



Farwest marks a gathering of new, returning faces



tive with wholesale plant grower Cascade Tropicals of Snohomish, Washington, found strong interest in its assortment of lush houseplants. “Given all the context, we’ve been happy with the turnout. We weren’t sure people were going to turn out,” she said. “It definitely felt busy for all of Wednesday and Thursday.”

Having a booth full of lush, green plants was a difference-maker. “People can see plants in person,” Busse said. “[If they had] just seen them on our availability list, I don’t know if they would have been interested in them. Sometimes, plants on our website don’t represent as well as they do in person.”

Kaz Kosciolek and Ian Nabal, trade show representatives with farmwear supplier Farmers Defense of Watsonville, California, said they had strong traffic to their booth all three days. They sell hats, arm sleeves, masks and other protective gear for farmers and gardeners.

“As a first-time exhibitor, we had a

great experience,” Kosciolek said. “We were very happy with the attendees, exhibitors and buyers. It was really great for making connections with the industry, both on the business-to-business and business-to-consumer side. I definitely think we got our value’s worth at the show.”

Derry and Celia Breeden were first-time exhibitors with Breeden Family Farms, a wholesale grower based in Lebanon, Oregon. They were not just new to Farwest, but to the nursery industry.

“We had a wonderful time meeting people, getting to know people in the nursery industry and making connections,” Derry said. “We were able to get orders in, build our contact list and make some sales.”

Kevin Hsu, trade show representative with Soul of the Party, a supplier of macramé hangers based in Tustin, California, was another first-time exhibitor who had a positive experience.

“Everything went well, from the logistics, to setting up the booth,” he said. “I

can’t wait to come back next year We did better than what we expected. We were here at the right time, at the right place. It felt so good to see people in person and have that interaction again.”

The show was held under unpredictable circumstances, with Oregon Gov. Kate Brown implementing a statewide indoor mask mandate shortly before the gathering began. “This presented a challenge,” OAN Executive Director Jeff Stone said. “The Oregon Department of Agriculture helped us get proper masks for the show, which we were able to give out to any attendees or exhibitors who didn’t already have one. Thanks to their partnership and assistance, we were able to put on a safe show.”

The next edition of the Farwest Show will take place Wednesday–Friday, August 24–26, 2022 at the Oregon Convention Center in Portland.

“We can’t wait to be back next year,” Ian Nabal of hard goods supplier Farmers Defense said. ☺

Retailers’ Choice Awards embrace discoveries at Farwest

The Farwest Show is an opportunity to discover things you might not have seen before, and the 2021 edition of the show was no exception.

As part of the Retailers’ Choice Awards™, a jury of volunteer garden retailers roamed the expo floor and highlighted seven different products that par-

ticularly piqued their interest

The awards as chosen by these judges were announced and shared in a presentation emceed by Christina Salwitz, The Personal Garden Coach. Both live goods and hard goods were eligible. The winners were as follows:

- **Biological Controls** — offered by

Biobest USA — The firm has available a large variety of biological pest management tools, including beneficial insects, mites and nematodes. The company had an eye-catching display at the show with live bees in a secure container. Info: www.biobestgroup.com.

(CONTINUED ON PAGE 14)

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• **SeaCoast Compost Biodynamic® compost and potting soils** — produced by **SeaCoast Compost** — SeaCoast Compost offers a line of extremely high-quality biodynamic composts and potting soils created from composting fish carcasses, crab and shrimp shells, cow manure and red alder. The products in the line include a variety of compost preps, including Yarrow, Chamomile, Stinging Nettle, Oak Bark, Dandelion and Valeran. “It’s a very premium product, very nutrient-dense,” company representative David Boyer said. “It can eliminate the need for fertilizer.” Info: www.redefiningcompost.com.

• **Biodynamic® plants** — available from **Suncrest Nurseries** — Suncrest Nurseries, located near Watsonville, California, offers their new Biodynamic and Organic Eco-Conscious Beauty line, featuring edible medicinal, habitat and native plants. Suncrest is the first certified Biodynamic commercial wholesale nursery in the United States. Biodynamics is a holistic, ecological, and ethical approach to farming, gardening, food, and nutrition, according to the Biodynamic Association. Info: www.suncrestnurseries.com.

• **C Bite Clips** — created by **Thriving Design** — These patented clips are made for trellising and are designed for use in various garden applications, such as trellising, plant supports, tomato cages and more. They can connect to each other in as many as three different directions, and operate like Tinker Toys for the garden. In addition to stakes, one can attach ropes or fabric to them. They are made in the USA of UV-resistant, non-virgin plastic for many seasons of use. Info: www.thrivingdesign.com.

• **Gard-N-Hook** — created by **Zaydoe Creative** — Zaydoe Creative is an Oregon-based company that creates and

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Roger Canfield,
 Puget Sound Plants (Owner), Olympia, WA



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(CONTINUED ON PAGE 32)

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(CONTINUED FROM PAGE 14)

manufactures tools for the garden, vineyard and horticulture industries. Owner Joe Acton created Gard-N-Hook, a multipurpose tool specifically designed to lift and retrieve flower baskets and bird feeders, drag heavy or cumbersome nursery pots for easy placement, and wrangle thorny bushes and tree branches for pruning without touching them. Info: www.gard-n-hook.com.

• **Kent's Big Dig shovel** — created by **Gerard's Nursery** — Nursery owner

Kent Gerard got tired of shovels that break, so he developed a strong, durable, all-metal digging shovel with a 15-inch uncoated blade and a hollow steel handle for strength and durability. The shovel was field-tested by a digger with 30 years of experience and is American-made. It weighs just eight pounds and has steps on both sides of the handle. "You can step on both sides and you don't bust your boot," company representative Allison Hawley said. Info: www.kentsbigdig.com.

• **Protective Sleeves** — available from **Farmers Defense** — The company makes moisture-wicking, lightweight protective sleeves with a polyester blend fabric, to protect farmers and gardeners from the elements. It's available in all sorts of colorful, artistic designs, or can be custom-made with company logo for the buyer. "We make stuff that keeps the farmers comfortable and protected," company representative Kaz Kosciolk said. Information: www.farmersdefense.com. ©

Little Prince repeats as Best in Show booth winner



Farwest Show exhibitors are known for their creativity, and for the 2021 edition of the show, that didn't change. The show's judging panel of green industry professionals walked the floor to find the best of the best, recognizing several winners with the Ted Van Veen Best in Show booth awards.

"Our Farwest exhibitors always take pride in showing off the best that the nursery industry has to offer, even with the circumstances of the past year," Show Director Allan Niemi said. "Their creative booths only served to highlight what they do best, which would be their plants and products."

Winning the overall Best in Show booth award was Little Prince of Oregon Nursery, based in Aurora, Oregon. The wholesale grower of annuals and perennials is a frequent contender for the top prize, also winning it in 2019 and 2016, and bringing something new to the game each time. This year they didn't disappoint, with a tiki-

inspired tropical booth design.

In addition to Best in Show, Little Prince also collected an award for Best 10x10 Booth, Grower Division. The Best in Show booth award comes with a free 10x10 booth space for the 2022 Farwest Show, scheduled for next August 24–26 in Portland.

Other Best of Division award winners included the following:

- **Grower**
 - Best 10x20 or Larger Row Booth — **Cascade Tropicals** (Snohomish, Washington)
 - Best Island Booth — **Bountiful Farms** (Woodburn, Oregon)
 - **Service/Supply**
 - Best 10x10 Booth — **SeaCoast Compost**

(Charleston, Oregon)

- Best 10x20 or Larger Row Booth — **Phillips Soil Products** (Canby, Oregon)
- Best Island Booth — **Bellpark Horticulture** (Surrey, British Columbia)

The show also recognized exhibitors who put extra creativity into their booths with three Far From Ordinary booth awards. Winning that award this year were **Brooks Tree Farm** (Salem, Oregon), **Farmers Defense** (Watsonville, California) and **Means Nursery** (Scappoose, Oregon). ©

