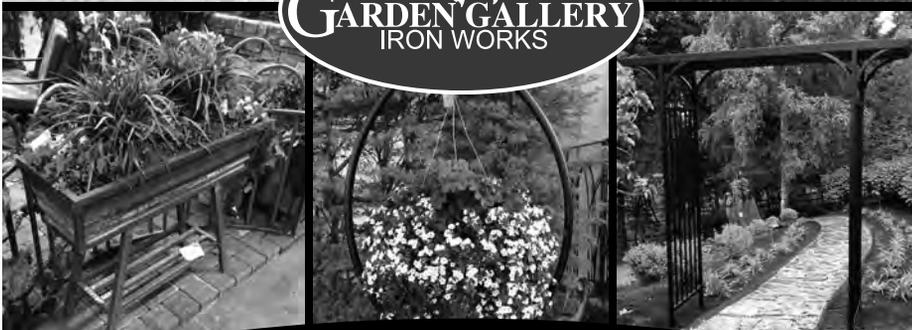


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Kyle Fessler

Weathering the storm

**August has always been a month I
look forward to.**

As summer draws toward an end, it's a big time of transition for our family. Between football practices, trying to squeeze in one more trip to the lake, and scrambling to find last-minute school supplies, there is much to accomplish before Labor Day hits.

On the farm, much of the harvest work is nearing completion. The last of last season's nursery stock has gone down the road. This year's crop has flushed and is ready for sales. When mid-August rolls around in Nursery Country, it can only mean one thing: Farwest Show has arrived!

To me, there is no better kickoff to a new nursery season than the Farwest Show. It's a great opportunity for buyers from all over the country to tour Oregon nurseries, visit with our growers, and really take in all that the Pacific Northwest horticulture industry has to offer.

The cancellation of the 2020 Farwest Show was a big emotional hit for many of us. I can remember going to the show as a kid, tagging along with Dad as he walked the show, visiting with nursery friends, and roaming the halls of the Oregon Convention Center (and collecting more candy than a kid could ever dream of!). It was the last hoorah of the summer, and something we looked forward to each and every year.

**There is much that can be accomplished
in the virtual world, but it can't
compare to a welcome handshake, cold
beer, or a meal amongst friends.**

The 2021 Farwest Show is not just the start of a new sales season. It marks the transition to a whole new world for our industry.

In just the past year here in the Northwest, we have gone through a pandemic, wildfires, ice storms, heat waves, labor and water shortages, and a whole host of other obstacles. Each of these potentially catastrophic events could have meant the end for many of our operations. Thankfully, we were able to lean on our OAN brethren to help us get through these obstacles.

Our Government Relations team worked overtime to keep our markets open last spring. Members shuttled trucks of water to their neighbors when the wildfires shut off power to irrigation sources. When the impact of the Farwest cancellation hit the association, our members showed unwavering support for the OAN, who continues to support us at every turn. Together, we've weathered the storm and come out stronger than ever.

When the committee met to evaluate Farwest 2021, the consensus was abundantly clear: We all wanted to be back in person to see our customers, colleagues, and friends face-to-face. There is much that can be accomplished in the virtual world, but it can't compare to a welcome handshake, cold beer, or a meal amongst friends.

I can't think of a better way to come together and celebrate all we've accomplished, and I can't wait to see you all the Farwest 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 5-7

NURSERY/LANDSCAPE EXPO

"Find Your Greatness at EXPO" is the theme of the 2021 Texas green industry trade show. Registration for the show is open. Safety precautions are being developed for attendees and exhibitors heading to the in-person show at the Henry B. González Convention Center in San Antonio, Texas! For registration and further details, go to www.nurserylandscapeexpo.org.

AUGUST 10-12

THE GARDEN CENTER SHOW

The first Garden Center Show will be held for independent garden centers at the Wisconsin Center, 400 W. Wisconsin Ave, Milwaukee, Wisconsin. The trade show and networking event includes an education program sponsored by Garden Centers of America (GCA). Exhibitors and attendees will be able to meet face-to-face and network with leaders in the industry. GCA also will host a tour of local garden centers on August 9. For more information, visit www.gardencentershow.com.

AUGUST 27

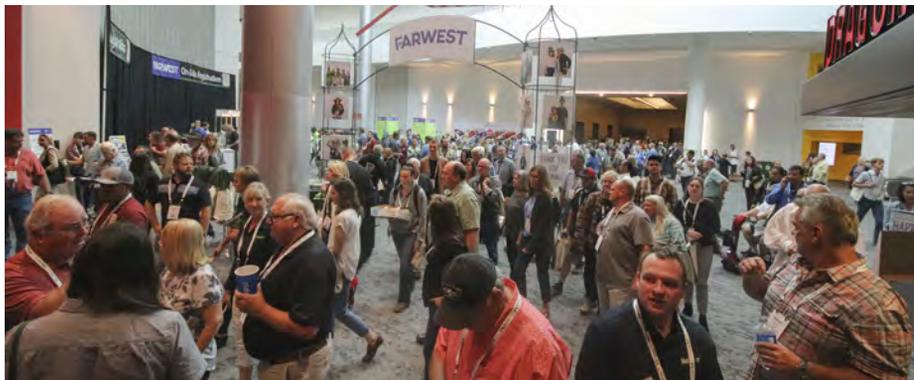
CNGA 2021 BUYERS EXPO

The Colorado Nursery and Greenhouse Association (CNGA) is hosting an outdoor Buyers Expo on August 27 at the Jefferson County Fairgrounds, 15200 W. 6th Avenue, Lakewood, Colorado. The association canceled the annual ProGreen trade show earlier this year, and created this showcase for wholesalers, growers, brokers and other plant material suppliers. Attendees will be able to place orders onsite to source plants and supplies. Registered exhibitors will be offered a 10-foot-by-10-foot outdoor space on a grass field on a first-come, first-serve basis. Wifi is available, but there will be no electricity. Registration includes two staff exhibitor staff member lunches and two invitations to the Happy Hour and BBQ after the expo. Go to www.coloradonga.org to register.

SEPTEMBER 20-22

AMERICANHORT IMPACT WASHINGTON SUMMIT

Green industry advocates will benefit from meeting lawmakers and subject matter experts during the annual event hosted by national nonprofit AmericanHort. Senator Bob Worsley (D-Arizona) will deliver a keynote presentation on developing immigration reform during the current political climate. Worsley has more than three decades of experience as an entrepreneur and influential figure on issues of immigration, technology and energy. Additional presenters during the event will include representatives from JPH Law, CJ



AUGUST 18-20

FARWEST SHOW

The biggest green industry trade show in the West is set to take place at the Oregon Convention Center, 777 N.E. Martin Luther King Jr. Blvd. in Portland, Oregon. Produced by the OAN, Farwest attracts exhibitors and attendees from across the country and the world. OAN leaders are monitoring current health and safety protocols to ensure a safe and successful show for all. Read the Farwest Show Guide, starting on Page 35 of this issue, for a rundown of show features and activities, and a listing of show exhibitors. Log on to www.farwestshow.com for more information.

Lake LLC, K-Coe Isom, and DC Legislative and Regulatory Services. For more information and to register go to www.americanhort.org/impact-washington-summit.

SEPTEMBER 14-15

2021 GRIFFIN EXPO

Marketed under the theme "The Fine Art of Horticulture," this year's virtual event will include an exhibition area with curated exhibits that showcase new products and show specials. Exhibitors will offer products and services in categories such as growers supplies, plants and seeds, construction, retail and controlled environmental agriculture (CEA). Attendees will be able to chat with exhibitors online, download sales materials, and order online right from the virtual show floor. There will also be virtual networking opportunities and presentations from industry experts, including the GGSPRO tech services team. To register, log on to www.griffins.com/griffin-expo.

SEPTEMBER 15-16

GROW WEST COAST

The BC Landscape & Nursery Association's CanWest Horticulture Expo has been rebranded as the Grow West Coast. Western Canada's premier horticulture show will be presented as an outdoor market trade show experience at the Surrey Civic Plaza, 13450 University Drive, Surrey, British Columbia. Landscape professionals, municipalities, garden centers, suppliers and wholesale nursery and greenhouse growers from across the region will be exhibiting, following Provincial and health guidelines. To register, go to <https://growwestcoast.com>.

OCTOBER 8-10

PORTLAND FALL HOME & GARDEN SHOW

Taking place at the Portland Expo Center, 2060 North Marine Dr., Portland, Oregon, the official show of the Home Builders Association will entertain and inform homeowners about the freshest garden designs and themes. There will be a plant and nursery marketplace, competitions, and other great show features. Visit www.homeshowpdx.com for details.

NOVEMBER 2-4

OAN ANNUAL CONVENTION

Save the dates for the annual Oregon Association of Nurseries Convention, which will take place Tuesday-Thursday at the Grand Wailea, a luxury oceanfront resort on Maui, Hawaii! The agenda includes hospitality suites reception, Annual Membership Business Meeting and General Session, and President's Awards Banquet. Registration and room reservations are open at www.oan.org/convention. Contact Allan Niemi at aniemi@oan.org or 503-682-5089 for details about sponsorship opportunities.

NOVEMBER 14-15

OREGON WATER LAW CONFERENCE

The 28th annual Water Law Conference will be held in the Two World Trade Center Building, 121 SW Salmon Street, Portland, Oregon. Meta Loftsgaarden, executive director of the Oregon Watershed Enhancement Board has been invited to present the keynote speaker. General and ethics credits may apply for those who attend. To register, log on to www.theseminargroup.net. ©



OREGON ASSOCIATION OF NURSERIES
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NOVEMBER 2-4



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RESERVATIONS

The OAN has secured discounted room rates for **OCTOBER 31-NOVEMBER 6**. Once your convention registration has been completed, you will be provided access via your confirmation email to book a hotel room.

Registration is available online until September 10.

www.oan.org/convention

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Questions? Contact Kelsey Hood, event and program coordinator at khood@oan.org, 503-582-2010

SCHEDULE

Tuesday, November 2

Evening: **Oceanfront Welcome Reception**

Wednesday, November 3

Morning: **Annual Meeting** (free to all members)
General Session (Breakfast buffet included)
Evening: **No-host Networking Hour** (optional)

Thursday, November 4

Evening: **Oceanfront President's Awards Banquet**
No-host After-Party

PASSES AND ACCOMMODATIONS*

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*Requests for early arrivals and/or late departures will be accommodated on a space available basis. In order to book a room at the OAN's discounted room rate, at least 1 person in your party must be registered for an All Access pass. Hawaii room and sales tax, daily resort charges, portage, valet parking, room attendant and other surcharges apply. See website for full details.



(Right) Many high-demand Barberries are produced at Youngblood Nursery. (Left) *Berberis thunbergii* 'Admiration' is a top selling variety. (Bottom) *Berberis linearifolia* 'Orange King' has unique color.

PHOTO COURTESY OF YOUNGBLOOD NURSERY



The impervious barberry

These top-selling shrubs are durable, beautiful and deer resistant

BY TRACY ILENE MILLER

OREGON IS THE number one producer of barberry, selling \$7.7 million worth in 2019, according to the USDA Census of Horticultural Specialties. That's 39% of a nearly \$20 million national market, mostly attributed to Japanese barberry (*Berberis thunbergii*), a plant that has taken a hit with some negative attention in the past 20 years.

B. thunbergii, introduced to the United States in the 1800s to replace the native fungus-prone *B. canadensis* (American barberry), started creeping onto state plant invasive lists nearly 100 years later as it was discovered naturalizing in (mostly) forests of the Northeast and Midwest. And then came research from the University of Connecticut linking barberry to the increased harboring of ticks.

As a pest-resistant, deer-resistant, hardy plant, barberry remains a noteworthy landscape plant. Intensive research has been underway to discover and promote sterile or near-sterile varieties. As a result, some of those bans have been reversed. As a significant crop for Oregon growers — barberry is the second highest selling deciduous shrub after hydrangeas — we explore

here the varieties that make this plant a huge draw and the trends that support its continued popularity.

“Demand for the plants has increased heavily,” said Madison Hall of **Youngblood Nursery** (Salem, Oregon), which sells more than 15 kinds of barberry, specializing in finding unique selections, and is always looking for more. “When we release a new variety, people enjoy it. They are drawn because of the variety of colors and the blooms, the variety of habit and shape. And barberry



Berberis thunbergii 'Concorde' is noninvasive and offers visual interest all year — yellow flowers in spring, plus burgundy leaves that fade to crimson in fall, and then red berries in winter.

PHOTO COURTESY OF YOUNGBLOOD NURSERY



is pretty much impervious.”

Of all the cultivars, by far, *B. thunbergii* 'Concorde' was consistently named the best-seller by wholesale nurseries. It's one of two top sellers, by a large margin, at **Blue Heron Nursery**

(Corvallis, Oregon), along with *B. thunbergii* 'Admiration', followed by a steep drop to third going to *B. thunbergii* 'Golden Rocket', said owner Ben Dinsdale.

“All three have a lot of the traits that make barberry popular,” he said. “They are not fussy — they are low maintenance — and versatile in the landscape.” Blue Heron's customer base includes wholesale growers, re-wholesalers, landscapers, retail garden centers and municipalities.

Compact choices

'Concorde' (18–24 inches high by 18–24 inches wide; Zones 4–8) has a wide window of visual interest, with yellow flowers in spring, rich burgundy-purple leaves that fade to crimson in fall, and bright red berries in winter.

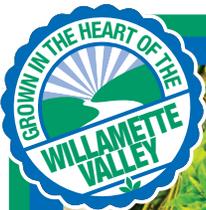
“The berries have nonviable seeds, which is a feature of the newer cultivars to try to limit any invasiveness,” Dinsdale said.

'Concorde' is a number-one choice for Bruce Hegna of Nature/Nurture Landscape Design as an edging plant. “They are good plants to repeat, to unify the landscape, and they are something the client doesn't have to worry about pruning every year,” he said. “It's always going to perform, and they don't have to fuss with it.”

Hegna always has clients looking

for deer-resistant plants, and it's a bonus when they are reliable and sturdy like barberry. The burgundy-colored varieties can be used to break up swaths of green, or bring calm and steadiness to a sea of color and perennials, he said.

Like the compact *B. thunbergii* 'Bagatelle' (12–18 inches high by 12–18 inches wide; Zones 4–8), which is Hegna's second most used edging plant after 'Concorde' and is a best-seller at



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Barberries

'Orange Rocket' has unique red foliage.

PHOTO COURTESY OF YOUNGBLOOD NURSERY



Youngblood. The coppery-red leaves mix with tiny yellowish flowers that turn into bright red berries in fall and last through winter.

"Small-space gardens marry well with barberries," Hall said. "A lot are dwarfs or upright so they are good for that pop of color, and are really attractive for people who are trying to fill a small space, attract birds, keep deer out, or use them as a small hedge, even if you don't have that much space in your yard."

Another best-selling dwarf, 'Admiration' (12–18 inches high by 18–26 inches wide; Zones 4–8), offers a different color palette in a still-small plant, Dinsdale said, with stunning red, glossy oval foliage and golden edges that turn brilliant orange in fall. It offers an eye-catching pop of color in the landscape. "The color is great and for such a long period of interest."

'Admiration' is one of the latest additions at **Alpha Nursery** (Salem, Oregon), said Josh Zielinski, because of high customer demand. Alpha's primary customers include retail garden centers, landscapers and re-wholesalers throughout the United States. The smaller colorful plants of 'Admiration' are good for borders, mass plantings and parking strips, he said.

While landscapers tend to choose the old standbys, Zielinski thinks the brighter colors are on trend for shrubs for gardeners.

Zielinski points to 'Bonanza Gold' (*B. thunbergii* 'Bogozam,' 2 feet high by 3 feet wide; Zones 4–8) as an old standby; one of the older dwarf yellow-type barberries that is still a consistently good performer, sells well, and has a stunning display of bright leaves that turn orange and red in fall, with berries that persist into winter.

"People don't shy away from big, bold

plants; people gravitate toward them," he said. "For advanced gardeners with a more refined taste, they are fun, and new gardeners just see them and go, 'Wow.'"

And "wow" they will go when viewing the sterile Sunjoy Neo (*B. thunbergii* 'NCBT2' PPAF; 2½ feet high by 2½ feet wide; Zones 5–8), a semi-dwarf crack of orange lightning in the spring landscape from Proven Winners and developed by Tom Ranney, professor at the Department of Horticultural Science, North Carolina State University (Mills River, North Carolina). Alpha just added liners of Neo exactly because its brightest orange new growth with a shift to deep orange-red in fall.

"I don't think anyone is going to put a hedge of it in, but the color pop could be used instead of an annual," Zielinski said.

The most recent addition at Blue Heron is another Proven Winner plant, Sunjoy Mini Maroon™ (*B. thunbergii* 'NCBT1' PP30330; 18 inches high by 18 inches wide; Zones 4–8), with deeply purple-red foliage on a compact plant. Developed by Ranney over 10 years, Sunjoy Mini Maroon is a sterile update of 'Crimson Pygmy'. Dinsdale expects to reduce production of at the farm, where its numbers are already in decline. 'Crimson Pygmy' is still a heavily requested plant, but "it's on its way down," he said, as a plant being particularly tagged as invasive in some locations.

And although it's not a best-seller, Dinsdale thinks more attention should be paid to *B. thunbergii* 'Red Carpet' (12 inches high by 4 feet wide; Zones 4–8), a low-growing plant with bright orange new growth that ages to burgundy. That low, spreading habit creates a subtle distinction from other compact barberries, making it useful as a groundcover or for a mass planting.

Reaching up

For vertical habit and vibrant color, Zielinski said to look at the sterile *B. thunbergii* 'Orange Rocket' PP18411 (4 feet high by 1.5 feet wide; Zones 5–9) for its exciting bright spring flush that ages to a ruby red.

"It adds a nice kind of height element and that bright color," he said. "If that is sitting in the store, with the unique color, it won't stay there long."

'Golden Rocket' (*B. thunbergii* 'Golden Rocket' PP18626; 3–4 feet tall by 2–3 feet wide; Zones 4–8), a best-seller at Blue Heron and a recent addition to the Youngblood catalog, is another stunning, slow-growing smaller shrub producing little to no viable seed. With bright golden foliage that darkens to green, and it's very upright habit with a feathery touch, according to Hall. 'Golden Rocket' has a barberry-specific habit of being low maintenance and tough make it versatile in the landscape — and an upcoming plant.

Alpha Nursery almost stopped producing the upright grower because at first it didn't seem to catch on. Then suddenly, the requests came rolling in.

"So we said we'd better start taking more cuttings!" Zielinski said.

There's a place for the columnar-type barberries in the smaller landscapes of today, Dinsdale said. Like *B. thunbergii* 'Helmond Pillar' (3–4 feet high by 1–2 feet wide; Zones 4–8) with its deeply-rich purple foliage on a slow-growing multi-stemmed shrub. Or, *B. thunbergii* 'Rosy Rocket' (4 feet high by 16 inches wide; Zones 4–8) with the same delicate branching on a nice upright columnar form with showy two-tone pink-and-white young foliage that matures to a deep >>

29

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Barberries

'Golden Rocket' (right) offers bright color and 'Helmond Pillar' (left) is a tall variety of barberry.

PHOTO COURTESY OF YOUNGBLOOD NURSERY



burgundy purple highlighted by a mass of small, crimson red berries.

Dinsdale finds great visual appeal in the tough *B. thunbergii* 'Red Rocket' (5 feet high by 3-4 feet wide; Zones 4-8), with its arcing spray of new growth that comes in slightly variegated and grows bolder with color the more sun it gets. Small yellow flowers in spring are followed by red berries, and the leaf color lasts all summer.

"It gets a nice fade into a great classic fall spectrum," Dinsdale said. It's visually striking and versatile, accepting a hard pruning for a formal edge or a more arcing form with textured shoots,

That same arching habit appears on *B. thunbergii* 'Royal Cloak' (3-5 feet high by 3-5 feet wide; Zones 4-8), one of Hall's favorites and a top seller at Youngblood. It's fast-growing with large reddish-purple leaves that emerge red in spring.

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'Royal Cloak' is a best seller at Youngblood Nursery. PHOTO COURTESY OF YOUNGBLOOD NURSERY



"It has a more open habit, with a natural form and irregular branching that grows upward," Hall said, that can also be shorn into a classic barberry hedge.

Evergreen, semi-evergreen

Although shipping restrictions on certain varieties are in place for barberry, Hall believes it hasn't dampened interest in the genus, and not just *B. thunbergii*. Customers started asking for *Berberis linearifolia* 'Orange King' (36–48 inches high by 4–6 feet wide, Zones 4–8), an evergreen barberry with lance-like deep-green foliage and clusters of orange flowers in spring followed by blue-black berries. Youngblood had a few large ones in the display garden, and has set out to introduce it on a wider level.

Hall also thinks *Berberis frikartii* 'Amstelveen' (2–3 feet high by 3 feet wide, Zones 6–9) and *Berberis × gagnepainii* 'Chenault' (3–4 feet high by 3–5 feet wide, Zones 5–8), both evergreen to semi-evergreen are overlooked and worth wider recognition. Both bloom with beautiful bright yellow flowers, have berries and keep their leaves all winter. 'Chenault' has an added fall interest of bluish-black fruit and winter interest of bronzy foliage.

When space needs to be filled with a truly large landscape plant, Hegna recommends the Great Plant Pick, Darwin's barberry (*B. darwinii*, 8 feet high by 6 feet wide) for its flowering of orange-colored blooms on a massive evergreen plant.

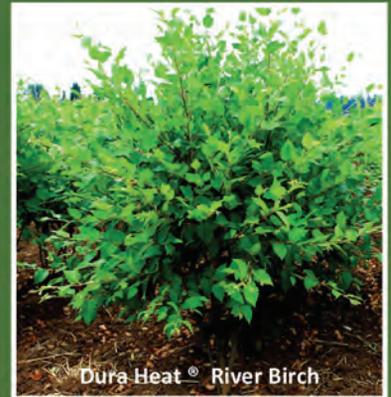
"When you see it, you immediately want to know what that plant is," Hegna said. "It's a great background plant. The leaves are really small, more like holly leaves, and real dense." It shows off other plants, and the fruits are edible for humans but also birds love them.

Similarly, because of the blooms, the broadleaf evergreen Dwarf Rosemary Barberry (*Berberis × stenophylla* 'Nana', 2–3 feet high by 2–3 feet wide; Zones 6–9), although much smaller, is a perfect accent plant. It's slow growing, requires no pruning, and the shiny leaves are and more needlelike.

"The flowers are a really pretty orange-red in the bud, and then open >>



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Barberries

'Crimson Pygmy' is paired with 'Sky Pencil' in the landscape. PHOTO BY BRUCE HEGNA



up to a strong yellow color," Hegna said.

For a more traditional use of barberry as a hedge, Hegna uses the evergreen William Penn barberry (*Berberis × gladwynensis* 'William Penn', 4 feet high by 4–6 feet wide; Zones 6–9), which grows dense and full of spines that make it useful at the edges and borders properties. The bonus is the red-tinted fall leaves.

"People are surprised to see evergreen barberries because we are so used to seeing the Japanese barberry," Hegna said.

Of course, many of these he mentioned are not widely grown by nurseries. Hegna hopes that will change, that they would become more available in the trade, because of the wide versatility of these plants and customers' openness to these plants.

Barberries have little or no pest problems and tolerate a variety of locations. They are adaptable and landscapers and garden-

ers can choose from a wide color palette and growth habits for various situations, choosing the right cultivar for the specific situation. Where there are deer problems, barberry comes out on top, and they are also low-maintenance plants, a quality increasingly popular among gardeners.

Because of these attributes, barberry maintains broad appeal. Considerations of invasiveness has generated hesitancy, but new introductions that minimize seed viability can address those concerns.

"I think barberry will continue to be a popular plant, have a place in the landscape, and align with modern values of ecological consideration," Dinsdale said. ☺

Tracy Ilene Miller is a freelance writer and editor who covers several topics, including gardening. She can be reached at tmillerwriter@gmail.com.

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In the heat of the garden

IT IS DEFINITELY TIME for a reprieve from the events of the past year and a half. That's true for garden centers, customers, the plants they buy and grow, and the plants in our gardens.

We are living through a pandemic; we suffered devastating forest fires with smoke conditions that were hazardous to our health; we had a major ice storm with many mature trees crashing to the ground due to the weight of the ice that ripped through utility wires, causing power outages throughout the region; and most recently, we endured record-breaking high temperatures.

All of these events have emphasized, more than ever, the resilience of plants. There is no denying that many plants have suffered, and perhaps the extreme heat caused more damage than either the smoke or the ice. The impact of climate change and this extreme heat provide an opportunity to observe our gardens and make some decisions regarding altering the current plant palate. These are difficult decisions to make because we all have favorite plants that may sometimes even be a focal point in the garden.

A damage report

In observing my own garden and others, it is interesting to note which plants

suffered the most damage, as well as those that had no apparent damage. With some mature trees and shrubs, it may be some months before we know the extent of possible damage.

I have heard from several arborists that we should not discount the stress that trees like Douglas fir, maple, oak, etc., can be under due to our very dry conditions. The symptoms might not be evident for some time in the future.

There were certainly many plants in my garden that came through the heatwave with scorched leaves. In spite of my watering them in the morning and spraying them sometimes twice a day, and then watering again in the evening, I could not prevent scorching. As I talk with other gardeners, we share many of the same plants that are showing damage.

Hydrangeas are one of the first plants that come to mind. Delving into the word itself, *Hydrangea* is from the Latin “*hydro*,” meaning water, and “*angeion*,” meaning barrel or pitcher. The plant got its name because it was thought the shape of the flower was like a pitcher. It does seem like a very appropriate name since hydrangeas do need lots of water.

In my garden, ferns suffered as well as



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 itmikedarcy@comcast.net.

fuchsias and rhododendrons.

What does all this mean to garden centers and their customers? When gardeners get together, talking about plants, successes and failures, it can be an easy conversation.

Most seasoned gardeners can talk about their plant failures and either try again or move on. This may not be the case with the average garden center customer. A failure could lead them to withdraw from gardening because they may decide it is too difficult and not worth the trouble.

This is when garden center personnel can step in and engage the customer in conversation about plants, the conditions they need, some of the pitfalls of gardening and how rewarding it can be.

Actionable steps for garden centers

There are many lessons that we can learn from the recent heat spell. First, we can gain valuable information concerning which plants did well in the heat. The three olive trees (*Olea* ‘Arbequina’) in our garden are in an extremely hot, full-sun location and they came through with no trace of leaf burn.

However, this was not the case with my neighbor's street tree, *Stewartia pseudocamellia* (Japanese stewartia). Several days before the heatwave, I took some photos of the beautiful white flowers against a background of deep, dense green leaves. Several days later, this tree was badly scorched.

Another neighbor has a row of *Ceanothus* ‘Victoria’ planted in a location where they receive the hot afternoon sun. They came through the heat look- ➤



Japanese stewartia on June 15 (left) compared to July 2 (right).

PHOTO BY MIKE DARCY

WHAT I'M HEARING

Hydrangeas are very susceptible to heat and were scorched in the heatwave.

PHOTO BY BILL GOLOSKI

ing just as good as ever. Another plant that will tolerate conditions similar to *Ceanothus*, is *Arctostaphylos* (manzanita). These plants make a beautiful statement in the garden with their copper-colored bark and often twisty growth habit. They also have many different cultivars with differing growth habits that vary from ground covers to medium and large shrubs. Some can even be like small trees. Both of these plants deserve increase recognition because if given the right conditions, they will perform very well and are not prone to leaf scorch.

Some garden centers already have special sections for heat-tolerant plants, but in most cases these sections should be expanded. Signage and tips on plant care are a necessity in sections like this because much of the information will be new to many gardeners. Armed with this type

of information, gardeners will be better prepared for potential problems that may occur in the future.

Staying at the forefront

This summer has been stressful for both plants and people and we do not want the memory to linger because it might discourage the trend of young families getting back to the earth. Collectively, we can work together to encourage the continuing pursuit of our favorite hobby.

It is important that garden centers and gardeners emphasize the enthusiasm of working with the land to improve our environment. It is vital that we all work to keep gardening at the forefront of this new generation of gardeners. We must be eager to convey that gardening is an enjoyable hobby, not a burden and that the joys are very satisfying. ☺



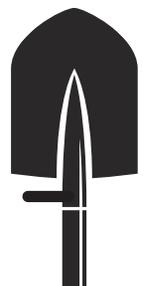
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PRODUCTION:

Perennials: 50%	<div style="width: 50%;"></div>
Shrubs: 35%	<div style="width: 35%;"></div>
Annuals: 10%	<div style="width: 10%;"></div>
Tropicals: 5%	<div style="width: 5%;"></div>

KNOWN FOR:

Wholesale grower of perennials, grasses, shrubs, vines, herbs and tender/hardy succulents delivered throughout the Northwest. Ornamental grass, perennial and succulent plugs shipped throughout North America.

PEOPLE

Lorne and Auralea Blackman, owners; **Kevin Brunot**, general manager; **Kris Gonzales**, production manager; **Alex Ramos**, operations manager; **Ashlie McNerney**, greenhouse manager

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Walla Walla Nursery Co. Inc.

Founded in 1992 by Lorne Blackman

BY CURT KIPP

MANY BUSINESS OWNERS talk about delivering for their customers, but Lorne Blackman sometimes takes it literally.

The **Walla Walla Nursery Co.** owner will hop in a truck loaded with wholesale perennials, ornamental grasses, shrubs, annuals and other plants, and deliver to some of the garden centers that make up the bulk of his customers.

“It’s fun to see their reaction when they realize it’s the owner,” Lorne said.

His wife and business partner, Auralea Blackman, sees the benefit of having Lorne in direct contact with the retailers.

“He gets to see the product on the other end,” she said. “He gets to meet those customers and see what they have, and see what kind of quality they’re looking for. And he’s very good about making notations and paying attention.”

Walla Walla Nursery Co. serves independent garden centers in Oregon, Washington, Idaho, Montana, Utah, Northern Nevada and Northern California, delivering about two-thirds of its production numbers to them on company trucks every week. The remaining plants are purchased by rewholesalers.

“It’s all just listening to customers and trying to meet their requests,” Lorne said. “Currently, we have more market than we

have production capacity.”

The nursery is situated on the Washington-Oregon border, with some acreage on each side of Stateline Road.

Being located east of the Cascade Range is somewhat of an anomaly for a Northwest wholesale nursery, but there are a few others with operations east of the mountains, including J. Frank Schmidt & Son Co. (a farm in Milton-Freewater, Oregon) and Bailey (a farm in Sunnyside, Washington).

The advantage for Walla Walla is that the plants are more acclimated for the Intermountain region (Boise, Salt Lake, Bend, etc.) and perform better in those markets.

According to General Manager Kevin Brunot, product diversity is Walla Walla’s calling card. Retailers can get all of what they need without having to meet multiple minimum order requirements at different wholesale growers.

“We’re kind of a one-stop shop,” he said. “Between annuals, grasses, perennials, vegetables, and shrubs, we’re pretty well all inclusive. The only piece we’re missing at this point is trees.”

Learning the business

Lorne grew up in Walla Walla, Washington and is a fourth-generation



Walla Walla Nursery Co. Inc.

Previous page: The office team at Walla Walla Nursery Co. includes (far right) owners Auralea and Lorne Blackman and general manager Kevin Brunot. **This page:** Workers rack up plants for the next shipment.

PHOTO BY CURT KIPP



resident there. His grandfather worked for the railroad company, which is echoed in the model railroads Lorne incorporates into his Farwest Show booth. His father was in the U.S. Army Corps of Engineers.

After high school, Lorne attended Washington State University, graduating with a bachelor of science degree in forestry. The lack of work in that field led him to pursue an internship and eventually a full time job with **J. Frank Schmidt & Son Co.** in 1986.

Lorne worked at the company's Cottrell container farm, which is located at the company headquarters in Boring, Oregon, near Portland. This is where Lorne learned a great deal of his nursery craft.

"A lot of the principles of quality growing got cemented in my head at that time," Lorne said. "(Production manager Gerard Dosba) said, 'When you stand at the end of a

row of trees, you should only see one tree.'"

Initially, Lorne thought this was silly, but he soon realized it was a way to ensure attention was paid to consistent quality and form. "It didn't take long before it clicked with me, and it became a challenge to do that," he said.

With Schmidt, Lorne also learned to supervise others. "There were times when I was running most of the farm up to a hundred people," he said. "I learned how to separate supervisory responsibility from personal friendships and buddy-buddy type stuff. That was big."

The experience transformed his career.

"It was my first real job that was more than just a summer internship in forestry," Lorne said. "I couldn't have done [Walla Walla Nursery] without having [Schmidt] as a stepping stone."

After five years at Schmidt, on the

west side of Oregon, Lorne moved back to Walla Walla and enrolled in the irrigation technology program at Walla Walla Community College.

"I hoped to find a place with Boise Cascade's fiber farms which they were putting in in the Wallula area," Lorne said. These farms raised fast-growing cottonwood trees for paper. "That [job] fell through, fortunately as it turned out, as the whole operation is now long gone."

Spectacular growth

Long intrigued by what he might accomplish by starting his own business, Lorne founded Walla Walla Nursery Co. in 1992. "I ended up taking a job at a local garden center while I began the nursery business on the side," he said.

The initial plan was to grow native plants. "I was looking for some big contracts," he said. "I've since found those aren't real sustainable, or not regular. Selling a diversity of products to garden centers is much more sustainable and predictable."

Although Lorne didn't have a farming background growing up, his wife, Auralea, did. Also a fourth-generation resident of the Walla Walla area, her parents were farmers with Italian and German roots. The couple married in 1994.

The Blackmans' nursery grew slowly in the early days, but took off around the year 2000. The nursery had just three employees then. It has 190 at peak season now.

"Transitioning from a small mom-and-pop operation to a self-sustaining business was a much more challenging process than I would have imagined," Lorne said. "I didn't have a solid plan. I keep telling our people we've been making it up as we go for 28 years."

The move from native plants to more traditional retail nursery material was the first big step.

"When I was working at the garden center, I discovered the benefits of perennials — quick turns, easy sell," Lorne said. "So, we started adding a lot of perennials and then we created a special focus on ornamental grasses. We're still well known for that."

The company then added woody shrubs



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Walla Walla Nursery Co. spans more than 50 acres of production space on both sides of the Washington-Oregon border, and is a hotbed of activity all season. PHOTO BY CURT KIPP

to the lineup because customers were asking for them. The company did well with them until the Great Recession, which hit in 2007, “and there went the shrubs,” Lorne said. “Since then, they’ve come back in on a much larger scale.”

For a time, Walla Walla was growing containerized trees as well, but they were constantly tipping over in the wind, and were troublesome to ship, so the company dropped them. More recently, they added annuals three years ago and then houseplants last year, both of which are doing very well.

In recent years, Walla Walla has been simplifying its product line. For example, instead of carrying 150 hostas, they’re selling 20 or 30 different ones. The company seeks feedback from 10–15 of its top customers every year by inviting them to an open house.

The company also started growing

Proven Winners (PW) Color Choice shrubs about eight years ago, and now grows PW perennials and annuals, too. The company became a PW Gold Key grower this year. “I think Proven Winners are more than 20% of our product line now, by volume, and rising,” he said.

The company is a network grower for Bailey as well, offering First Editions shrubs, Endless Summer hydrangeas and Easy Elegance roses.

A key turning point for the business was establishing an annual operating line of credit with Northwest Farm Credit Services, which boosted the company’s growth. Learning to batch crops was also huge. It enabled the company to time product readiness for weekly deliveries, thereby extending the selling season. The addition of the company’s own trucks and drivers also enabled this.

To feed the growth, the company has

acquired various adjacent parcels over the years, basically anytime a neighbor was ready to sell.

For a division of labor, Lorne has focused on the growing and operations side of the business, while Auralea has made her mark in the areas of graphics, printing, information technology and marketing. “I’ve tried to make us a little more IT-oriented than a lot of nurseries,” she said.

The nursery’s information services (IS) team led the creation of a virtual white board showing the status of every order, from picking to cleaning to loading. “It helps a lot,” Auralea said. “We even have WiFi in the field, so we can do inventory on the fly. You can stand right out there and change inventory in real-time.”

Assisting on the inventory process has been Kevin Brunot, who joined the company three years ago after several years run- ➤

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Walla Walla Nursery Co. Inc.

A dusting of spring snow coats the Blue Mountains of Oregon, overlooking the fields of Walla Walla Nursery Co. PHOTO BY CURT KIPP

ning his own nursery. He has helped streamline a number of the company's processes, including sales, and was rewarded with a promotion to general manager this spring.

"It's been a real pleasure growing, and I hope to continue to do great things within the company," he said.

Also recently promoted was Alex Ramos, who joined the company as a facilities manager after working in the snack foods industry for several years and in a variety of roles. He was recently made operations manager and enjoys a different challenge almost every day.

"Who am I going to help out? Or how am I going to contribute to this?" he said. "And I see it as my own business. It's just no natural to be out in the field one day and then the [next] day working on paperwork. This would be more pleasant than the food production line. I'm enjoying every second of it."

A path to the future

As they navigate business and chart a path to the future, Lorne and Auralea draw upon their Christian worldview, along with a strong sense of personal responsibility.

"Things like loyalty and honesty are very, very important," Auralea said.

The Blackmans are proud of the product that they create, not as a matter of ego, but because their customers rely on that product, and their team relies on a healthy business.

"We're here to serve our customers," Lorne said. "I like the diagram that shows the three parts of a successful business — customer interests, profit interests and employee interests, and where those overlap. That's where we want to operate."

In that spirit, Lorne and Auralea are also looking at transitioning the nursery to employee ownership.

"It doesn't seem right to start a business, to hire people that count on you, and then just retire and shut down the business," Lorne said.

"Or pass it off to some corporation that doesn't care. That's the last thing we want," Auralea added.

Moving to employee ownership enable the Blackmans to retire.

"We want to make sure that if something happens to us, that the employees are cared for, that the business continues, and it's not about us," Auralea said. "It's about everybody else as well."

"Humility is the key to the whole, to everything, to all of life," Lorne said. ©

Curt Kipp is the director of publications and communications at the Oregon Association of Nurseries, and the editor of Digger.



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Springing forward

COVID-19 has meant two banner years for nurseries, but the future's a little foggy

BY JON BELL

OVER THE DECADES, Grace Dinsdale's **Blooming Nursery** has enjoyed a fairly steady path of gradual growth. The past few years, the Cornelius-based wholesale nursery has seen solid sales increases, often between 5% and 10% each year.

For Dinsdale, who founded Blooming Nursery nearly 40 years ago, 25% growth would be considered a huge year. That's why last year was such a shock. Sales at Blooming Nursery in 2020 were up 125% over 2019.

"It just takes your breath away," Dinsdale said.

As most nurseries can attest, 2020 sales, particularly in the spring, were off the charts. With the COVID-19 pandemic descending upon the country, people were forced to cancel trips, work and learn remotely, and otherwise stick close to home. That, in turn, sparked a new affinity for home improvements, landscaping and gardening.

This sent nursery sales through the roof and drained inventories. It also left nurseries scratching their heads over how much they should plant for 2021 and whether or not the pandemic boom would continue to echo.

For Dinsdale and others, it has done just that. "By early May of this year, we had already sold the same amount of plants that we had sold all of last year," she said. "The roof just came off."

Two banner years in a row have given the nursery industry a big

boost. But it hasn't all been a walk in the park. Initial closures in the spring of 2020 created uncertainty for nurseries; booming business emptied shelves and fields alike, making it hard for some nurseries to meet demand. And planning for the future has become even more of a crapshoot than ever, as nurseries try to predict just how many of these newbie, COVID-inspired gardening devotees stick with it.

"We all need to understand what's causing all this so we can be ready for next year and the year after that," Dinsdale said. "It's stronger than ever, and that's a wonderful development. If only we had some indication of how durable it is."

Same story

Not every nursery saw the jumps that Dinsdale did the past two years, but most have felt a boost.

"Our nurseries are reporting brisk sales," said Mickey Hatley, branch manager for **Northwest Farm Credit Services**, which offers financing and banking services to the agricultural sector. "Many of them have been selling out or they're facing a lack of availability."

According to Charlie Hall, professor and Ellison Chair in International Floriculture at Texas A&M University, sales have been fairly solid across the board this year.

"A lot depends on which sector the growers are selling into," he said, "but the majority of folks have had a really



Springing forward

Charlie Hall of Texas A&M University is a valued voice in the study of economics.

PHOTO BY BILL GOLOSKI



good spring to date. It started early and sales were strong.”

On average, Hall said growers who sell largely to big box stores saw sales rise between 10% and 15% this spring; those who sell to garden centers and the landscape trade enjoyed a similar increase. Growers who work in the green infrastructure space selling native plants and grasses have also done well.

“The story seems to be the same wherever I talk to people,” said Mike Pezzillo, vice president and Chief Operating Officer at **Eason Horticultural Resources**, a Kentucky-based horticultural supply company. “Everyone is doing well.”

The primary driver behind that upswell is the impact from COVID-19. According to Hall, more than 18 million new home gardeners and landscapers came into the market over the past year,

spending more time and money on plants for their homes since they were, well, at home. At least through the early part of spring this year, that phenomenon was still making a difference.

“COVID has impacted people’s gardening and made them pay more attention to their yards,” Pezzillo said. “That hasn’t changed. The COVID boom is continuing.”

Bust with the boom

With that boom, however, has come a little bit of a bust. For starters, it’s been tricky for nurseries to keep their supplies up with demand. Dinsdale said Blooming Nursery had enough inventory to keep up last year. This year, she said spring inventory got depleted earlier than normal.

“Our nursery looks like it should have looked about a month from now,”

Dinsdale said in early May.

The increased demand for plants has also upped the need for related materials, including pots and fertilizers. Costs for hard goods have risen; along with freight and fuel costs.

“Pots are like gold right now,” Pezzillo said. “The cause of that is twofold: There’s strong demand and the pipeline of materials is lacking, too.”

The big questions

With the busy spring season behind them for this year, growers are now looking ahead. They are having to make some difficult decisions about the future based off some unknown variables. The biggest one is whether or not the folks who jumped on the gardening bandwagon will stick with it as society begins to reopen and people can get out and about again.

Dinsdale is a little nervous. “If people got

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their hands in the dirt and smelled the flowers enough for biophilia (humans' natural affinity toward nature and living things) to take hold so they now realize they enjoy gardening, will they be able to still find the time for it now that they have other options and limited time?" she said. "I'm already seeing a lot more boats and RVs and motorcycles out. How many of them are not going to find the time to garden anymore?"

Hall, too, said it remains to be seen if the COVID spike was a flash in the pan or an actual expansion of the customer pool.

"It's going to be a banner year," he said. "My point is, are we seeing the earliness and strong demand early in the season because of issues related to last year or is it a growth in the size of the pie? Those 18 million newbies — was it a one-off or are they going to stick with it? That's what we don't know, but we'll sure find out by the end of summer."

Not knowing what the future will bring makes it difficult for nurseries to plan for the next season. Dinsdale said she's looking back at 18 years' worth of sales data at Blooming Nursery to help inform her planting plans for 2022 and beyond.

But data from this year and last is wildly different than her prior averages. For example, she said Blooming Nursery has sold an average of 50 flats of a certain plant per year over the past 15 years. This year, those 50 flats were gone in 12 weeks. Dinsdale said at that rate, she would have needed 175 flats to keep up.

On the flip side, she also said she wouldn't plant that many for next year based off this year's numbers.

"I'm feeling like we need to increase our numbers, but then dial it back a bit," Dinsdale said. "You have to consider how much risk you can tolerate."

Hall said nurseries would be wise to not use 2020 as the basis for planning for future seasons. There will likely still be some of the new demand to consider, but he said a better overall approach would be to take the average of the past three years and maybe add 10% to 15% to that.

"That would be more prudent," Hall said. "It could turn out that maybe you were wrong, but I would rather be conservative in my planting. There's one thing I've seen over the years: Growers are very adept at turning a shortage into a surplus in a short amount of time. Everybody starts planning the back 40, and lo and behold, you've got a surplus to deal with." ©

Jon Bell is an Oregon freelance journalist who writes about everything from Mt. Hood and craft beer to real estate and the great outdoors. His website is www.jbellink.com.



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A billion-dollar bounty

Several factors explain Oregon's robust plant sales figures, particularly in woody material

BY MITCH LIES

When Rich Bailey of **J. Frank Schmidt & Son Co.** in Boring, Oregon, relocated to Oregon from Chicago several years back, he was struck by the wide diversity of plant materials produced by Oregon nurseries.

"This state grows so many different types of plant material," Bailey said. "You name it, we grow it, anything from trees to shrubs, perennials, annuals, to palm trees. That ginormous selection draws people to buy from Oregon."

Then there is the quality.

"Oregon is known for producing good nursery stock," said Barry Gregory of **Kraemer's Nursery** in Mount Angel, Oregon. "We have a lot of people, certainly from the northern half of the country come to Oregon and visit nurseries annually, if not more than once, and choose to buy their products here. It is that much better."

It is no secret that Oregon is a national leader in growing and selling nursery stock. The state ranks third in total sales, according to 2019 figures, behind only California and Florida and well ahead of fourth-place North Carolina. It leads the nation in several categories, including deciduous shade trees, deciduous flowering trees and coniferous evergreens, and is

second in fruit and nut plants.

Growers were posed recently with the question of why Oregon excels. Answers ranged from good climatic conditions, good soil, good growing practices, good infrastructure to good institutional support.

Let's start with climate.

"I think it goes without saying that the climate here is fantastic for growing nursery stock," Gregory said. "That is a big reason why Oregon is where it is."

"I think it goes without saying that the climate here is fantastic for growing nursery stock."

Barry Gregory

"We've got a heavier rain season in the valley, so plants get a lot more water opportunity," Bailey said.

Another climate feature that helps Oregon tree production are its cool evenings.

"We are lucky to have warmth through the day when the trees grow," Bailey said. "Then at night it gets cool so they shut down. That cycle produces a heavier branch

structure with tighter internode growth between branches.

"In many other nursery locations throughout the country, trees don't necessarily shut down at night because the evenings don't get real cool. Because of this, you'll see elongated growth and less density in branch structure. I think that makes a big difference." 

A billion-dollar bounty

Previous page: Kraemer's Nursery produces high-quality nursery stock, thanks to Oregon's climate conditions. PHOTO BY CURT KIPP

Even with occasional bad weather, Bountiful Farms can grow consistently. PHOTO COURTESY OF BOUNTIFUL FARMS

Temperate climate

The temperate nature of Willamette Valley's climate also is ideal, growers said. "We don't deal with the real heavy freezes through the winter or extremely high temperatures in the summer," said Todd Nelson of **Bountiful Farms** in Woodburn, Oregon. "And, obviously, stress on plant material will cause it to slow down, and we historically haven't had to deal with a lot of that."

"That doesn't mean that we don't deal with ice storms and fire and other issues that definitely keeps us on our toes," Nelson said. "But, in general, Mother Nature is very good to us in this valley."

Seasonal differences in climate also are perfect for the trees and shrubs that Oregon excels in producing, said Mark VanHoef of **Oregon Pride Nurseries** in



McMinnville, Oregon.

"This is a perfect environment for evergreens, because we do have winter and the evergreens do go to sleep," VanHoef said. "And they just love our cool summers."

"I mean, you can't grow a lot of

the conifers that we grow here in the Southwest, like in Oklahoma or Texas, where there are some big nurseries. This is it: Oregon, Washington and British Columbia, where a lot of Christmas tree guys are and a lot of container and B&B conifer growers are."

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In addition, said VanHoef, who came to Oregon from Minnesota, where he also operated a nursery, it costs more in the Midwest to grow the trees and shrubs that excel here.

“You go back to where I am originally from, and to get a container of evergreen or shrub or tree through the winter, you have to tip it over,” VanHoef said. “You have to mulch it in. You have to put a thermal blanket over it. Then you have to put straw or hay over that and another poly blanket. And most of those growers just don’t have the resources to spend that kind of labor, that kind of effort and that kind of money. And we don’t have to do any of that. We just leave it standing straight up, and if we get a real cold snap, we will run out there and put a poly over it just to protect it if it is deciduous. But conifers, we just let them sit straight up right through the winter.”

Rich, deep topsoil

The Willamette Valley’s rich, deep topsoil and its water supply are other irreplaceable factors in separating Oregon nursery production from other high-profile areas, growers said.

“In the Willamette Valley, we have incredibly well-drained topsoils, and our water sources historically have been very high quality,” Nelson said.

“We have extremely deep and rich topsoil in the valley, which came from the Montana glaciers,” Bailey said. “That really fertile soil is great for planting trees.”

Growers also talked about the benefits of a strong infrastructure and evolving production practices.

“Certainly, the production practices have improved over time,” Gregory said. “There are a lot more container-grown plants today than there used to be, which allows you to ship plants really all year long. And I think the infrastructure at most Oregon nurseries has probably improved. There are more structures, whether it be greenhouses or shade structures, to allow us to

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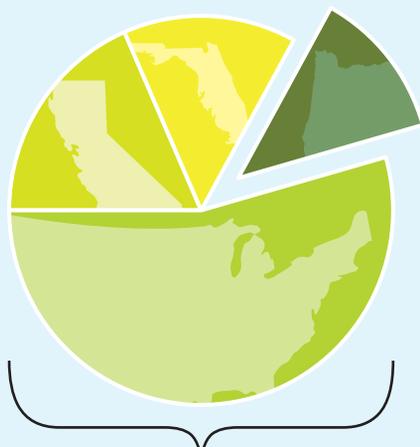
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WHERE OREGON RANKS

Overall nursery stock sold



\$4.5 billion
U.S. total in 2019

- 1 California \$830.7 million
- 2 Florida \$655.7 million
- 3 Oregon **\$565.3 million**

Nursery sales by category



Oregon is the nation's top seller of **DECIDUOUS SHADE TREES** \$118.0 million



Oregon is the nation's top seller of **DECIDUOUS FLOWERING TREES** \$51.0 million



Oregon is the nation's top seller of **CONIFEROUS EVERGREENS** \$121.4 million



Oregon is the nation's third largest seller of **BROADLEAF EVERGREENS AND DECIDUOUS SHRUBS** \$91.0 million

The above information from USDA National Agricultural Statistics Service 2019 Census of Horticultural Specialties



do things a little better. And there is more automation. Maybe you don't have to send a crew of ten people out there with hedge shears to trim a block of plants. You can do a lot of that with machines, pruning machines, mowers. So, all of those little things add up."

Oregon growers also have embraced technology. At Bountiful Farms, it helps minimize waste and maximize resources.

"We have monitors throughout our nursery that feed information back to our plant health," Nelson said. "We are able to monitor moisture, temperature and EC so we get a snapshot every day of where we are at in a general balance of the nursery. And so many of the Oregon growers use this technology."

The fact that growers are willing to share knowledge is another benefit afforded the Oregon nursery industry.

"In the Willamette Valley, there is a pretty strong historical collective of knowledge that a lot of us growers are willing to share with one another," Nelson said. "And I think there is a lot to be said for that."

"So much of this is an art and a science," Nelson added. "I have a degree in horticulture, but so much of what I've

learned has either come from my father or my brother or my neighbors and we are all better because of that. We are stronger as an Oregon growing base because so much of our product is shipped out and so many times, we are sharing trucks. So, the higher the quality that we are known for, the greater the demand that people are going to have in coming to our state."

Institutional support

Oregon growers also benefit from a strong industry association, Gregory said.

"I think the strength of our association is certainly a factor," he said. "And the support of research

"In the Willamette Valley, there is a pretty strong historical collective of knowledge that a lot of us growers are willing to share with one another."

— Todd Nelson

and training institutions, like Oregon State University and Chemeketa Community College, also helps growers."

"You need young people who want to make this a career," VanHoeft said. "Without the programs at OSU and Chemeketa, it would be a lot more difficult to attract these managers."

The presence of well-trained crop consultants has also been vital over the years. According to Nelson, there is a consistent supply of high-quality soilless media, derived primarily from the fact that much of it — like the bark that comes from





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Nursery sales by category



Oregon is the nation's top seller of **DECIDUOUS SHRUBS** \$73.7 million



Oregon is the nation's top seller of **FRUIT AND NUT PLANTS** \$77.1 million



Oregon is the nation's top seller of **ORNAMENTAL GRASSES** \$12.6 million

The above information from USDA National Agricultural Statistics Service 2019 Census of Horticultural Specialties



sawmills — is produced in state.

The benefit that most frequently came up in interviewing growers seemed to be the wide diversity of plant materials. Bailey of J. Frank Schmidt, characterized the diversity as creating a sort of one-stop-shopping experience for wholesalers.

“Oregon’s plant palette is enormous,” Bailey said. “You can find your tree, shrub and perennial needs all in one place. It is a one-stop shop. For buyers, that opportunity minimizes their cost

and allows them to maximum the amount of variety and plant material they purchase. Buyers are looking to take advantage of this as much as they can. With freight these days, getting as much material on a truck as you can is extremely important.” ☺

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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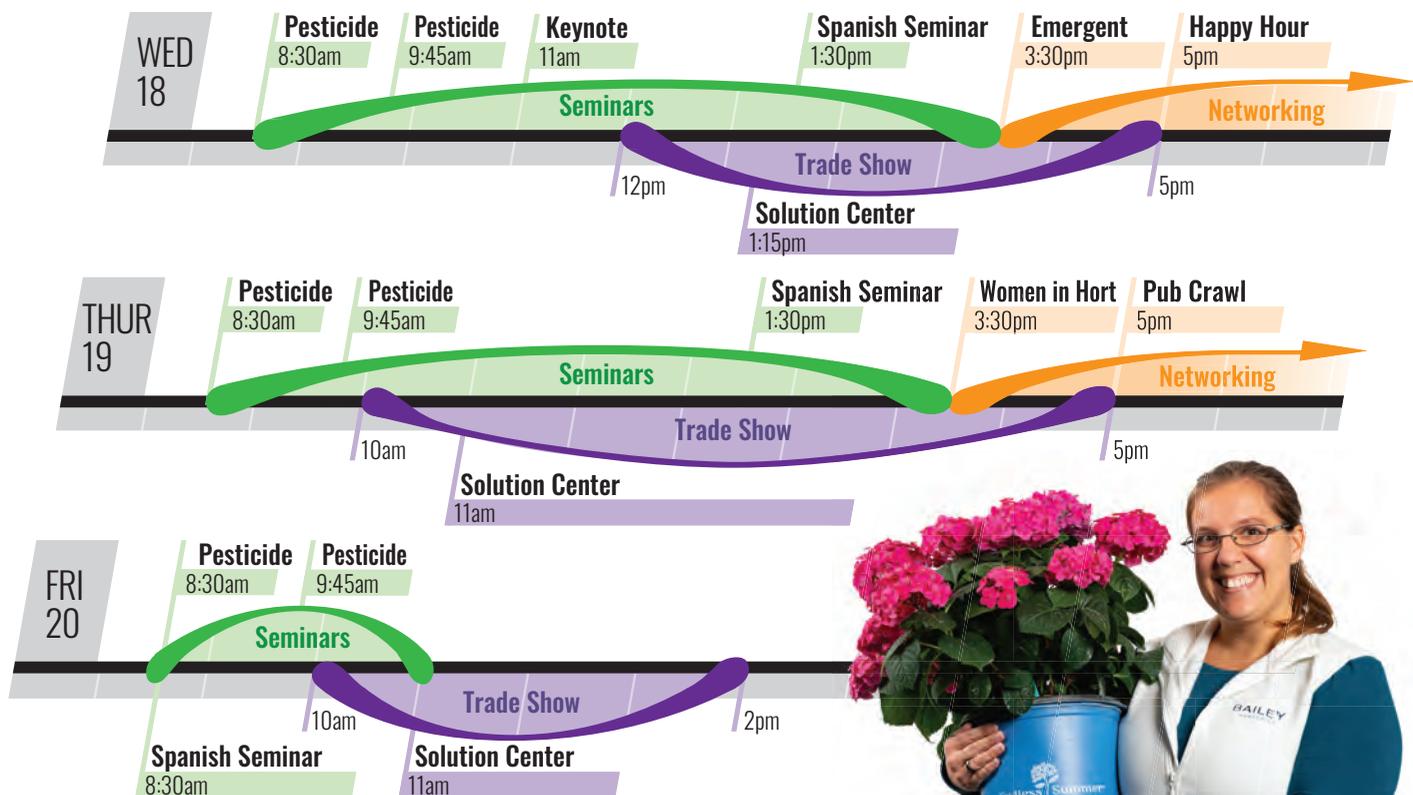


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In this inspiring presentation, Katie Dubow will forecast the fads that influence consumer buying habits

now, and help you sow your seeds for the future. She will discuss new garden trends that will shake up the industry, touching on what everyone — from wholesale growers to independent garden center owners — can expect in the next decade. Highlighting key issues, she'll gauge possible impacts on the green industry and provide actionable strategies for companies to position themselves to meet the needs of their customers in 2022 and beyond.

Dubow recently took over ownership of the Garden Media Group, which has been accurately predicting trends in the green industry for almost 20 years. Garden Media Group also ignites buzz for clients, offers innovative public relations campaigns and secures top media placements and partnerships. The boutique PR and marketing firm is a leading influence in the home, garden, horticulture, outdoor living, and lawn and landscape industries. The annual Garden Trends Report is one of the most published garden studies in trade and consumer news.

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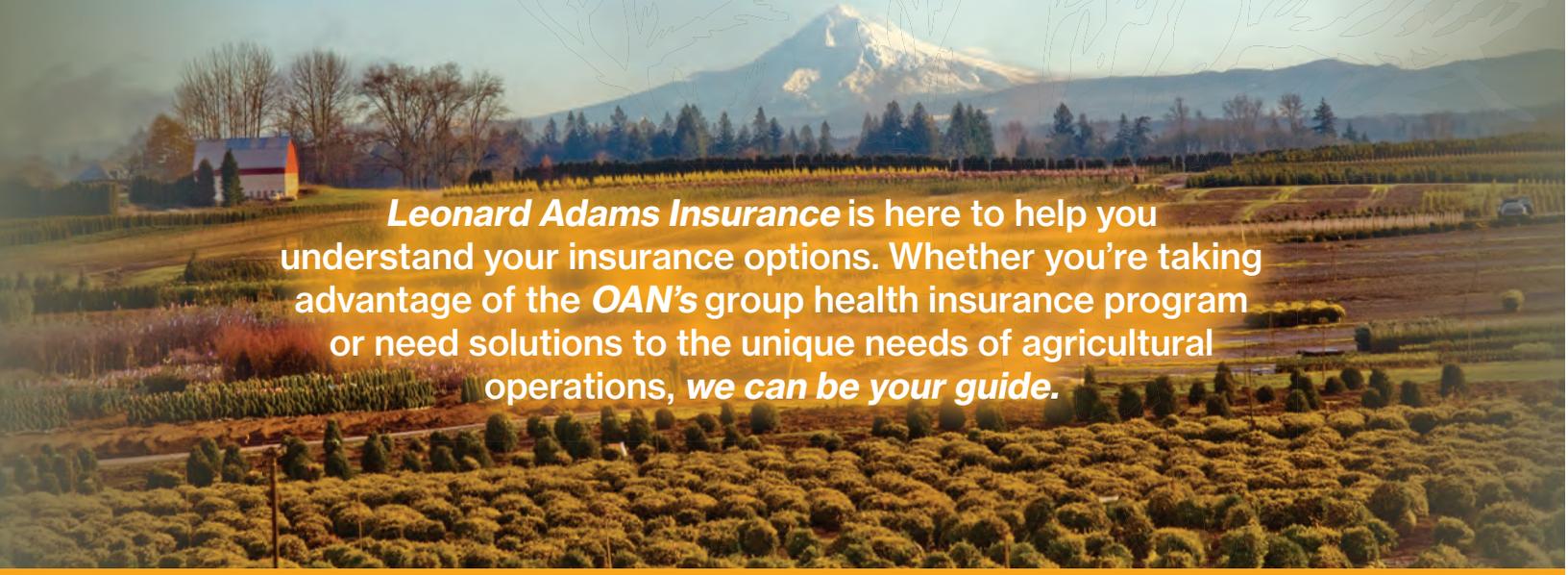
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- 1. Participating retailers must pre-register.** Go to the Farwest website (www.FarwestShow.com) and click Show Features to access the Retailers' Choice Awards registration link to participate in the judging.
- 2. Wednesday August 18, noon:** Meet Christina at the show registration area in Lobby C under the Dragon Boat to receive your guidelines and nominating form.
- 3. Walk the show floor at your pace!** Make note of what catches your eye and what you think your customers will love.
- 4. Reconvene with Christina at 5pm in Room A103:** Turn in your nominations, compare notes with your fellow retailers and select the winners.
- 5. Thursday August 19, 2:45pm:** Christina will announce the winners at the Solution Center at the end of aisle 10000 on the trade show floor.

Our awards presentation on Thursday afternoon will recognize products deserving special recognition for their vision, new products retailers plan to add to their inventory mix, and products/services with a new approach to an old formula. You won't want to miss it!

COVID-19 HEALTH & SAFETY GUIDE

The Oregon Association of Nurseries (OAN) is dedicated to ensuring the safety of all exhibitors and attendees at the Farwest Show, which will take place August 18-20, 2021 at the Oregon Convention Center in Portland, Oregon. We are very excited to gather in-person with our community and continue to provide a safe environment for green industry professionals to network, learn, and grow their business.

The Centers for Disease Control and Prevention (CDC) currently recommends getting vaccinated, wearing masks, social distancing, and increased sanitation to prevent the spread of COVID-19. We are working with the Oregon Convention Center, FERN exposition, Travel Portland and our hotel partners to provide a safe and clean environment for all participants by adhering to the CDC-recommended safety guidelines during the Farwest Show this August.



The COVID-19 pandemic safety precautions recommended by health authorities are changing regularly as cases dwindle and more adults become fully vaccinated. The Farwest Show team will continue to monitor the CDC recommendations, and communicate the health and safety guidelines that will be implemented during the show. Please visit our website: <https://farwestshow.com/covid19> for the most current information about health and safety procedures.

The Oregon Convention Center (OCC) has obtained the Global Biorisk Advisory Council (GBAC) Star Accreditation. The GBAC STAR™ Facility Accreditation Program is performance-based and designed to help facilities establish a comprehensive system of cleaning, disinfection, and infectious disease prevention for staff and venues.

To achieve GBAC STAR accreditation, the OCC was required to demonstrate compliance with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Learn more about GBAC STAR accreditation at www.gbac.org.



SHOW MAP

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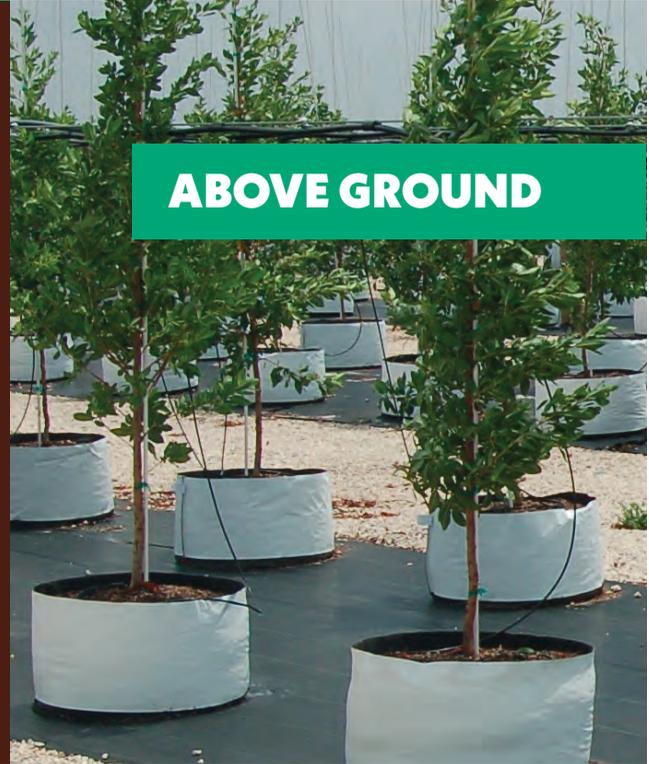
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3:30-5pm, in Lobby A



Support our industry's Emergents!

Join us for this free event open to all horticulture professionals. Enjoy free appetizers and a complimentary beverage as you mingle with the brightest and most enthusiastic faces in the industry — our future in the green industry! Emergent began in 2011 with a handful of eager and talented horticulture professionals and continues to expand year after year.

The conversation continues where it began on the Facebook group, **Emergent: A Group for Growing Professionals**. Check out the ever-expanding community of more than 4,600 horticulture professionals sharing information, job postings and inspiring ways we can build the future of the industry.

WOMEN IN HORTICULTURE

Sponsored by

THURSDAY, AUGUST 19,
3:30-5pm, in Lobby A



Join us as we celebrate over 10 years of connecting women in the green industry! Since its inception in 2010, the Women in Horticulture networking event at Farwest has been a place for women to share their experiences, build connections and strengthen career skills.

Our guest speaker this year is Rachel Burlington, co-founder of the national Women in Horticulture group and the first female curator for the Portland International Test Rose Garden. Rachel is passionate about plants, labor issues, professional development, and growing a supportive community in the green industry. This is an inclusive event and any advocate for women in horticulture is welcome, regardless of gender!

HAPPY HOUR

WEDNESDAY, AUGUST 18,
5-7pm, in Lobby A

Farwest comes but once a year, so join us to celebrate with wine and cold beer!

Back by popular demand, enjoy delicious beverages and free appetizers as you mix and mingle with friends and colleagues to celebrate the completion of the first day of the show. Farwest exhibitor booth awards will also be announced during Happy Hour festivities, including the winner of Best of Show! Open to all Farwest participants. Cheers!

Presented by



PUB CRAWL

THURSDAY, AUGUST 19,
5pm-Late Night

Let's hit the town for another round! Socialize and network with new and old friends while snacking and relaxing. Join us on our Farwest Pub Crawl for a fun-filled night of laughter and witty banter. The merriment takes place at Spirit of 77, just a short journey across the street from the Convention Center, where light appetizers will be provided. The first 50 people to Spirit of 77 will receive a complimentary beverage.

Sponsored by



5pm

Spirit of 77

500 N.E. Martin Luther King Jr Blvd.,
Portland



(FRONT)

(BACK)

Wear your support for Women in Hort

The new Women in Hort shirt is available for purchase via Bonfire. The two-sided shirt is available in two styles and 10 colors! All proceeds will help provide food and beverage provisions for the event.

Find details online at farwestshow.com/event/women-in-horticulture/



www.FarwestShow.com



#FarwestShow 43

DISEASE CONTROL TOOLS



FENSTOP[®]
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- EXCELLENT CONTROL OF WATER MOLD DISEASES (PYTHIUM, PHYTOPHTHORA, DOWNY MILDEW)
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- REI 12 HOURS

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- CONTROLS POWDERY MILDEW, BOTRYTIS, RUSTS, MONILINIA AND OTHER FOLIAR DISEASES
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BOTANICAL FUNGICIDE

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- EFFECTIVE ON TETRANYCHID FAMILY (TWO SPOTTED SPIDER MITE, OTHERS)
- TRANSLAMINAR MOVEMENT AND EXTENDED RESIDUAL
- SOFT ON BENEFICIALS

- EXCELLENT BROAD SPECTRUM CONTROL OF IMMATURE AND ADULT MITES
- CONTROLS POWDERY MILDEW IN GREENHOUSE, NURSERY, AND LANDSCAPE ORNAMENTALS
- EASY TO MEASURE AND MIX LIQUID SC FORMULATION



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SEMINARS AT A GLANCE

EDUCATION SEMINARS, PESTICIDE CLASSES AND FEATURED SPEAKERS

Advance your career by registering for the Farwest Show's industry-focused seminars! We have put together an extraordinary schedule of new and in-demand speakers to share the latest developments and business opportunities for growers, retailers, landscapers and business professionals. Ticket holders will hear directly from the thought leaders in our network who are coming up with creative business innovations, launching new technologies, and sharing their solutions for fixing our most significant business concerns.

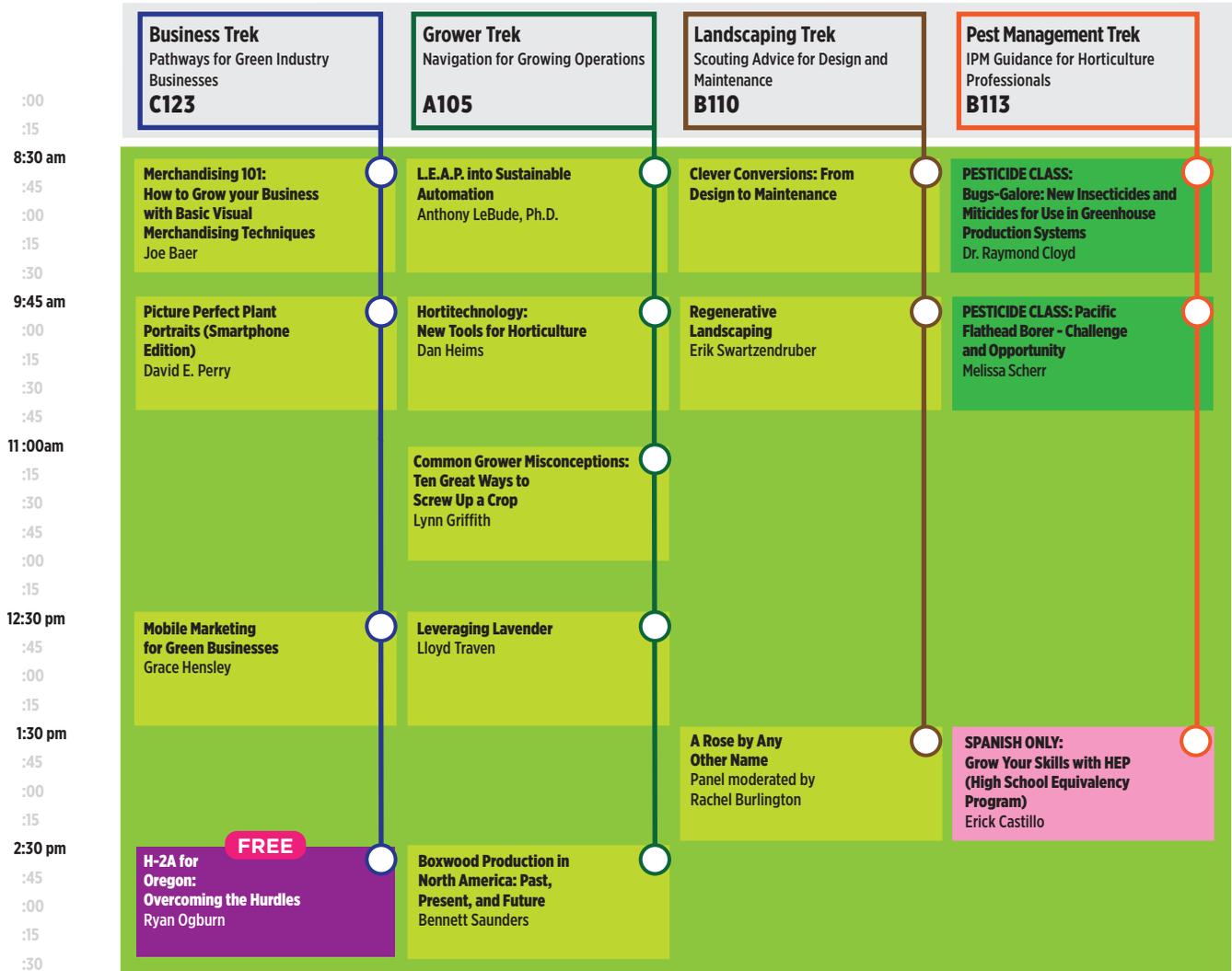
Find session descriptions in the Farwest Planning Guide available at the Farwest Resource Center (Aisles 13000-14000 at the center of the show floor). You can find out even more at www.FarwestShow.com.

WEDNESDAY SEMINARS



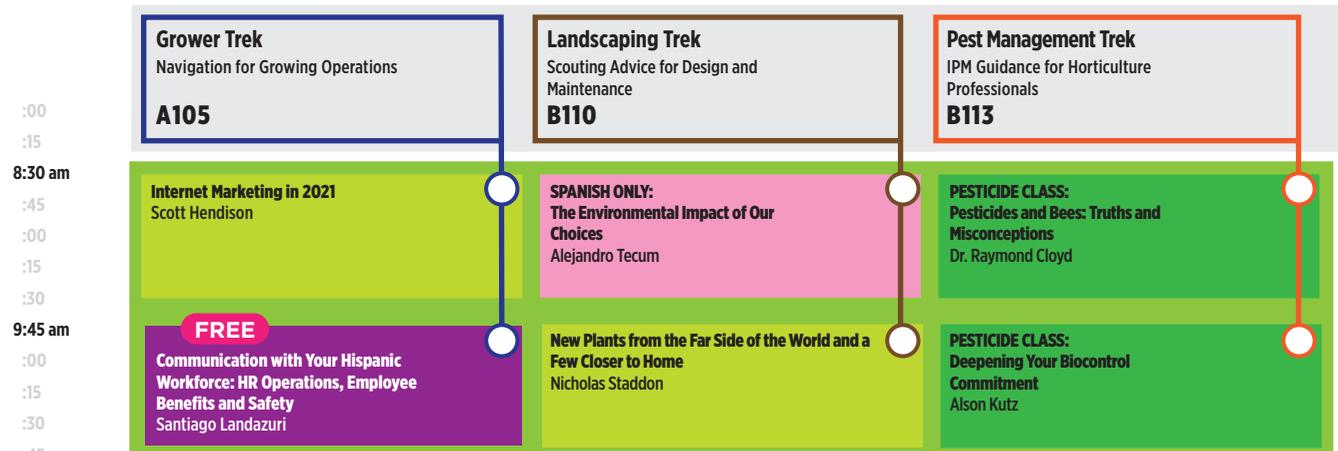
THURSDAY SEMINARS

 Mark your daily plans!



FRIDAY SEMINARS

 Mark your daily plans!





FIGHT WITH BIOLOGICAL BITE



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Increases crop performance by stimulating a plant's ability to fight diseases.



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Increases yield by protecting against a wide variety of chewing & sucking insects & mites. Soft on Beneficials.



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Prevents crop damage by reducing reproduction, inducing mortality, stopping feeding & repelling insects. Soft on Beneficials.

GREENHOUSE GROWER RESOURCES



Educational Videos: Using Biologicals Effectively



Hemp Pest Management Guide



Learn more at MarroneBio.com/CG/

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SOLUTION CENTER

MINI-SESSIONS **FREE**

WEDNESDAY, AUGUST 18 - FRIDAY, AUGUST 20

Sponsored by



Throughout the expo hours each day of the Farwest Show, you can attend free live mini-sessions, demos and workshops from top industry speakers and experts. Find the answers you need to a wide range of topics designed to help you grow and improve your operation. These sessions compliment the main education program and pesticide classes, so make sure to find the topics especially relevant to you and gather quick insight that's conveniently located on the show floor!

Located on the show floor at the end of aisle 10000.



Mark your daily plans!

	Wednesday, August 18	Thursday, August 19	Friday, August 20
11:00 am			
11:15 am		Plant and Shoot - Smartphone Photography for Plant People Grace Hensley	Driving Sustainable Agriculture: The Business Case for Horticulture John Farner
11:30 am			
11:45 am			
12:00 pm		Eco-Friendly Landscapes 101 Erik Swartzendruber	Where are Consumers Getting Plant Info? (Hint: It's Tags) Todd Davis
12:15 pm			
12:30 pm			
12:45 pm		Bio Beds: A Place for Pesticide Waste Brian Hill	New Varieties on the Horticultural Horizon Allison Pennell
1:00 pm			
1:15 pm			
1:30 pm	Structural Pruning for Young Trees Bess Bronstein	Hemp Production Principles Lynn Griffith	
1:45 pm			
2:00 pm			
2:15 pm	Local SEO Demystified: Get More Out of Local Internet Searches David Westlund	Pruning Roses and Hydrangeas for Maximum Beauty Nita-Jo Rountree	
2:30 pm			
2:45 pm			
3:00 pm	Using AI & Computer Vision to Optimize Your Greenhouse Adam Greenberg	Retailers' Choice Awards Presented by Christina Salwitz, The Personal Garden Coach	
3:15 pm			

EXPERIENCE PORTLAND

DINING and HOTELS

August is the perfect time of year to dine around Portland. Not only is the Farwest Show in full gear, but all the best summer produce is at its peak of ripeness.

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.

Following is a sampling of some of our favorite restaurants in Portland's close-in neighborhoods. Most are located within a 15-minute walk, car or bus ride from the Oregon Convention Center. So after a long day touring Nursery Country and making new connections on the show floor, pull up a seat and get down to business satisfying your hunger and thirst.

For more dining recommendations, log on to www.TravelPortland.com or www.TravelOregon.com.

CONVENTION CENTER AND VICINITY

J CAFÉ

533 NE Holladay St. #101; 503-230-9599
www.thejcafeportland.com

Light-filled space with floor-to-ceiling windows offers a selection of deli-style eats and drinks.

LITTLE BIG BURGER

787 NE Holladay St.; 503-477-6829
www.littlebigburger.com

Small menu including burgers and truffle fries at no-frills, sustainably minded local chain outpost.

NOBLE ROT

1111 East Burnside Street, Fourth Floor, 503-233-1999
www.noblerotpdx.com

Fourth-floor wine bar offering city views and small plates featuring ingredients from a rooftop garden.

PINE STATE BISCUITS

125 NE Schuyler Street; 503-719-5357
www.pinestatebiscuits.com

Indoor take-away window serving a biscuit-focused menu of breakfast and lunch fare.

WILD NORTH

1411 NE Broadway; 971-808-1202
www.wildnorthpdx.com

Rustic eatery serving fresh, seasonal, whole ingredient recipes that showcase local flavors.



Enoteca Nostrana is a wine bar next door to iconic Italian eatery Nostrana in Southeast Portland's Central Eastside District.

NORTH PORTLAND

MISS DELTA RESTAURANT & BAR

3950 N Mississippi Ave.
503-287-7629

www.missdeltapdx.net

Hush puppies, fried catfish and other Southern specialties star at this compact place with Cajun chow.

THE PEOPLE'S PIG

3217 N Williams Ave.
503-282-2800

www.peoplespig.com

Known for its smoked meat sandwiches, this chill BBQ joint has classic sides, plus beer and cocktails.

EAT: AN OYSTER BAR

3808 N Williams Ave. #122
503-281-1222

www.eatoysterbar.com

Farm-direct shellfish and classic Cajun dishes and cocktails, plus a New Orleans-style Sunday jazz brunch.

¿POR QUE NO?

3524 N Mississippi Ave.
503-467-4149

www.porquenotacos.com

There's always a line, but this taqueria is worth the wait for traditional Mexican fare made from local produce and protein.

EASTSIDE

LA MOULE

2500 SE Clinton Street
971-339-2822

www.lamoulepdx.com

Arty brasserie featuring creative mussel dishes and other Belgian staples, plus beer and cocktails.

LAURELHURST MARKET

3155 E Burnside St.
503-206-3097

www.laurelhurstmarket.com

Butcher shop/steakhouse providing unusual cuts, house-cured meats and craft drinks in industrial digs.

NOSTRANA

1401 SE Morrison St. #101
503-234-2427

www.nostrana.com

Classical Italian cuisine: robust salads, bowls of pasta and wood-fired oven pizza.

SCREEN DOOR

2337 E Burnside St.
503-542-0880

www.screendoorrestaurant.com

Refined Southern specialties like butter-milk-fried chicken in roomy digs offering a weekend brunch.

DOWNTOWN

DEPARTURE

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

www.departureportland.com

Stylish, pan-Asian restaurant atop the Nines Hotel with a rooftop deck overlooking historic Pioneer Square.

ELENI'S PHILOXENIA

112 NW 9th Avenue
503-227-2158

www.elenisrestaurant.com

Unpretentious spot for Greek comfort food dishes plus a selection of wines in a lively setting.

KENNY & ZUKE'S DELICATESSEN

1038 SW Harvey Milk Street
503-222-3354

www.kennyandzukes.com

Bustling spot serving a signature pastrami, bagels & other deli fare in a roomy, light-filled space.

MOTHER'S BISTRO

121 SW 3rd Ave.
503-464-1122

www.mothersbistro.com

Homey cafe and bar with country-chic decor and chandeliers specializing in hearty comfort-food classics.

PINE STREET MARKET

126 SW 2nd Ave.

www.pinestreetpdx.com

Bustling food hall with gourmet vendors, plus a mix of counter and communal seating.

NORTHWEST PORTLAND

CHICHA

1314 NW Glisan Street
503-953-1933

www.chichapdx.com

Casual outdoor dining space with a delicious twist on Peruvian street cuisine

DESCHUTES BREWERY PORTLAND PUBLIC HOUSE

210 NW 11th Ave.
503-296-4906

www.deschutesbrewery.com

Mecca for beer lovers in the popular Pearl District. Sample more than a dozen brews on tap, plus seasonal and experimental selections created on site.

ELEPHANTS DELICATESSEN

115 NW 22nd Avenue, Portland, OR 97210
503-299-6304

www.elephantsdeli.com

Popular and vibrant market option specializing in gourmet deli fare, plus prepared foods and wine.

PAPA HAYDN

701 NW 23rd Ave, Portland, OR 97210
503-228-7317

www.papahaydn.com

European-style desserts meet upscale American sandwiches and salads at this romantic cafe.

BOOK YOUR LODGING AT SPECIAL FARWEST SHOW RATES AND SAVE!

Book at our official Farwest host properties to ensure maximum convenience, get the best rates and enjoy exclusive perks, such as free Wi-Fi, free Trimet passes and discounted parking while attending the Farwest Show. Secure your reservation at www.farwestshow.com/hotel

The Farwest Show will not make any outbound calls to solicit hotel or lodging reservations. Show organizers urge attendees not to give credit card information to anyone calling and claiming to be a Farwest travel agent.

WALK TO THE OREGON CONVENTION CENTER (OCC)

(Lodging options that are just blocks away from OCC)

1 HYATT REGENCY **NEW**

- \$149-\$199 a night
- 375 N.E. Holladay St. Portland, OR 97232
- Visit our website for the link to book online, or call 1-877-803-7534 to reserve your room and mention group code **G-FARW**.

2 COURTYARD by MARRIOTT

- \$179 a night
- 435 NE Wasco Street, Portland, OR 97232
- Visit our website for the link to book online, or call 1-888-236-2427 and mention the group code **Farwest 2021**.

3 DOUBLETREE HOTEL

- \$129-\$179 a night
- 1000 N.E. Multnomah Street, Portland, OR 97232
- Visit our website for the unique link to book online, or call 1-800-996-0510 and mention the group code **OAN** or **Farwest Show**.

Important Details:

- Rates do not include taxes.
- Discounted rates can be reserved through August 2, 2021 and are subject to availability.
- To avoid a cancellation fee of one night room plus tax, reservations must be canceled three days prior to arrival.
- Additional cancellation fees may be imposed by hotels, specific cancellation policies vary by property.



Discover things to do at www.TravelPortland.com and www.TravelOregon.com.

PRODUCTS BY CATEGORY

BOOTH

ANNUALS PERENNIALS AND BULBS

A.D.R. Bulbs Inc.	15013
Ball Seed Company.....	5043, 5045, 5047, 5049, 5051, 6044, 6046, 6048, 6050, 6052
Blooming Nursery.....	13055, 14056
Breeden Family Farms.....	18029
F & B Farms.....	8016
Fessler Nursery Company.....	12047
Little Prince of Oregon Nursery Inc.	7025
McHutchison.....	18046
Netherland Bulb Company.....	7015
Proven Winners.....	6055, 6057, 7056, 7058
Smith Gardens Inc.	10015, 11016
Terra Nova Nurseries Inc.	16047, 16049
Van Bloem Gardens.....	12028
Walla Walla Nursery Co. Inc.	7055, 8056

ASSOCIATIONS AND NON-PROFITS

Chemeketa Community College Horticulture Program.....	21061, 21063
Chicagoland Grows Inc.....	19057
Great Plant Picks.....	19059
Oregon Association of Nurseries.....	13025, 13027, 13029, 13031, 14026, 14028, 14030, 14032
Oregon Department of Agriculture.....	19064
Oregon Garden, The.....	15007
Oregon Landscape Contractors Board.....	23047
Oregon State University Dept. of Horticulture.....	19062
ProGreen EXPO.....	14014
Vancouver Tool Library and Community Access Center.....	22046, 22048
WA State Dept of Labor & Industries.....	14047, 14049
wafila.....	23045
WUSATA (Western U.S. Agricultural Trade Association).....	19058

BAMBOO AND ORNAMENTAL GRASSES

Bamboo Garden.....	18014, 18016
Emerald Coast Growers.....	17058

BENEFICIAL INSECTS

Beneficial Insectary.....	11057
Biobest USA.....	12030
Evergreen Growers Supply.....	11025

CHEMICALS

BASF Turf & Ornamentals.....	9044
Bayer.....	16058
BioSafe Systems LLC.....	9048

BOOTH

BioWorks Inc.....	12026
Bobbex Inc.....	8046
Dip 'N Grow Inc.....	11045
GardenCare Naturals LLC.....	10026
Gowan USA LLC.....	11056
Marrone Bio Innovations.....	10016
Nufarm Americas.....	14027, 14029
Nutrien Solutions.....	10025, 11026
OHP Inc.....	14015, 15016
Pace 49.....	11030
PureCrop1.....	10055
SePRO Corp.....	7027
Syngenta.....	9055, 10056
Wilbur-Ellis Company.....	11051, 12052

CHRISTMAS TREES WREATHS AND GREENS

Kirk Company.....	14046
Teufel Holly Farms.....	13045

COMPUTER EQUIPMENT AND SOFTWARE

CompuPlants.....	12056
eGrow Solutions LLC.....	12048
Everbearing Services.....	16028
PlantX.....	13047
Power Development Solutions LLC.....	10045, 10047

CONIFERS

Brooks Tree Farm.....	10043, 11044
Durkin's Nursery.....	8043
Evans Farms LLC.....	14051
Grower Direct Supply Inc.	8013, 8015
Hopper Bros.....	12010, 12012, 12014
Iseli Nursery.....	19037
Steffen's Conifer Nursery.....	15030
Tree Frog Nursery.....	14050, 14052

CONTAINERS

AIR-POT - The Expert's Choice.....	11029
Anderson Die & Mfg Co.....	19043, 20044
Baihui Gardening Products Factory.....	7046, 7048
Discount Nursery Supplies LLC.....	16029
East Jordan Plastics Inc.	6043
GROWinBAG.....	8029
HC Companies, The.....	6049, 6051
HerkuPlast-Kubern GmbH.....	11058, 11060

BOOTH

McConkey Co.....	7043, 8044
New Christie Ventures.....	8052
Nursery Supplies Inc.....	19049, 19051, 20050, 20052
NurserySource LLC.....	15037
RootMaker Products Company LLC.....	17013, 17015
T & R Company.....	10027, 10029
Western Pulp Products Co.....	10051

EQUIPMENT AND APPLICATORS

Airtec Sprayers Inc.....	10010
Big John Mfg.....	21050
Blackmore Company Inc.....	13007, 14008
Dramm Corp.....	11015, 12016
Dutchman Tree Spade.....	18045
Ellis Products Inc., Mitchell.....	16019
Haaga Sweeper.....	13008
Hort Tech Systems LLC.....	16063, 17064
JAVO USA Inc.....	18047
Marion Ag Service Inc.....	15045, 15047

FERTILIZERS

Agroteo LLC.....	23049, 23051
BioAg.....	15048, 15050
Cosmic Connections LLC.....	9046
Pursell Agri-Tech.....	14057
Simplot Professional Products.....	9051, 10052
Sustane Natural Fertilizers Inc.....	9014
Wood's Rooting Compound.....	15009

GARDEN AND GIFT ACCESSORIES

Asia Pacific Gardening Inc.....	16057
Enlightened Décor.....	14007, 14009
Garden Like a Girl.....	15060
Le Primitif Galleries.....	11007, 12008
Open Range.....	9007
Soul of the Party.....	22055, 22057
T & L Cedar Lawn Furniture Inc.....	22058, 22060

GRAFTED ORNAMENTALS

Kelleygreen Nursery.....	14037
Laceleaf Maples LLC.....	18057
Palmer Creek Nursery LLC.....	17029
Rissberger Nursery.....	16030

GREENHOUSES / EQUIPMENT

Adapt8.....	8045, 8047
Bellpark Horticulture.....	11019
Blue Star Gas.....	14048
GK Machine Inc.....	10032
GlassHut Greenhouses.....	18007, 18009
Greenhouse Megastore.....	13015
Griffin.....	8037
Horticultural Services Inc.....	13013
Nexus Greenhouse Systems.....	11031
OBC Northwest Inc.....	21037
Oregon Valley Greenhouses Inc.....	21043, 21045
Quietaire Corporation.....	14025
Rough Brothers Inc.....	12032
Siebring Manufacturing Inc.....	18063
Stuppy Greenhouse Mfg. Inc.....	17051, 18052
Wellmaster Carts.....	18060

BOOTH

IRRIGATION EQUIPMENT AND SUPPLIES

Aivaka.....	16048, 16050
Altrac.....	15012
Cherry Creek Systems.....	11011, 11013
Conserva Irrigation of NW Portland.....	10007, 11008
Ewing Irrigation.....	15014
HPS Pipe & Supply.....	7057, 7059
Nelson Irrigation Corporation.....	7044

LABELS OR TAGS

Gardenware.....	19016
GoDex International Americas.....	22044
HIP Labels LLC.....	16045
Horticultural Marketing & Printing.....	13032
LODA Enterprises Inc.....	13051
Macore Company.....	10044, 10046
Parker Davis Company.....	18027
WestHort.....	16051

LANDSCAPE PRODUCTS AND YARD DÉCOR

Beaver Pumice LLC.....	18008, 18010
Henri by Stonecasters LLC.....	22051
InstantHedge.....	16027

LINERS

Boring Hemp Company.....	15008
Briggs Nursery.....	18037
C&J Nursery.....	13058, 13060
Casa Flora Inc.....	6045, 6047
Florafinder LLC.....	14055
Magnolia Gardens Nursery.....	10028, 10030
Mountain Shadow Nursery LLC.....	9050
Noname Nursery.....	17050
Powell's Nursery Inc.....	14031
Westcan Greenhouses.....	11050
Willamette Nurseries Inc.....	18015

NATIVES AND RESTORATION PLANTS

BeaverLake Nursery.....	17007
Champoeg Nursery Inc.....	16026
Sevenoaks Native Nursery LLC.....	11055
Trillium Gardens.....	18044

NURSERY STOCK

A & R Nursery Sales.....	19008, 19010
A & R Spada Farms LLC.....	17031, 18032
Advanced Ornamentals Inc.....	10019
All Season Plants LLC.....	16059
Alpha Nursery.....	18019
Bailey Nurseries Inc.....	17019
Bizon Nursery Co.....	12037
Blue Heron Farm.....	20057, 20059, 20061
Blue Mountain Nursery LLC.....	20051, 21052
Bountiful Farms.....	16037
Boxwood Unlimited.....	17045, 17047
Cascade Meadows Nursery.....	21051
Clifty View Nursery.....	9015
Columbia Nursery LLC.....	8049
Countryside Nursery.....	16031, 17032

BOOTH

Dinsdale Nursery	18031
Drakes Crossing Nursery.....	17046
Ekstrom & Schmidt Nursery LLC.....	16015, 17016
Eshraghi Nurseries LLC	12025, 13026
EVL Nursery Inc.....	11047, 11049
Fisher Farms LLC.....	13043, 14044
Gold Hill Nursery LLC.....	20037
Greater Valley Nursery Ltd.....	19014
Heritage Seedlings & Liners	9037
Hochstein Nursery LLC.....	19046
Howell Prairie Nursery Inc.....	16043
KG Farms Inc.	11037
Klupenger Nurseries Inc.....	20062
Kraemer's Nursery Inc.....	15031, 16032
Kropf Family Nursery Inc.....	12051
Liner Source Inc.....	16013
Loen Nursery Inc.....	8007, 8009
Marion Nursery.....	13052
Martel's Nursery Inc.	15032
Means Nursery Inc.....	15011
Monrovia.....	17037
Obersinner Nursery Inc.	17043
Oregon Pride Nurseries Inc.....	8032
PlantANT	20049
Rickel's Tree Farm.....	15052
Rio Verde Plantas.....	11010, 11012
Russell's Nursery Inc.....	10037
Ryan Creek Nursery LLC.....	16044
Serendipity Nursery Inc.....	19055
Sester Farms Inc.....	16025, 17026, 17028, 17030
Sidhu & Sons Nursery.....	19045, 19047
Spaargaren W.J. BV	18025
Star Roses and Plants	16007, 17008
Suncrest Nurseries.....	9025, 9027
Verna Jean Nursery.....	7031
Woodburn Nursery & Azaleas Inc.....	14043, 14045, 15044, 15046

POTTERY

The Pottery Patch.....	9019
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PUBLICATIONS

Ball Publishing.....	7051
GIE Media Inc.....	18011
GPN/Lawn & Garden Retailer.....	10012

SEEDS

Botanical Interests Inc.....	9045, 9047
Mistletoe Carter	23043
Renee's Garden Seeds	16056

SERVICES

Advanced Grower Solutions.....	15056
American National Insurance Companies.....	16008, 16010
Earthlight Technologies.....	9008
Hortica. a brand of the Sentry Insurance Group.....	18048

BOOTH

K-Coe Isom.....	12027
Labor Consultants International.....	22050, 22052
LaPorte & Associates Inc.....	13049
Leonard Adams Insurance Inc.....	13037
MAS Labor H-2A	18050

SHRUBS - DECIDUOUS AND FLOWERING

Everde Growers	7037
GardenScapes Nursery.....	15026
Meridian Young Plants	12055, 12057, 12059
Microplant Nurseries Inc.....	15055
NewGen Boxwood.....	12058, 12060
Simnitz Nursery.....	8051, 9052
Sunset Western Garden Collection.....	14060
Van Belle Nursery Inc.....	8048, 8050
Youngblood Nursery Inc.	18049, 18051, 19048, 19050, 19052

SOIL / MIXES AND AMENDMENTS

E.B. Stone & Son Inc.	14010, 14012
Good Earth Organics Inc., The	7045
Greener Solutions International.....	7047
JRM Chemical Inc.	12046
Lane Forest Products Inc.....	13028
Mycorrhizal Applications	16012, 16014
Pacific Fibre Products Inc.	12031
Phillips' Soil Products Inc.....	12043, 13044
Premier Tech Horticulture.....	9029
Profile Products LLC.....	17010
Pro-Gro Mixes Inc.....	16055
Rexius Forest By-Products Inc.	18043, 19044
Riceland Foods Inc.....	21046
Royal Gold	7029
SeaCoast Compost.....	13014
Supreme Perlite Co.....	17044
Swanson Bark & Wood Products Inc.....	7052
Teufel Products Company	15015
Z2 Manufacturing LLC.....	11052

STAKES AND PLANT SUPPORTS

Bamboo Depot	20048
Butler Box & Stake Inc.....	12007, 12009
F & L Lumber Inc.	11059
Thriving Design.....	20056, 20058

SUPPLIES

A-ROO Company LLC.....	16009, 16011
Continental Western Corporation.....	9016
Dayton Bag & Burlap.....	16046
Gempler's	21055, 22056
Growers Nursery Supply Inc.....	11043
High Caliper Growing Inc.....	15051, 16052
NYP Corp	16060
Simplot Partners.....	8028, 8030
Star Oilco.....	23052
Supervised Fuels.....	13030

BOOTH

BOOTH

TOOLS

Barnel-USA	17052
Farmers Defense	18055, 19056
Gardinnovations	9026, 9028
Gerard's Nursery	13016
GrowTech Inc.	13050
Sound Horticulture	17027
Vesco USA	13009
Zaydoe Creative	13046, 13048

TRACTORS AND MACHINERY

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Gard-N-Hook

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Contact: Dave Burkhardt, 928-446-9928,
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EcoSwing® fungicide is a new OMRI listed botanical fungicide formulated from plant extracts. EcoSwing can promote a plant's natural defense mechanisms and acts as fungal desiccant as well. Labeled for food and non-food crops in both greenhouse and nursery production. Effective against PM, rusts, and botrytis, as well as other common pathogens.



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All Recipe 420 products are carefully crafted, combining years of growing experience and long-time connections with progressive suppliers of superior quality ingredients. We select and blend ingredients to deliver maximum growth benefits. For more than 100 years, we've been helping growers get the most out of their soil, their crops, and their time. We take great care to provide the highest quality products in the industry today. It's all about integrity of ingredients, consistency, and results. Our uniquely formulated potting mixes, soil amendments, and fertilizers are specifically designed for both professional growers and home gardeners.

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Contact: Greg Naffz, 530-305-0539,
gregn@sustane.com, www.sustane.com

For rapid seedling establishment, superior nutrient uptake and growth promotion, Sustane BOLSTER MycoBio® Granular Mycorrhizal Biostimulant and Bacterial Inoculant is a specially formulated blend of four endo-mycorrhizae and five beneficial *Bacillus* bacteria with bio-active compost and humic acids used for inoculating soils and growing media. This biologically charged granular soil amendment enhances root and shoot growth and increases nutrient use efficiency from seedling through maturity. The BOLSTER MycoBio formulation supports the growth of diverse crops in all types of growing environments. Ideal for transplant production in greenhouse, nursery and hydroseeding. BOLSTER MycoBio is also ideal for application to new cannabis, sod and turf, flower beds, and landscapes. Available in 1-, 6- and 40-pound package sizes.



NEW #5/#6 Squat Container - L-500S

Manufactured and distributed by
New Christie Ventures (Booth #8052)

Contact: Bob Nichols, 909-816-5363,
bob.nichols@hiplabels.com, www.newchristieventures.com

This L-500S container is sometimes referred to as a #5 or #6 squat container. It measures 12 inches on the inside diameter and 9 inches tall. We offer this container in both the common black as well as various branded options. It is strong and ready to work for both container growing as well as containerized B&B.

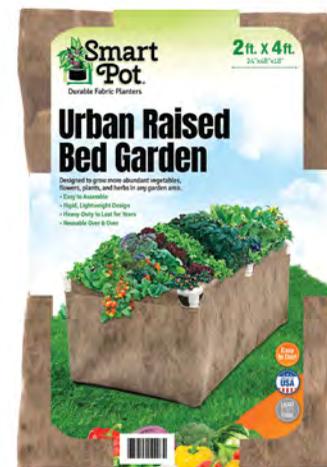


Smart Pot Vivid Color Assortment Case

Manufactured and distributed by
High Caliper Growing (Booth #15051)

Contact: Trista Jones, 405-842-7700,
events@treebag.com, www.treebag.com

The Vivid Color Assortment Case is made up of three bold, new colors that appeal to customers of all ages. The new colors are Berry Blue, Mandarin Orange, and Violet.



Smart Pot Urban Raised Bed Planter

Manufactured and distributed by
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Contact: Trista Jones, 405-842-7700,
events@treebag.com, www.treebag.com

The Urban Raised Bed is designed with sleeves that you slide a 1-inch PVC pipe through, then attach the corners with three-way fittings. This will give you a very ridged garden bed that can be assembled in minutes! (PVC not included.)

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Contact: Aaron Hart, 800-654-5331,
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Contact: Kaz Kosciolk, 530-416-2727,
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Creating the future generation of nursery leaders

The Oregon Nurseries Foundation announces its 2021 scholarship recipients

BY STEPHANIE WEIHRAUCH



OREGON NURSERIES FOUNDATION

THE OREGON NURSERIES FOUNDATION (ONF) supports incoming or continuing college students who are preparing for careers in horticulture or related fields. Please join us in congratulating the ONF's 2021-2022 Scholarship Award Winners. Students were evaluated based on academic achievement, nursery industry commitment, financial need and OAN affiliation. Scholarships are applied for during winter term and awarded by the ONF's committee each spring. The next cycle of applications will open in January and are due by April 1, 2022.

The Oregon Association of Nurseries and the Oregon Nurseries Foundation congratulate each of these students on their impressive accomplishments thus far and wish them the best of luck as they continue towards building the future of a strong nursery industry.

Grace Adams plans to attend Oklahoma State University in the fall in their prestigious McKnight Leadership Program. Grace has a dream to start a business that forges new partnerships between schools and agricultural businesses, so younger generations will connect with the green industry. She has been awarded the Nurseries Foundation Award.



Hannah Arritola will continue her business studies as a senior at Oregon State University, and eventually apply her knowledge to the family business, Woodburn Nursery & Azaleas Inc. She has been awarded the Joseph H. Klupenger Award for the second year in a row.



Kiara Benavides has been awarded the Larry Fitzgerald Memorial Scholarship for her continued pursuit of higher education from California Polytechnic State University (Cal Poly), San Luis Obispo. Kiara, a junior, is already planning to apply for the Cal Poly Master of Agriculture Education Program and pursue her dream to become an ag teacher.



Jasleen Bhullar is a student at Clackamas Community College in the Horticulture Program. Jasleen has a passion for the outdoors and will study the art, science, and history of horticulture. She has been awarded the Clackamas Chapter Award.



Katelyn Crockett is a sophomore at Brigham Young University—Idaho, and is studying horticulture. Katelyn is excited to turn her love for plants and flowers into a career. She has been awarded the Mt. Hood Chapter I Award.



Marcella Cross is a hardworking student entering her senior year at Cornell University. Between high school and college, she has traveled the world as an intern at various institutions. Marcella is well on her way to her goal of obtaining her Ph.D. She has been awarded the Sid and Cindy Miles Nursery Award. >>



Scholarship recipients

Jessica Fancon has been awarded the Nursery Employee Award. She is currently working at Portland Nursery, where she puts her design skills to great use. She is enrolled in the Landscape Technology: Design Program at Portland Community College, and plans to pursue a bachelor's degree in horticulture at Oregon State University. Jessica is also an Oregon State Master Gardener.



Nicollette Fonvergne has been awarded the Mt. Hood Chapter II Award and the Clackamas Chapter Ed Wood Memorial Award. Nicollette has returned to her family farm in Boring, Oregon, and is working on a degree in horticulture and a certificate in organic farming. She is currently enrolled in Clackamas Community College. Her goal is to grow food and medicinal herbs for the local community via her own small farm business.



Lauren Hatch is a sophomore at Clackamas Community College and is pursuing a degree in horticulture. Lauren switched

careers in the aftermath of the pandemic and is currently working as an irrigator at Smith Gardens. She is grateful to be combining practical work experience along with her education. She hopes to have a career in a commercial greenhouse setting following graduation. Lauren has been awarded the Bill Egan Memorial Award.



Riley Hickman will be a graduate student at the University of Kent—United Kingdom, studying ethnobotany. Riley has a degree in chemistry from Duke University and is the owner of Hickman and Hortus Landscape Design in Durham, North Carolina. He has been awarded the Nurseries Memorial Award.



Kylie Holveck is currently a junior at the University of Idaho, and after graduation she plans to return to Oregon to become a teacher. She wants to introduce students to horticulture and greenhouse production through supervised



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agricultural experience (SAE) projects. Kylie was awarded the Bob Fessler/Woodburn Nursery II Award for the second year in a row.

Sophia Linden is currently enrolled in the Landscape Technology: Design Program at Portland Community College. Sophia's interests include studying the impact of climate change on native plants in the Pacific Northwest, creating urban habitats, and preserving seeds. She has been awarded the Royal Boltman Memorial Award.



Sophie Nelson has been awarded the Bob Fessler/Woodburn Nursery I Award. She will be a sophomore at Oregon State University, pursuing a degree in horticulture. Sophie plans to return to the Willamette Valley and her third-generation family-owned ornamental tree farm, Bountiful Farms, after completing her degree.



Jenyoseph Quixote is continuing her studies at Chemeketa Community College where she is earning a two-year degree in

horticulture. Her goal is to transfer to Oregon State University to earn a bachelor's degree. She hopes to become a Master Gardener, as her children are Junior Master Gardeners. Jenyoseph has been awarded the newly-created Arthur Spada Memorial Scholarship Award.



William Stencil has been awarded the Retail Chapter II Award. He is a junior at Central Lakes College in Minnesota, and is working towards a degree in horticulture and greenhouse management. Will was active with his local Future Farmers of America (FFA) chapter and placed 1st in the 2019 Minnesota FFA State Competition his senior year. He also has constructed his own greenhouse and plans to sell his nursery plants to help with tuition.



Stephen Stresow will be a junior at Cornell University where he is pursuing a bachelor's degree in plant science and agricultural sciences. He is most passionate about vegetable production and incorporating food nourishment into his work. >>

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Scholarship recipients

Stephen is planning to earn a Ph.D. following his undergraduate studies. He has been awarded the Retail Chapter III Award.



Brady Traeger will be an incoming freshman at Oregon State University this fall, working towards a bachelor’s degree in agriculture engineering and a minor in horticulture. He ultimately plans to spearhead the design and construction of new machinery and technology that will enhance the efficiency of nursery work. Brady has been involved in his family’s businesses, Woodburn Nursery & Azaleas Inc. and Fessler Farms, from a young age. Brady was awarded the Retail Chapter I Award.



Eric van Klaveren is a senior at Oregon State University, pursuing a degree in electrical engineering and a minor in horticulture. Eric has been involved in his family’s business, Van’s Nursery, for most of his life and will pursue a career in horticulture after graduation. He has been awarded the Willamette Chapter Award.



Tatiana (Tashi) Weinstein is currently studying organic farming, arboriculture, and landscaping at Clackamas Community College. She has a particular passion for studying plants that are native to the Pacific Northwest. Tashi has been awarded the Emerald Empire Chapter Award. ☺



The ONF committee is comprised of OAN members that serve a five-year term, with their fifth year as chair. Each year, we look to add a new OAN member to the committee. If you are interested in being on this committee, please contact Stephanie Weibrauch at the OAN office, 503-582-2001 or sweibrauch@oan.org.



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.

Legislature approves recycling overhaul

The Oregon Legislature has approved a statewide recycling overhaul in the form of Senate Bill 582. The House passed it 31-24 on June 25, the day before the session adjourned. The Senate had passed it earlier, 16-13. Gov. Kate Brown is expected to sign it into law.

The bill will mandate the creation of producer responsibility programs, placing new requirements on producers of plastics, paper, foodware and other covered materials, including nursery containers. They must develop and fund a plan to ensure these materials are collected, transported, processed and disposed of, while also paying for consumer outreach and education.

The OAN opposed the bill, as did other business groups, calling it costly and ineffective. However, the OAN did win some improvements to the bill. It no longer applies to on-farm use of containers, nor to businesses with less than \$5 million in revenue.

"The legislation was vastly improved, but it did not achieve all of our needs," OAN Executive Director Jeff Stone said. "While growers were removed from the bill, the retail and supply chain sides of our industry still must comply with the legislation. The good news is that the bill does not go into effect for four years, so there is time to adjust the content of the legislation." Visit tinyurl.com/yb62zdn8 to learn more.



Data has convinced economists that nursery and greenhouse sales are projected to stay profitable.

PHOTO BY BILL GOLOSKI

NW FARM CREDIT SNAPSHOT FINDS STRONG NURSERY PROFITABILITY

According to a second-quarter market snapshot by **Northwest Farm Credit Services**, nursery and greenhouse businesses continue to maintain good profitability. However, increasing labor and transportation costs are cutting down profit margins.

A straw poll from the beginning of the calendar year to May 31 reports that shade tree sales increased a little more than 30% since 2020. Financial experts link the increase in demand for home and landscaping construction projects. In addition, low interest rates for homebuyers and a limited inventory will continue to increase the need for new home construction and support sales in the grower segment.

Container growers saw a 10.7% increase and greenhouses gained 7% in year-over-year sales. Both are strong markers of growth and high performance. The total of all three segments calculates to a 14.6% increase in sales overall.

Limited labor continues to be an issue for the industry. The pandemic's supply chain disruptions are also shifting the cost of shipping products and limiting trucking availability. Download a PDF of the report at tinyurl.com/axwjz6wz.

OREGON OSHA UNVEILS EMERGENCY HEAT RULE

The Oregon Occupational Safety and Health Administration (OR-OSHA) has adopted an emergency heat rule placing new requirements on employers to protect workers in the event of a heatwave, such as the one that hit Oregon the last weekend in June.

Temperatures reached 117 degrees in Salem, Oregon, exceeding the record not just there but in most American cities other than Phoenix. More than 100 people died, many of them in their homes. A worker at an Oregon nursery passed away after showing symptoms of heatstroke.

In response, Oregon Gov. Kate Brown quickly ordered OR-OSHA to issue an emergency rule as soon as possible, which it did on July 8. It will remain in effect for up to 180 days, as the agency continues work that was already underway to create a heat protection rule.

"This rule creates greater clarity for employers about the specific steps that need to be taken to protect workers from heat stress dangers at work," said Michael Wood, administrator for OR-OSHA "For employees, it further crystalizes their existing rights to protection from heat hazards where they work."



Northwest News

Brooks Tree Farm is one of many tree nurseries that provides seedlings that can be used for reforestation efforts.

PHOTO BY CURT KIPP

The rule requires that employers provide access to shade and cool water when the heat index hits 80 F or above. When it hits 90 or above, employers must allow 10-minute cool-down periods in the shade for every two hours of work. These breaks may be concurrent with any other meal or rest period already required.

Additionally, the rule requires effective communication between employees and supervisors for sharing of concerns, monitoring of employees for signs of heat illness, and development of an emergency medical plan, and practices to adapt employees to working in the heat.

And, by August 1, employers must ensure that all employees receive special training before they are required to work in a heat index of 80 F or higher. Such training must cover several of the issues associated with working in the heat and



complying with the heat rule.

OAN Executive Director **Jeff Stone** has been following the rulemaking process for its potential impact on nurseries.

“Nurseries are already meeting most of these requirements,” he said. “They offer their employees water on hot days, and they take breaks at a normal rate, except when the temperature exceeds 90 — then they take more. When the recent heatwave happened, they were ready for

it. They started and ended the workday earlier, so they could avoid the hottest parts of the day.”

Stone expects to see further regulation in the future.

“Right now, OR-OSHA doesn’t have the authority to order employers to stop work, but the legislature could put that in a bill, and I think it’s possible they will do that in 2022,” he said.

The best advice he can give is to take

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the issue seriously. “Do the common-sense things to provide workers with shade, water and breaks, and monitor them for signs of heat stress,” he said. “OSHA offers free consultation services if you’re not sure what to do, and I would take advantage of those — the point is to make your workplace safer. No fault, no citations and no penalties are involved.”

More information on OR-OSHA consultations is available online at <https://osha.oregon.gov/consult>.

TREE NURSERIES AIMING TO MEET SEEDLING DEMAND

Tree seedling nurseries are adjusting to meet the demand for reforestation efforts, according to a report from *Capital Press* (Salem, Oregon). It requires finding the best space to grow, rotating acreage, and doing what they can to make every inch count to meet a short-term surge.

The hits kept coming as thick smoke from the 2020 wildfires prevented laborers from harvesting cones for seeds, and the February 2021 ice storm hurt many seedlings. Nurseries are limited in what they can achieve with long-cycle tree products that have seasonal production windows. The data says there just isn’t the inventory needed by landowners to replenish their wildfire-stricken properties, but the Department of Forestry is providing extensions if they have documentation showing that they tried.

Kathy LeCompte, owner of **Brooks Tree Farms**, told the newspaper that nurseries could speed up the two-year sapling growing process up by erecting new greenhouse spaces, but the cost of the expensive equipment outweighs the benefits of a brief period of demand.

Jan Hupp, co-owner of **Drake’s Crossing Nursery**, explained that they could put more fields into production to meet the demand. **IFA Nurseries** Regional Marketing Manager Steve Akehurst said that landowners need to be more reactive when a tree seedling services have overages they can sell. Read the full story at tinyurl.com/jr42sy9z. >>



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DATA INCONCLUSIVE FOR COVID-19 OUTBREAKS

Health officials in Washington haven't been able to say how effective emergency housing rules were at preventing the spread of COVID-19, according to a report from *Capital Press* (Salem, Oregon). The Washington Department of Health presented their findings on the pandemic at the Employment Security Department's Agricultural and Seasonal Workforce Services Advisory Committee. They documented 146 outbreaks last year in farms and packaging warehouses, but can't trace exactly where the infections originated.

Farm groups claim that the department was making presumptions that there was a higher level of infections in employer-provided housing without data. COVID response teams were facing incomplete and conflicting information and reported



that a large percentage of the outbreaks in March, April, and May of 2020 took place in agriculture. More details are on tinyurl.com/35trwhju.

report from *Lebanon Local* (Lebanon, Oregon). **Van**

Essen Nursery is a 300-acre operation that was in business for 45 years. It provided ornamental shrubs and perennials to garden centers across the U.S. and Canada.



The business first started when Dave drove around the valley with a pick-up truck full of boxwood, arborvitae and juniper products in search of buyers. The enterprise grew to employ a crew of 110 people.

**Announcements
VAN ESSEN NURSERY OWNERS
RETIRE, CLOSE OPERATION**

Dave and Leanne Van Essen are rounding the bend on phasing out their wholesale business, according to a

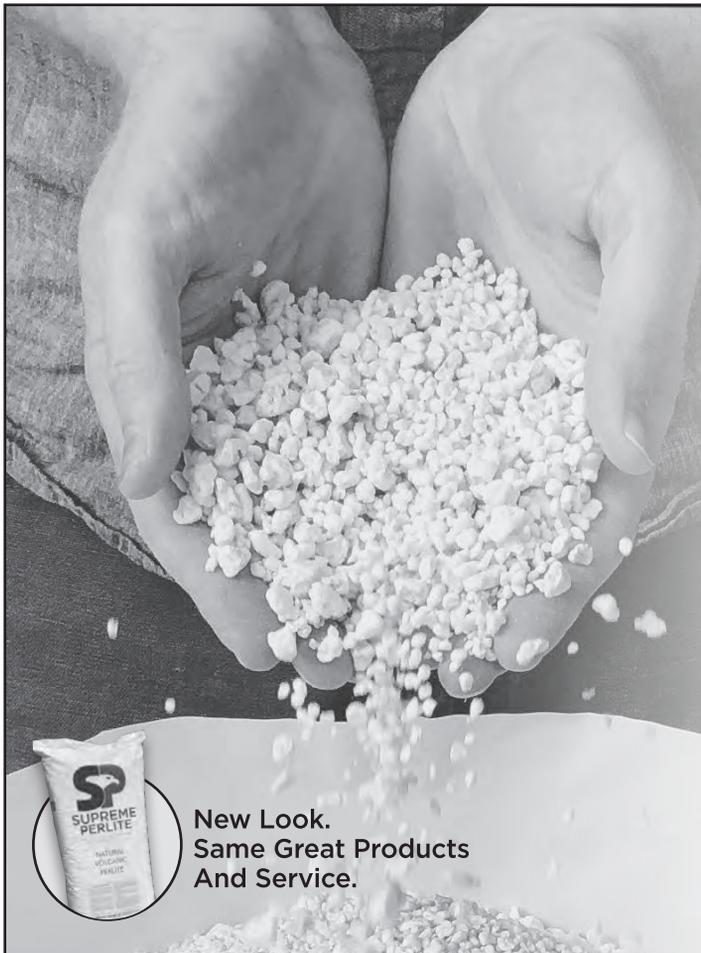
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The owners had difficulty finding a buyer who could afford the whole operation, while also being willing to navigate the other regulatory and labor issues that the nursery industry faces. Breeden Family Farm has stated it purchased the greenhouse and propagation system. Dave Van Essen served as OAN president in 2006–07. Read the full story at tinyurl.com/5yzdxt45

OBI APPOINTS NEW PRESIDENT AND CEO

Angela Wilhelms has been appointed president and chief executive officer (CEO) of Oregon Business & Industry (OBI) by the organization's board of directors. She will start September 1, taking over for retiring OBI President and CEO Sandra McDonough.



Wilhelms has a strong background in public policy and government affairs. She previously served as the board secretary for the University of Oregon, as well as chief of staff for former Oregon House Co-speaker Bruce Hanna and House Minority Office. In Washington D.C., she was press secretary for retired U.S. Rep. Greg Walden.

"I am very excited to join the incredible team at OBI," Wilhelms said. "A strong business sector and the jobs it creates are so fundamentally important to our state and the communities throughout it. As a native Oregonian, I am thrilled to have the chance to work with the vast array of businesses that make up OBI's membership throughout the state and I look forward to traveling around Oregon to connect with our members to hear first-hand about their priorities for their own companies and for our state."

McDonough's retirement is set for October. She served in the role since 2018. Log in to tinyurl.com/jbr9adx5 to read the full release.



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In Memoriam JOHN MAURER

The Oregon Association of Nurseries is saddened to report the passing of longtime OAN member and former board member John Maurer, founder of Evergreen Growers Supply, a beneficial insect supply business in Oregon City, Oregon.



Mr. Maurer passed away peacefully at home with his family by his side on Sunday, July 11. He was 65 years old.

A celebration of life for friends and family will be held starting at 2 p.m. Saturday, August 7 at the Maurer home, 17592 S. Palmer Road, Oregon City. Participants will share stories, enjoy food and drinks, and play volleyball, a game he loved dearly.

Mr. Maurer was born December 15, 1955. He began selling beneficial mites and insects in the early 1990s, when biocontrol had yet to gain popularity. He founded Evergreen Growers Supply and championed the advancement of bio-

logical control in Oregon, Washington and California, and nationally. He developed long-term professional relationships with growers and other industry professionals.

In recent years, John had semi-retired but continued to work with growers he had gotten to know well. He is remembered for being the friend you could always count on, a beloved colleague, a good listener, and for having “dad” jokes and goofy gestures always at the ready. He will be dearly missed by friends and family.

According to the family, Evergreen Growers Supply will continue on the path that John forged, providing beneficial insects to industry growers.

John became an OAN member in 1995 and served the industry in a variety of roles. He served as president of the Willamette Chapter president in 2016, and vice president in 2015, 2017 and 2018. He was the Willamette Chapter representative on the OAN Board of Directors in 2015, 2016 and 2017. He is survived by his wife, Olli Tammekivi; five children; two grandchildren; and other family members and friends.



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MCHUTCHISON HIRES, PROMOTES FOR GROWTH

According to a release from **McHutchison**, the company has hired or promoted four new employees as part of a multi-year company growth strategy.

Erik Jensen has been promoted to nursery director over the operations and sales teams of Mchutchison. He has been with the company since 2006 and will manage customer relations in New York City. He previously worked for Home Depot and the New York Botanical Garden.



Frank Yaun will join the Mchutchison sales team to serve customers in North Carolina. He has 33 years of industry experience, which includes positions at eight different nurseries and horticulture businesses.



Andrew Gorry has been appointed as a sales representative for Mchutchison's Connecticut-based nursery customers. With more than 25 years of industry experience, he has held several positions at companies such as Atria Inc., Soundview Landscape Supply LLC, Garden Resource Group, Canterbury Horticulture, and others.



Tim Kilgore will serve nursery customers in eastern Pennsylvania, Maryland and Washington D.C. He has 23 years of experience, 17 of which were for Shemin Landscape Supply's operations in Michigan and New Jersey before it merged with John Deere Landscapes. He also worked for Brock Farms, Sharp's Landscaping Inc.



Dave Sharkey is a sales management advisor for the East Coast Mchutchison sales team. He retired from the company in 2019 after 20 years of service but is returning to work to train new sales members. Visit tinyurl.com/jt74xssp to learn more. ©



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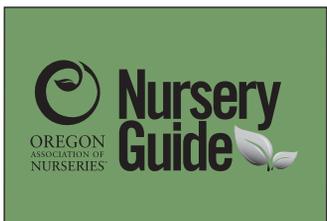
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Requirements: Botanical knowledge, including basic understanding of plant care, harvesting, and managing air, soil, and water quality. Detail oriented. Good Communication skills. Ability to stand for long shifts and bend over to work with plants. Lift and move trays, hoses, watering tanks, 50lb fertilizer bags, and buckets full of liquid fertilizer.

To apply, please send cover letter and resume to rose@wwnc.net

ASSISTANT ANNUALS GROWER WALLA WALLA NURSERY, WA

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Requirements: High school diploma or equivalent. Strong verbal and written communication skills. Basic computer skills and strong math skills. Strong time management and task prioritization skills. Some horticultural knowledge. Bilingual a plus.

To apply, please send cover letter and resume to rose@wwnc.net

EMPLOYMENT

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Requirements: High school diploma or equivalent. Strong verbal and written communication skills. Basic computer skills and strong math skills. Strong time management and task prioritization skills. Some horticultural knowledge.

To apply, please send cover letter and resume to rose@wwnc.net

EMPLOYMENT

PROPAGATION TECH

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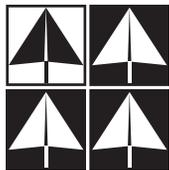
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A fine, low input turf

Researchers look into the helpful properties of fine fescue turgrasses

BY ALEC KOWALEWSKI, EMILY BRAITHWAITE AND RUYING WANG

FINE FESCUE IS A group of different cool-season turgrasses in the *Festuca* genus with narrow or fine leaves (Image 1). These grasses are generally known for excellent shade and cold tolerance, as well as persistence when maintained with minimal fertilization.

Considering these attributes, fine fescue is growing in popularity as homeowners and turfglass managers seek more sustainable genus and species (Image 2, next page).

Each of the five common fine fescues (strong creeping red fescue, slender creeping red fescue, Chewings fescue, sheep fescue and hard fescue) have a unique set of characteristics. For instance, strong creeping red fescue has a strong drought tolerance, germinates quickly and spreads quickly. This species is also the most common in seed mixtures.

Slender creeping red fescue tolerates lower mowing heights. Chewings fescue has the best shade tolerance. Sheep fescue can tolerate some of the lowest fertility conditions and persists with little or no irrigation. Finally, hard fescue has excellent resistance to turfglass pathogens such as red thread and dollar spot.

Since 2012 the Oregon State University (OSU) Turfglass Program has been part of a national and local fine fescue research initiative funded by the United States Department of Agriculture - Specialty Crops Research Initiative (USDA-SCRI), the National Turfglass Evaluation Program (NTEP), the Northwest Turf Association, and the OSU Agricultural Research Foundation.

In this article we intend to share a few of the objectives and findings associated with this research initiative. These objectives



Image 1: Common cool-season turgrasses include fine fescue (left), known for its fine leaf texture, perennial ryegrass (center), with a medium leaf texture and tall fescue (right), which has a coarse leaf texture. PHOTO BY ALEC KOWALEWSKI

include improving cool-season turf disease tolerance with symbiotic endophytes from hard fescue, evaluating fine fescue cultivars in Oregon, and determining the optimum seeding date and mulching material for fine fescue establishment in Oregon.

Improving turf stress tolerance

The inherent disease resistance associated with fine fescues is partially the results of *Epichloë* endophytes. *Epichloë* endophytes are symbiotic fungi that live within the turfglass and help protect the host plant from various environmental stresses and pathogens. Previous research has identified *Epichloë* endophyte strains in hard fescue that provide resistance to dollar spot and red thread diseases.

Research at OSU is currently exploring the transference of this symbiotic organism from hard fescue to other fine fescue species and subspecies, as well as other cool-season grasses like perennial ryegrass and tall fescue

to improve the disease resistance and stress tolerance (Image 3, next page).

Evaluating fine fescue cultivars

From 2014 to 2019 the OSU Lewis-Brown Horticulture Farm in Corvallis was a fine fescue testing location for the National Turfglass Evaluation Program (NTEP). For detailed data such as spring green up, percent green cover, monthly turfglass quality, red thread tolerance and traffic tolerance of 42 cultivars of the five fine fescues in Oregon and other location visit the “NTEP 2014 National Fineleaf Fescue Test: 2015-19 Data” (<https://tinyurl.com/cprmzxp>).

In 2020, a new 5-year fine fescue NTEP study with 43 entries was initiated at the the Lewis-Brown Horticulture Farm in Corvallis.

Optimum seed date

Part of the multi-state USDA-SCRI fine fescue initiative was to identify ways that people can incorporate these low-input

A fine, low input turf

Image 2 (top): Michael Breuer (left), Assistant Superintendent, pictured on a fine fescue putting green at the Bandon Dunes Golf Resort in Bandon, Oregon. PHOTO BY ALEC KOWALEWSKI Alec Kowalewski



(right) at the Chambers Bay Golf Course in University Place, Washington, which is dominated by fine fescue. PHOTO BY PHILLIP MAUSS
Image 3 (bottom): Postdoctoral Scholar Dr. Ruying “Wrennie” Wang (left) is transferring naturally occurring symbiotic *Epichloë* endophytes from hard fescue to other fine fescue species to improve the disease tolerance of these grasses.

grasses into existing landscapes. We know that the fine fescue species persist in shade, with low water requirements, and low fertility requirements, but overcoming the social barrier for adopting more sites with these grasses was a primary focus of this initiative. In order to recommend this as a species for homeowners and turfgrass managers, it’s important to identify the best time of year to plant and establish the grass.

OSU, along with three other universities across North America, initiated an optimal seeding date trial for fine fescues to identify which month of the year was best to seed fine fescues in different regions across the US. Nine monthly fine fescue seeding timings from March through November were investigated with a seed mixture of strong creeping red, Chewings, hard, and slender creeping red fescue (Image 5, page 96).

Prior to seeding, plots were sprayed

with glyphosate to eradicate any weeds. The fine fescue mixture was then seeded into these plots at one of the nine predetermined seeding dates, along with a starter fertilizer. Following seeding, plots were irrigated frequently to promote establishment. No additional fertilizers or pesticides were applied to plots following seeding.

Data collection consisted of monitor-

ing weather data, observing the number of days until emergence, visual turfgrass cover and quality, and grid intersect counts to assess the percentage of weeds and fine fescue in each plot.

Results from across all four locations showed that as temperatures increased during the growing season, the time required for fine fescue emergence decreased.



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Image 4: The 2014 National Turfgrass Evaluation Program Fineleaf Fescue Project ended in 2019, but was replaced by the 2020 National Turfgrass Evaluation Program Fineleaf Fescue Project and will continue until 2025 (not pictured).

PHOTO BY ALEC KOWALEWSKI



Seeding in August and September, however, produced the best establishment with the lowest weed pressure.

Oregon has much more of a Mediterranean climate compared to the other locations of this study, and as such that allowed for more flexibility in seeding timing. Overall, Oregon had a much wider seeding window of May through September. All those plots were successful at establishing, and many had low weed encroachment.

Spring seeding in Oregon with fine fescues can be successful, and is a good option for homeowners and turf managers. One consideration, however, is that due to the drier spring/summer climate in our region, irrigation is a critical requirement to get good establishment of fine fescue. Seeding timings in September may still require frequent irrigation for emergence, but more rain events from September through May will reduce the overall need for irrigation for fine fescues seeded in the fall.

Optimum mulching material

When we get into springtime, and the weather starts warming up, it's not uncommon for homeowners to begin using commercial "patch and repair" products on their lawns to seed bare or damaged areas from the previous seasons. These products contain about 85 to 90% inert matter (i.e. wood or paper based mulch) to help retain moisture, and the other 10 to 15% is fertilizer and grass seed.

Typically, these "patch and repair" products are comprised of other grass species (tall fescue and perennial ryegrass), and very few of them are fine fescues. The overall cost per pound (lb) of seed in these pre-made mixes is very high, so we decided to test materials available to homeowners or turf managers from nurseries or garden supply stores that they could use to make their own seed mixes. We included newspaper, top soil, compressed paper mulch, >>

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Image 5 (top): The 2019 Specialty Crop Research Initiative: Optimal Fine Fescue Seeding Trial Fescue. PHOTO BY EMILY BRAITHWAITE **Image 6 (center):** Mulching material used for fine fescue establishment in Corvallis. PHOTO BY EMILY BRAITHWAITE **Image 7 (bottom):** Mulching material applied with fine fescue seed to promote establishment in Corvallis.

PHOTO BY EMILY BRAITHWAITE

compost, woodchips, potting soil, and no mulch material (Image 6, right).

All treatments included a 95% (by volume) mulch ingredient, 0 or 1% starter fertilizer, and 5% fine fescue seed mix (strong creeping red fescue, Chewings fescue, hard fescue, and slender creeping red fescue). The ingredients were mixed by hand in a 5-gallon bucket and hand seeded onto 2' x 2' plots in April 2019 (Image 7, bottom right). Once treatments had been seeded, the area received daily irrigation to promote establishment. Data collection included number of days required for seedling emergence, establishment rate, visual quality, and percent weed encroachment at the trial's conclusion.

Conclusion

Mulch ingredient had a significant impact on seed emergence and establishment. The woodchips, newspaper shreds, and pressed paper mulch inhibited establishment early on. Although eventually

they filled out with fine fescue, we don't recommend using those materials in a patch and repair mix.

Using potting soil or compost provided for the quickest emergence of fine fescues in this trial. This could be due to those materials holding moisture better, and providing warmth and cover to the seed which sped up germination. The compost in particular required the fewest number of days to reach 50, 75, and 90% establishment.

We found that if a site is adequately irrigated, mulch materials and fertilizer might not be necessary to include for repairing areas, but to speed up the process, including compost or potting soil was beneficial. Overall, major cost savings can be made by making your own mulch mixes.



The average cost for pre-made "patch and repair" products is about \$2.79 per pound, but mixing your own can bring that cost down to about \$0.45 per pound (Braun et al., 2020). ©

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Reference:

Braun, R.C., A.J. Patton, E.T. Braithwaite and A.R. Kowalewski. 2020. Establishment of low-input turfgrass from seed with patch and repair mixtures: Mulch and starter fertilizer effects. 17 July 2020 <https://doi.org/10.1002/csc.2.20266>





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Road trip to the City of Roses

The pandemic has been a not-so-welcome roller coaster ride for the past two years.

Just over a year ago, in the teeth of uncertainty and a virus outbreak that dominated public life, the OAN Board of Directors made the decision to push the 2020 Farwest Show into 2021.

This was the right call. We had no event venue available, local restaurants were closed and airfares were sky high. All factored into the decision.

Farwest is not only the anchor event of the association, but the signature nursery trade show of the Western United States. Oregon's elite nursery operators were shipping like gangbusters across the nation and the globe. Plants were flying off the truck, but we just could not invite you into Oregon's nursery living room. Got to say, that hurt.

Dirty boots, engaged minds

The Farwest Show is a green show put on by the grower community. It is intentionally scheduled in August as a signal of the new year of production. The sprint of spring eventually gives way to the summer. That's when people need to meet face-to-face, peruse plants, and share stories of challenges and successes. Handshakes and the love of the industry — that is what August in Oregon is about.

We embrace the best new plants at the New Varieties Showcase every year. The NVS class of 2021 will shine a spotlight on multi-tasking plants (such as edible ornamentals) and compact/dwarf varieties. This is something that has been trending for a while. Newer homes tend to have smaller gardens, so people want plants that will thrive in containers.

Our sponsor HipLabels has a brand-new Augmented Reality feature called HipEngager. Attendees can scan the plant image on the tag using the Arilyn smartphone app and be taken to a website where they can learn more about that variety.

This year's Growing Trends Showcase will feature three garden concepts to inspire imaginations. We connect the gardens to health and welfare (Immunity Garden), a

restful place (Quiet/Secret Garden) and your ultimate garden surroundings (Garden of Joy). The blending of our exceptional plant innovations with forward looking concepts that are ahead of the market is what makes Growing Trends special.

Lastly, we will feed your minds. Keynote speaker Katie Dubow, president of the Garden Media Group will kick off the show on Wednesday from 11 a.m.–noon with “Garden Trends 2022: Growing Forward.” The seminars offered at Farwest are top-notch and cover the continuum of relevant content. The educational experience ranges from environmental and biocontrol enhancements to e-commerce that works, to what is on the horizon for automation. Bring your laptop or your notepad and get ready to hear from the experts.

At Farwest you can visit leaders in the industry in one location. We want you to experience a walkable and well laid out floor. We know from long experience that attendees come from all over the United States and the world to tour our elite nurseries. No iPhone or Zoom meeting can replace getting your boots dirty and crouching down to touch quality material. So, get dirty.

The Pacific Wonderland is open

When my father wanted to get my absolute full attention, he would call it his “come to Jesus” chat. Well, the OAN had that chat with Travel Oregon and Travel Portland, who are charged with attracting visitors and tourism.

Straight up — our beautiful Farwest host city, the City of Roses, has had an image problem lately. Last year's riots and a more visible homelessness besmirched the livable and walkable reputation of a downtown core known for safety and fun.

I am not known for subtlety in times of clarity, so I put it to them. I said the city needed to get right and clean up. Since I go to church with the Mayor of Portland, I suggested that we not let things slide. This little bit of church pew motivation worked. Travel Portland is now working with us — side by side — to repair Portland's image and restore public trust. But it's not just about image. The fact is, we are ready to host you in the City of Roses!



Jeff Stone
OAN EXECUTIVE DIRECTOR

When we have friends visiting from out of town, it is hard to get everything in. From athletic and sportswear campus giants of Nike, Adidas, and Columbia Sportswear to our foodie heaven with renowned restaurants and our much-celebrated food cart scene.

If you want ground zero for innovation for beer, everything is here. Sorry Ohio — you are not even close. Huber's Café is the oldest bar in Portland and happens to serve the best Spanish coffees in the country (I have taste tested the competition around the country — you know, for science).

Oregon's wine country is the hidden gem and tasting rooms and wineries are within a 30-minute drive. Get a designated driver, because it is really good. The city is home to cultural standouts: Voodoo Doughnuts and my personal favorite, the world famous Powell's City of Books. Nearby are the 12 picturesque bridges that connect each side of Willamette River.

Oregon also offers awe-inspiring natural beauty. Multnomah Falls, the Columbia River Gorge, trails galore and the natural, wooded beauty of Forest Park. If you're a hiker or runner, the trails of Forest Park are hard to top. Within a stone's throw of the Oregon Convention Center are Washington Park, Portland Japanese Garden, Pittock Mansion, and the International Rose Test Garden. Portland is the ultimate “pick your own adventure” experience.

Pack your bags!

The 48th Farwest Show awaits. Enjoy the greenest show in the country, go see the best growers of nursery stock and leaders of industry innovation, and come to Portland. You will be glad you did. See you at Farwest! ☺



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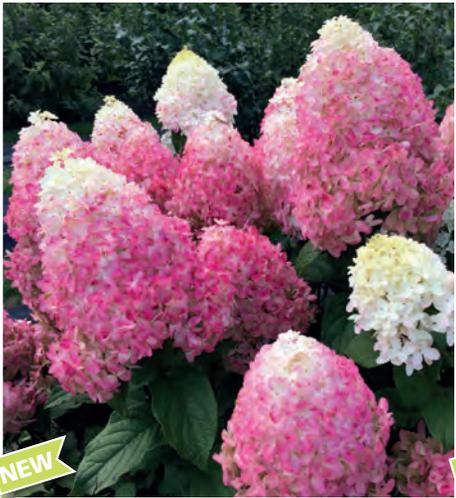
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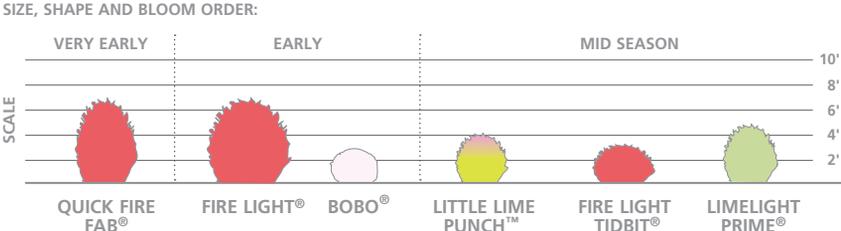
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