

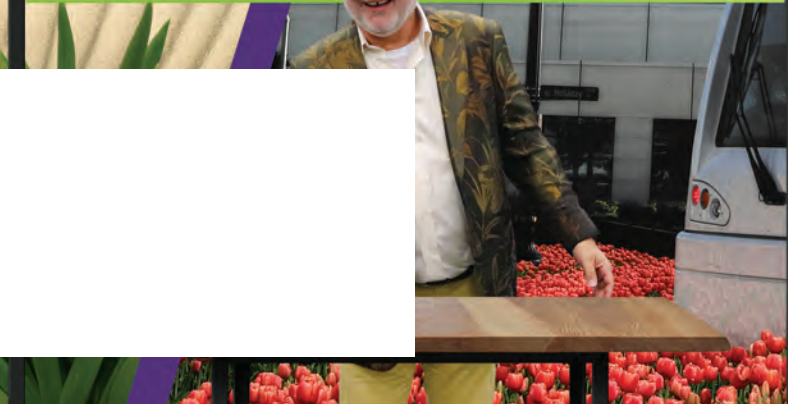
Digger

AUGUST 2022

LOOK INSIDE



Show Guide



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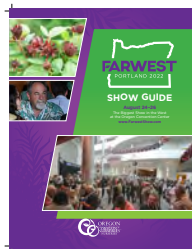
FARWEST PORTLAND 2022

Welcome to the West

The Oregon Association of Nurseries is happy you have joined us at the 2022 Farwest Show, the **biggest** green industry trade show in the West.

35 Show Guide

The 2022 Farwest Show Guide helps you get the most out of your show experience — and your visit to Oregon



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On the cover: The Farwest Show floor is populated by the greatest growers, suppliers, and service providers in the West. **ILLUSTRATION BY BILL GOLOSKI** **On this page:** The Oregon Convention Center overlooks the Willamette River in Portland, Oregon. **PHOTO COURTESY OF THE OREGON CONVENTION CENTER**



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Digger: Farwest Show Edition

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Top: Compact and colorful, *Parrotia persica* 'Vanessa', offers four seasons of garden interest. PHOTO COURTESY OF J. FRANK SCHMIDT & SON CO. **Center:** Everde Growers staff arrange product at the Forest Grove, Oregon farm. PHOTO BY BILL GOLOSKI **Bottom:** A seedless pentaploid selections of *Hibiscus syriacus* has recently been released. PHOTO BY TYLER HOSKINS

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Turbocharge your career at Farwest

It's almost Farwest Show time, and I
am pumped for it.



Josh Robinson

The Farwest Show has been a staple in my life for as long as I can remember. My first memories of the show were going there with my parents as a small child. The highlight for me was getting together with my brother as my parents manned the booth, and seeing how much loot we could accumulate. In our minds, it was like a warmup to Halloween.

Candy was the clear goal, but we would take anything people were giving out: hats, pens, trinkets — any of it was gold for us. There were some lessons there in decorum: how to approach people to achieve the best haul of goods.

Who would have thought that our nursery future was already a work in progress at that point?

Fast forward to today, and now I have my kids doing the same thing. It's just one of those things that makes me smile as I watch them do what I did as a child. I wonder if this isn't part of the allure that led me to this fantastic industry. After all, it's the people that solidified my desire to be part of the nursery business.

The value of Farwest isn't limited to bottom-line sales traced directly to the show, and it's not about the candy, either!

I have too many conversations with people that judge the show by how much product they sell. I am not dismissing the importance of selling product. After all, that's one of the main goals we go in with, too!

I would just challenge you to look at other things the show offers — things that can and will add value to your operation. It really pays to expand your company's definition of what a successful tradeshow looks like. Get out, attend some classes, see what new varieties and products are showcased, see some of the phenomenal speakers that will be there, and go to the networking events.

In terms of networking events, are you an up-and-comer in the nursery industry? Then you should check out the Emergent event. This is always a special get together for me, because it helped turbocharge my career advancement, propelling it forward at a faster pace. I formed countless relationships at the event, leading to new customers and lifelong friends.

I highly encourage you to have your younger employees attend. It is a fast track to making connections that will help your people achieve personal and professional growth. Please invest in getting all the young people you know to this event. It's these opportunities for connection that keep the future of our industry bright.

If you are a woman in horticulture, then check out the Women in Horticulture networking event to meet up with friends old and new. This event has been going on for a decade and has connected like-minded women to accelerate their careers forward. Plus, whether you're a woman or not, you can show your support by checking out the awesome shirts that are available as a fundraiser. You can find the link on the Farwest website.

My favorite thing to do at the show is walk the floor and catch up with other growers and see what new trends are taking off so that we can better align with them. This is the best opportunity to get a finger on the pulse of what's going on with innovations, sales, and tips for overcoming the never-ending seasonal issues we face.

I can't wait to see you there! ☺



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 1-5

PERENNIAL PLANT SYMPOSIUM

Presented by the Perennial Plant Association and held in conjunction with All-America Selections and National Garden Bureau, the 2022 National Symposium will be at the Lancaster Marriott at Penn Square, 25 South Queen Street, Lancaster, Pennsylvania. This event is the largest educational and trade show program devoted solely to herbaceous perennials in North America. Visit perennialplant.org for more information.

AUGUST 9-11

THE GARDEN CENTER SHOW

The first Garden Center Show for independent garden centers will be held 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. For more information, visit www.gardencentershow.com.

AUGUST 10-12

NURSERY/LANDSCAPE EXPO

San Antonio, Texas will host this year's showcase of the latest nursery and landscape products. Gain a new perspective by meeting face-to-face with industry experts and participating in dozens of education sessions and notable keynote presentations. For more information, go to www.nurserylandscapeexpo.com.

AUGUST 16-18

CLEAN TRANSPORTATION SUMMIT & EXPO

Several original equipment manufacturers, body companies and technology providers will show off the latest electric, hydrogen, hybrid, and other vehicles at the Greater Tacoma Convention Center, Tacoma, Washington. The full conference pass covers the pre-event day Accelerate H2 event, the reception, the conference and exhibit hall, and the comedy dinner. Several clean fuels and technology-related presentations will be delivered at the expo, and workforce development training will be held on the last day. To learn more and register, log on to www.gtsummitexpo.com

AUGUST 18

CNGA 2021 BUYERS EXPO

The Colorado Nursery and Greenhouse Association (CNGA) is hosting an outdoor Buyers Expo on Adams County Fairgrounds 9755 Henderson Road, Brighton, Colorado. The Expo is designed for buyers and specifiers who are interested in purchasing or sourcing plant material. This includes retail nurseries, garden centers, landscape contractors, municipal



AUGUST 24-26

FARWEST SHOW

The biggest green industry trade show in the West will take place at the Oregon Convention Center, 777 N.E. Martin Luther King Jr. Blvd. in Portland, Oregon. The show, produced by the OAN, attracts exhibitors and attendees from across the country and the world. For more information, log on to www.farwestshow.com.

parks and recreation departments, landscape architects, property management companies and other relevant industry buyers. Go to www.coloradonga.org to register.

AUGUST 23

OSU NWREC OPEN HOUSE

Oregon State University's North Willamette Research and Extension Center (NWREC) will host a Open House from 11 a.m.-3 p.m. to showcase research into laser-guided spray-systems, sensor-controlled irrigation, heatwave mitigation, boxwood blight control, control release fertilizer, biostimulants and drones. For further details, contact Dr. Lloyd Nackley at NWREC, lloyd.nackley@oregonstate.edu.

AUGUST 25

TNLA FIELD DAY AND MEMBERSHIP APPRECIATION EVENT

The Tennessee Nursery & Landscape Association will present a series of educational seminars, exhibits and food from 9 a.m.-2 p.m. at the Tennessee State University Nursery Research Center in McMinnville. Exhibitors will showcase new plant varieties, equipment and products. For more information, go to www.tngie.com.

SEPTEMBER 12-14

ISA INTERNATIONAL CONFERENCE

The International Society of Arboriculture (ISA) will host its annual conference and trade show in the Malmö, Sweden. Join industry leaders from around the world and learn about the latest developments in equipment, technology and research. For more information, log on to www.isa-arbor.com.

SEPTEMBER 14

OSU CLIMATE-READY FIELD DAY

OSU NWREC will host a Climate-Ready Landscape Plant Field Day from 10 a.m.-2 p.m. will showcase

field irrigation trials evaluating landscape plants with the potential to be good performers in low-water-use gardens. These trials are part of a western regional collaboration. For further details, contact Dr. Lloyd Nackley at NWREC, lloyd.nackley@oregonstate.edu.

SEPTEMBER 14-15

GROW WEST COAST

The BC Landscape & Nursery Association's CanWest Horticulture Expo has been rebranded as the Grow West Coast show. 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 www.growwestcoast.com.

OCTOBER 7-9

PORTLAND FALL HOME & GARDEN SHOW

Taking place at the Portland Expo Center, 2060 North Marine Dr., Portland, Oregon, this show will entertain and inform homeowners about the freshest garden designs and themes. There will be a plant and nursery marketplace, container garden competition, and an Oregon tree display. Visit <http://homeshowpdx.com> for details.

OCTOBER 28-29

OAN ANNUAL CONVENTION

Save the dates for the annual Oregon Association of Nurseries Convention, which will take place over a long weekend at Skamania Lodge, 1131 S.W. Skamania Lodge Way, Stevenson, Washington. Save the date and watch for details. Contact Allan Niemi at aniemi@oan.org or 503-682-5089 for details about sponsorship opportunities. ☺



The shifting shade tree market

What people find useful can change with societal trends as well as improved genetics

BY TRACY ILENE MILLER

SHADE TREES ARE SUCH a presence in everyone's daily lives in so many ways, that many different factors can influence changing trends in terms of what's grown and what's sold.

At home, the pandemic pushed people towards making their backyard spaces better. Rose Potter, tree and shrub buyer at **Farmington Gardens** (Beaverton, Oregon), has seen homeowners invest in new privacy and shade tree options. The same is true for people working with smaller residential lot sizes.

As weather patterns continue to intensify, people are also looking for trees to help the environment. "[There's] recognition that a changing climate will require us to develop climate-resilient trees that can perform over a wide range of climates and growing conditions," said Nancy Buley, director of communications at wholesale grower **J. Frank Schmidt & Son Co.** in Boring, Oregon.

Urban forests are influenced by urban planners looking to increase diversity of species. That in turn influences what developers do as they look to quickly plant trees in a newly finished property. But before trees can go in a backyard, strip mall or corporate campus, there's the practical process of getting them to market. That also influences shade tree trends.

Farms continue to encounter labor shortages, and nurseries aren't exempt. Growers like **Brentano's Tree Farm LLC** in St. Paul, Oregon, have cut SKUs and limited the varieties they grow to suit the number of workers they have, according to owner Pete Brentano.

Media attention on new varieties can change the inventory levels of the products the end user demands.

Even with all those factors, and the possible wide variety of trees that could meet them, there is a certain consensus about which shade tree genera are trending. We talked to several industry experts **»»**

Trendy shade trees

Venus® dogwoods display large flowers (previous page). PHOTOS COURTESY OF THOMAS MOLNAR
They offer attractive blossoms (left) and interesting fall color (right). PHOTOS COURTESY OF J. FRANK SCHMIDT & SON CO.

about what they are seeing.

We will cover flowering shade trees in this article. We'll then cover other shade trees without prominent flowers in a second installment, to run in a future *Digger* issue.

Flowering trees

Potter asked a sales rep what homeowners want most in a tree, and the answer she got was: Something that stays small and evergreen, but also flowers. If only!

Since you can't get all those attributes in one tree, homeowners with small lots are planting just a few, compact flowering trees, according to Amy Whitworth, owner of Plan-It Earth, a landscape design firm in Portland, Oregon.

Whitworth said they prefer options with the most multi-season interest. That leads customers directly to *Cornus* and *Magnolia*.

Cornus

Dogwoods of small stature — even

smaller than *Cornus florida* f. *rubra* (Pink Flowering Dogwood) — are trending wildly in garden centers, according to Potter.

"There is a lot to love about a dogwood," Whitworth said. "It looks beautiful, and it's an old-fashioned tree that is a classic. They are beloved, a feature of people's childhood."

The display of the newer disease-resistant varieties introduced by Rutgers cross *Cornus kousa* with native dogwood. They support the nostalgia and modern need for improved vigor.

"I don't want to do all maples — I'm afraid they're going to die — and I feel that about dogwood, except for the disease-resistant ones," Whitworth said.

Constellation® dogwood (*Cornus* × 'Rutcan'; 15–25' tall by 12–18' wide) is a small but vigorous variety. Highly disease-resistant, it is studded with large white bracts in late spring to early summer.

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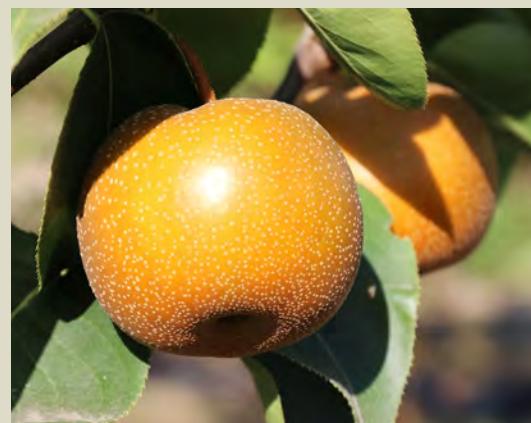
Pink® are top sellers among the Stellar® series of Rutgers hybrids of *C. kousa* × *C. florida*. In 2004, Rutgers launched the Jersey Star® series, hybrids of *C. kousa* with *C. nuttallii* that include Starlight® (*C. kousa* × *nuttallii* 'KN-43' PP 16293) and Venus® (*Cornus* × 'KN30 8' PP 16309), 15–20 feet tall and wide; Zone 5–9.

Dogwoods are rarely placed in street-side applications, but Venus may work in certain places, according to Brentano. It's selling well to the independent garden centers, and it is also being requested for streets and parking lots.

"It has a huge flower, big as a dinner plate, which is so striking when it flowers, and it has a strong trunk with a good growth rate," he said. "We can't get enough of them."

The petite Scarlet Fire® Dogwood (*Cornus kousa* 'Rutpink'; Zones 5–8), an introduction of Rutgers University, starts with a quick growth spurt of 3 feet in





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Trendy shade trees

Magnolia 'Jane' is a great popular alternative to maples. PHOTO COURTESY OF F. D. RICHARDS, WIKIMEDIA

the first year. It slows to top out at 8 feet over 10 years. The vibrant dark pink bracts paired with drought and heat tolerance make it a sought-after plant.

Magnolia

Eric Prescott, manager at nursery retailer Farmington Gardens in Beaverton and Hillsboro, Oregon, said the Little Girl series of magnolias can be a fitting substitute for Norway maple, without getting to that size.

Customers at garden centers have been specifically asking for one of the eight different options by name: *Magnolia* 'Jane' (*M. liliiflora* 'Reflorescens' × *M. stellata* 'Waterlily', 15' tall by up to 12' wide; Zones 4–8). The blooms of these adaptable, very slow-growing plants show 7–10 days later than other deciduous magnolias, making 'Jane' less apt to be stung by late frosts.

For an evergreen magnolia for small



backyards, customers ask for 'Little Gem' (*M. grandiflora* 'Little Gem'; 15–20' tall by 7–10' wide Zones 6–10). It's a slow-grower, reaching less than a foot of new growth per year and has good drought tolerance. It's upright, multi-stemmed and produces fra-

grant, long-lasting 4-inch flowers after two years from mid-spring to summer. Cone-like fruiting clusters of red seeds also develop, which are attractive to wildlife.

For the columnar trend in trees, Whitworth points to the new release Alta™ Southern Magnolia (*M. grandiflora* 'TMGH'; 20' tall by 9' wide; Zones 6–10). It is another slow-growing evergreen variety, perfect for the combination of fitting urban plots (as it takes 10 years to mature) that boasts good fragrance and low-water needs.

For Mark Krautmann, owner at wholesale grower Heritage Seedlings and Liners in Salem, Oregon, the new evergreen Coppertallica Magnolia (*Magnolia michelia foveolata* × *laevifolia* 'RLH-MFL-1' Coppertallica™; 8–10' high; Zones 6–10) fits the trend of smaller, multi-stemmed magnolias. He singles it out as distinct.

"It's completely clad in shimmering copper fuzz beneath the leaf that lends contrast in the extreme to the shiny deep green upper leaf surface, and it has abundant, creamy white fragrant blooms," he said. "It won't grow in climates colder than Zone 6, but it's a blooming spectacle, and is much smaller in stature than most magnolias. Finally, the evergreen foliage works perfectly for cut branches, either on their own, or to accent a unique floral display."

Styrax

Keeping with the theme of small flowering plants, Japanese snowbell (*Styrax japonicus*; 20–30' tall and wide; Zones 5–8), has really caught on with homeowners.

An advertisement for Bountiful Farms. The top half features a large photograph of a garden filled with various trees, including many with vibrant red and orange autumn foliage. Below this, on the left, is a smaller photograph of a tall, dark, columnar evergreen tree in a wooden planter box. To the right of these photos is a logo consisting of a black silhouette of a tree inside a square frame. Below the logo, the text reads: "BOUNTIFUL FARMS", "Seek for the Beautiful", "Specializing in unique and stunning plants for every landscape", "www.bountifulfarms.com", "(503) 981-7494", and "17280 Boones Ferry Road NE Woodburn, Oregon".

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ers, according to Whitworth. She claims it is on the “Top 10” list for dwarf or flowering trees of just about every plant/garden blogger and columnist out there. It has a slightly fragrant blossom, good fall color, and is a slow grower.

Additionally, Nightfall™ Snowbell (*S. japonicus* ‘JFS 6SJ’ PAF; Zones 5–10), a JFS introduction, has the snowbell flowers that contrast with dark purple leaves, a weeping structure and a compact 8-foot-tall by 6-foot-tall wide footprint.

Lagerstroemia

Figuratively and literally, *Lagerstroemia* check off so many boxes: fall color, blooming, come in small sizes.

“Crape myrtles are super hot,” Whitworth said. “They love the hot sun and tolerate drought once established. They used to not bloom for us [in the Pacific Northwest], but now they are in July, August and September. People are noticing them.”

The bonus for designers like Whitworth is they can be placed close to a patio. There are no bad traits of uplifting concrete or pavers, no invasive roots or debris dropped in the living space — and they are fast growing.

Potter has seen customers at the garden center come in to request a color over a specific variety. They ask for single-stem or larger specimens, which are harder to get.

Meeting the trend for dark foliage, Carl



Nightfall™ Snowbell form (left) and blossom detail (right) offer a short stature and fragrance for small spaces. PHOTO COURTESY OF J. FRANK SCHMIDT & SON CO.

Whitcomb developed Double Dynamite® (*L. indica* ‘Whit X’ PP27085, Zone 7–10). It has vibrant flowers in a cherry-red color, stays small (8–10 feet by 8–12 feet,), and never seeds so it blooms all season. It also has an exfoliating bark and is mildew resistant.

“It’s an incredible burgundy when it first leafs out,” said Nicholas Staddon, plantsman and company spokesman with Everde Growers, a large wholesale grower based in Orange, California, with nurseries in multiple states. “I had 100 days straight days of blooming in my trial plants; 100 straight days of blooming is unheard of.”

Cercis

As a wholesale grower selling to rewholesalers and landscape architects, Everde often experiences a big moment when they bring on a big tree. According to Staddon, *Cercis canadensis* is having that

big moment — especially because of the new group with “massive improvements,” bred by Dennis Werner at North Carolina State.

“We’ve grown Flame Thrower® in full sun, during days of 100 degrees, and there is no burning,” Staddon said. “These are improved varieties.”

Flame Thrower® (*C. canadensis* NC2016-2’ PP31260; 15–20’ tall by 15’ wide) won first place for Plant of the Year at the 2021 Royal Horticultural Society’s (RHS) Chelsea Flower Show for its small stature and big four-season interest.

Landscape architects and retail garden centers like them because they’re not a large tree, but also because they have great branching structure and a great flower, according to Brentano.

“They have all the bells and whistles of an attractive year-round tree,” Staddon said.

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Trendy shade trees

Cercis canadensis 'Merlot' is trending redbud new to the market. PHOTO COURTESY OF J. FRANK SCHMIDT & SON CO.

landscape and is relatively low maintenance, and drought- and heat-tolerant. It is considered pest-free, with attractive texture and color.

"They're going to bring out the other tones in the landscape," Staddon said. "Everything is winning about them."

"It's not going to be a street tree really quick," Brentano said. "It won't fill those large numbers. But, if we're talking about doing a housing development, redbud fits with today's backyard."

A lot of new varieties are coming out each year. New trending varieties include Midnight Express™ (*C. canadensis* 'RNI-RCC3' PP34213) and the dark-leaved 'Merlot'. The weeping varieties, like the maroon-red leaved 'Ruby Falls' and green-leaved Lavender Twist® (*C. canadensis* 'Covey'; 5–10 feet tall by 5–10 feet wide), are trending because they are changing how



people use redbuds, according to Staddon.

"You've got a small manageable plant that that can be used in a container," he said. "They thrive in many areas of distribution."

Nyssa

Tupelo trees are rising in prominence and are getting breeding attention.

"We are seeing a new variety of *Nyssa* coming out fairly often, and it goes with the

push toward diversity," Brentano said.

It's been a tree that was overlooked in the past because it doesn't do well bareroot, but that is changing as the production problems have been fixed. "Producers have figured out how to do them smaller in a root bag or pot," he said.

With those issues out of the way and new cultivars coming on, *Nyssa salviatica* is a trending tree. "I think it is a worthy

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Afterburner® (Nyssa salivatica 'David Odom')
PHOTO COURTESY OF J. FRANK SCHMIDT & SON CO.



tree,” Brentano said. “If I would put something in my yard, I would do *Nyssa* for a different look.”

“They are good trees for color,” Whitworth said.

They are being released with many forms that make them easier to place in the landscape.

Buley pointed to Afterburner® (N.s. ‘David Odom’, 35 feet by 20 feet), selected by Keith Warren, retired JFS director of product developments. JFS introduced Afterburner in 2012, and Firestarter® (N.s. ‘JFS-red’ PP26795), 35 feet by 18 feet) in 2014.

Afterburner is a fast grower. It’s female with a central leader and a uniform habit. It has an upright pyramidal to oval shape and a fire-engine red leaf in fall.

Firestarter has a similar habit to Afterburner, but it is a male, has no fruit, and has a tighter habit. It has shinier foliage in summer and fall color that starts 10 days later.

Two newer cultivars are notable for their Zone 4 hardiness rating, a zone harder than most currently in the trade rated at Zone 5. Discovered in Ohio, Tupelo Tower (N.s. ‘WFH1’ PP22976, 30–40 feet by 20 feet) has an upright, narrow growth habit and lustrous dark green foliage. The broadly upright Northern Splendor™ (N.s. ‘Twin Lakes’, 40–50 feet by

Firestarter® (Nyssa salivatica ‘JFS-red’ PP26795) PHOTO COURTESY OF J. FRANK SCHMIDT & SON CO.



20–30 feet) cultivar originated at Twin Lakes Nursery in Grand Rapids, Michigan.

Other small flowering trees

Most of the trees mentioned so far check the box of another trend: easy care trees. Whitworth describes these as ones that don’t need much pruning or watering and don’t clog up gutters with their debris. This includes the drought tolerant ones.

“When people want really no fuss, no muss, I look toward trees with smaller leaves and fruitless ones, or ones that only drops once, or all together, Japanese maples are good that way,” she said.

“*Parrotia persica* (Persian ironwood, 20–40 feet high by 15–30 feet wide; Zones 5–8) is huge right now, including the new compact and narrow cultivars,” Whitworth added. They are easy to care for. “You don’t even have to start pruning for many years, if you have to prune it all.”

Plus, *Parrotia* has fall color and four-season interest. It comes in many sizes, and it’s easy to source. “My first answer is always *Parrotia*,” Whitworth said. “I love *Stewartia*, but it is difficult to get, and you need certain conditions to grow them.

Buley points to the cultivars ‘Vanessa’ and ‘Ruby Vase’ that are trending *Parrotia* cultivars for their more compact stature than the species.

“They’re very popular because of their



Parrotia persica ‘Vanessa’ PHOTO
COURTESY OF J. FRANK SCHMIDT & SON CO.



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Trendy shade trees



Parrotia persica 'Ruby Vase' PHOTO
COURTESY OF J. FRANK SCHMIDT & SON CO.

upright, vase shape and their overall disease resistance and adaptability," Buley said.

Persian Spire™ (*Parrotia persica* 'JFColumnar' PP 24951) is an up-and-coming ironwood as well, she added. "[It's] well-mannered and compact, and a good fit for our UtiliTrees® designation," she said. "And it originated right here in Oregon, at JLPN Nursery of Salem."

A hybrid of two different genera within the tea family, × *Gordlinia grandiflora* is a superstar, according to Krautmann. It has a distinctive ability to survive under hot, dry summer conditions (including during the 117 F temperatures in Oregon during the summer 2021) and be unfazed.

The variety is remarkably drought tolerant as well, requiring little or no supplemental landscape irrigation. Few trees flower in the late summer or fall in temperate climates, but this exceptionally tough hybrid does.

Unlike its parents *Franklinia* and *Gordonia*, it's easy to grow in a pot or the landscape. It has pure white blooms with bright golden pollen-bearing anthers at their center — just like *Franklinia*. It's semi-evergreen with some red-orange leaves over a long period into the early winter in Oregon.

Second installment

In part two of this article on shade tree trends, we'll discuss other options, including maples, columnar trees, Zelkova, natives and more, as well as looking at the increasing desire for environmental stewardship that influences what people want to plant and grow. ☺

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

Selling the fall season

THE 2022 SPRING GARDEN season in the Pacific Northwest is probably not going to go down in the annals of history as a record sales year for local garden centers. After two robust years, the sales did come on the scene, but it was as if the air was let out of the balloon.

Garden centers went into the spring season with high expectations and were prepared for continued success in increasing sales. Such expectations and planning proved to be unrealistic.

Aside from garden centers, few other businesses are as heavily dependent on the weather. This past spring, the weather played a dominant role, and not in a positive way. Customers stayed indoors due to record rainfall, and cool-to-cold weather. The soil was too wet for planting and, in many cases, it was like planting in the mud. Plus, the cool temperatures delayed the planting of many summer vegetables, both from seed and starts.

There have been seasons like this before, and there will be again, but this season definitely proved how extremely difficult it is to deal with the weather. There is no question that the garden center business is weather dependent, and it is something that none of us can control.

Predicting demand for a living good

There is a saying that if the weather is not conducive to gardening prior to Memorial Day, much of the public will only do minimal garden activities. In fact, many major gardening activities will be put on hold until the next year! Perhaps this does not deprive the avid gardener, but it certainly stalls the weekend gardeners, who are often the customers that spend many dollars getting ready for spring and summer.

Plants are a living and growing commodity. They are not inanimate objects like a bag of fertilizer, a pot, or a garden



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.

hose that might just need to be dusted as they remain on the shelves. Plants need constant care from their very beginning to the day they are sold, and the care they need to thrive costs both time and money.

It is difficult to plant a crop weeks or months before it will be sold and to predict the demand. To compound the situation, this year had major price increases in most categories due to supply issues. This includes the potting mix, the pots, the fertilizer, the plant starts and the cost of fuel — to say

nothing of the cost of labor, provided you could find laborers in the first place.

There seem to be few businesses of any kind that do not have help wanted signs. Finding employees is one thing, and keeping them is another. One manager compared staffing issues to a revolving door.

The higher cost of fuel has had an impact on garden centers and not just on the direct cost for their own uses. The container loads of pottery shipments from Vietnam and Thailand have not only had price increases on the actual pottery, but the surcharges can add several thousand dollars in fees to each shipment.

The fuel charges do not end there, because once a container has landed in



What I'm Hearing

a U.S. port, there can be surcharges getting it delivered, and then finding a truck and driver can be difficult. Even shipments on goods grown and shipped in the U.S. are affected. Today, having houseplants shipped from Florida can result in a freight surcharge.

Then, there is still the COVID-19 issue and all of its many variants. One garden center manager said that they have more people out with COVID now in early July than they did a year ago.

Keeping a positive outlook

Considering all of these issues, garden center personnel need to maintain a positive outlook for the future. They have a passion for plants and gardening and are certain to create innovative mechanisms for attracting customers this fall.

Even with all of the negatives that

have occurred this year, there is much to be positive about. The opportunity is there to make the fall season the best ever and give customers a reason to shop and to come back again in the spring.

Since fall is the big season for bulbs, garden centers should have displays that are exciting, colorful, and enticing. The displays will not be just racks of bulbs, but instead there will be creative uses for bulbs that will encourage customers. It can be surprising the extent of the talent that garden people have. Gardening is considered a form of art and many of the employees probably have some hidden display talent.

Late summer and early fall are the time to plant a fall garden. This is not a concept that most beginning gardeners consider. Customers need to know that if they did not get a spring vegetable garden

planted, they can try a fall one. Perhaps in some ways a fall vegetable garden is easier to manage than a spring one.

Garden displays should highlight the wide selection of vegetables that can be planted in the fall. Many garden centers carry plant starts of some of the core crops like cauliflower, broccoli, and cabbage, and seeds for bush beans, carrots, lettuce, kale, chard and peas.

This spring season was not the best, so garden centers should try to make the fall season the best. It is time to make up for all of the things that did not get planted in the spring, so focus on the plants and things that are special for fall. Fall is a great time of year and the various plants abound in color and diversity.

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From left: Randy Nelson, general manager of Forest Grove farm, and Pat Hughes, director of sales for the Pacific Northwest.

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Everde Growers®

Founded: 2001 by David Saperstein

BY CURT KIPP

EVERDE GROWERS® IS A nationwide wholesale nursery founded in 2001 and based in Texas, but with 200 years of combined experience from its legacy companies.

That includes the company's Oregon operations, which have deep roots. The main farm, located a few miles west of Forest Grove, was started in 1978 as part of Glenn Walters Nursery, then owned by the Amfac conglomerate based in Hawaii. It later became part of Hines Growers in 1995.

Today, after passing through multiple ownerships and situations, it is Everde's northernmost growing operation, as well as the company's only field growing operation to produce cold hardy nursery material. The company's other farm with in-ground production, in Florida, produces palms and other tropical material.

"All of the other [Everde] farms are container grown exclusively," said Pat Hughes, the company's regional sales director for the Northwest.

Nationally, Everde is an emerging powerhouse. It now has 15 farms in four states — nine in California, two in Texas, three in Florida and one in Oregon. Of these, the most recently acquired is the former LaVerne Nursery in Piru, California, purchased late this spring.

These combined farms have more than 2,000 employees and 6,800 acres in produc-

tion, including nearly 6 million square feet of greenhouse production and nearly 11 million square feet under shade structures.

Because of its geographical diversity and vastness, Everde is able to offer over 300 species of plants and over 5,000 unique plant selections, producing in excess of 33 million plants yearly. They claim it is the largest selection of plants available nationwide.

The company produces woody shrubs, conifers, perennials, trees, vines and tropicals, and even made a recent move into house plants. All of this variety and high production capacity gives the company the ability to turn orders more quickly.

Everde grows a number of licensed and branded lines, such as Endless Summer hydrangeas (from Bailey Nurseries), Bloomin' Easy plants (from Van Belle Nursery), Proven Winners plants, First Editions shrubs and trees (Bailey), the Southern Living Plant Collection (Plant Development Services Inc., or PDSI), the Sunset Plant Collection (PDSI), and Bushel & Berry (from Star Roses and Plants).

Everde also has its own breeding program and introductions. The company propagates its own material whenever possible, because that provides end-to-end control of the plant from propagation to shipment. In the case of branded or licensed material, this is not always possible. ➤



“Some things you can get a license to propagate, and some not,” Hughes said.

But for Hughes, who started with Hines back in 1978, it’s not just the company’s breadth of farms and product offerings that makes his job rewarding. It’s the overall vision, which includes significant investments in the people as well as in continuous improvement of its processes.

“I would say that currently we’re in a golden age, looking back on my career for this company,” he said. “The greatest thing about the company is its vision and its culture. The culture is positive. It’s forward thinking. It’s inclusive.”

Founded in the 21st century

David Saperstein founded what is now Everde in 2001, under the name TreeTown

USA, and began to build up the company.

He began with a farm in Glen Flora, Texas, near Houston, and purchased a second Texas farm in 2003. He then expanded into Florida in 2004, and added another farm in that state in 2005.

In 2015, Jonathan Saperstein, led a management buyout of the company from his father, David. His sisters, Stefanie and Alexis, also participated in the buyout. Jonathan, then just 29, had a more aggressive vision for the company and began expanding it through a series of strategic acquisitions.

The company purchased two more Florida farms (in 2015 and 2016), then acquired Village Nurseries in California in 2017. It acquired the Hines Growers division of ColorSpot Nurseries in 2018. This gave TreeTown a presence in California and Oregon for the first time. It included the former Walters property, then owned by Hines, in Forest Grove.

All the acquired farms and companies were united under one brand as Everde Growers in late 2000. The name is a portmanteau — what linguists call a combination of two words, in this case “evergreen” and “verde,” the Spanish word for “green.”

Everde’s operations in Oregon include the main Forest Grove site, west of Portland, and two properties in nearby Cornelius, one of which isn’t in production currently. In all, the properties total about 1,000 acres, or about one-seventh of the company’s outdoor acreage overall.

“As we grow the business, we still have plenty of space,” said Randy Nelson, general manager of the Oregon farms.

These fields produce about 1,400 plant varieties consisting of 60% containerized and 40% field grown material. Some of the noted products include

Alberta spruces, pines, rhododendrons, maples, boxwoods, perennials and more. They are shipped all across the country, from the Rocky Mountain states to the Midwest and through to the Northeast.

“People from the East Coast are willing to pay the freight rates to buy maples from Oregon because they just can’t get the same quality [elsewhere],” Hughes said.

All of it is produced in a spectacular environment of rolling hills on the edge of Oregon’s Coast Range. “This is the prettiest place in the world,” Hughes said. “I can’t think of anyplace else I’d rather live.”

Even before the acquisition by Everde, Farwest Show has always been a highlight of the year for the Forest Grove operation. The nursery will typically host industry members for lunches and tours





the week of the show. The farm has been known for its elaborate themed displays, including a Western theme one year with a chuckwagon. In other words, they'll be ready for when people show up.

"My whole [sales] team will be there that week," Hughes said. "I believe our California and Arizona reps will be there as well."

Looking to the future

Nelson has worked at the Forest Grove nursery under a variety of ownerships, going back to 1989. He has 45 years in the nursery industry, and most of them have been on that farm.

Nelson started there as propagation manager and later oversaw production and

shipping. He became general manager of the site in 2009. Having seen many changes during various ownerships, he is excited about the changes he has seen under Everde's ownership of the farm.

"I can say that I'm in the back end of my career," he said. "I wish that I had 20 years yet to go, because I think that who we are, what we are, and what we're doing is just ready to take off."

Nonetheless, the farm and the company will face challenges. Most of them center around the fact that reliable labor was much easier to obtain when Nelson started his career, and nurseries could set themselves up with that in mind. Now labor is more difficult to find, and it's something the company and all growers must continually address.

"How do we find the labor? How do we retain the labor? And how do we keep them on a growth path as well, for a career?" he asked. "And I think that in our industry in general, that's something that we all have to take a look at. How do we get the good, qualified people in, how do we train them and how do we develop career paths with them so that they actually stay? Everde envisions mechanization being a key part of the solution.

Everde has made large investments in new machinery from Europe, to get more productivity from fewer workers while making the job less physically demanding for them. They purchased Midas Nursery Solutions from Matt Gold, which was effectively an acqui-hire, bringing him on >>




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board to help with mechanization.

“The more mechanization that we can do, the more high-quality product we produce. We look to Europe and look to the things that they’ve had to change and modernize in order to function and stay in business,” he said. “And I think all the nurseries in the U.S. are going to have to do something similar to that as well. For us, it’s mechanization and it’s development of people.”

Hughes appreciates what Everde is doing on the people side, as well. He joined Hines in 1978 in Irvine, California, not long after the nursery was purchased by Weyerhaeuser. Over the past 43 years, he’s worked under “six or eight” different ownership situations, up to when Hines eventually become part of Everde.

Hughes sees a difference since then, noting that management makes a point of

spending time at all of the farms in all of the states.

“Our management team listens,” he said. “They listen carefully to what they hear. Then they ask questions, and they involve everyone at every level. They’re interested in new technology. They’re interested in new plant varieties and new customers. ☺

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Assessing consumer demand after COVID

After two banner years and still going strong, the nursery industry faces some headwinds

BY JON BELL

NEARLY THREE YEARS IN, and the story about how the COVID-19 pandemic has impacted the nursery industry has become well worn.

Forced to stay, work and learn at home because of COVID, people started to pay a lot more attention to their immediate surroundings. They traveled less and turned their eyes toward their own backyards, literally. The result: huge demand for plants, trees and shrubs as people got their green thumbs back — or discovered them for the first time — and spruced up their gardens and landscape.

According to Garden Media Group, nearly 18.5 million new gardeners have emerged during the pandemic. In turn, nurseries and retail garden centers blew prior sales records out of the water. Despite initial fears, 2020 turned out to be a banner year; 2021 was even better.

“Transactions were going up and sales were through the

roof,” said Danny Summers, managing director for the Garden Center Group, an alliance of garden centers, service providers and vendors who work together on business solutions designed to help garden centers improve operations. “People were buying stuff because they thought they weren’t going to be able to come back. We just had this tremendous increase in gardening.”

But 2020 and 2021 are in the rearview now, and so is a good portion of 2022. Vaccines have all but ended restrictions and people are no longer stuck at home. They’re traveling again and spending their money elsewhere.

Stimulus funding has disappeared, inflation is higher than it’s been in 40 years and gas prices are through the roof. Spring came late around most of the country, and global supply chain constraints have impacted everything from the availability of plastic pots to extended freight delays.

All of which will have an impact on how this year —



Assessing consumer demand after COVID

Previous page: Shifts in the housing market correlate to the success of the green industry.

PHOTO COURTESY OF PXHERE

This page: Charlie Hall presents an economic outlook for the nursery industry during the Farwest Show. PHOTO BY BILL GOLOSKI

and the near future — plays out for the nursery industry. Will it be another record year? Will it cool off? Only time will tell.

“There are some headwinds for sure,” said Charlie Hall, professor and Ellison Chair in International Floriculture at Texas A&M University, “but we have the capacity to have another record year.”

A slow start to spring

Naturally, having the capacity for another record year and actually having that record year are two different things. As of early May, there were signs that at least some sectors within the nursery industry had eased off the gas a bit. According to Summers, sales data shared by the 130 or so garden centers that are part of the Garden Center Group — most are based across the U.S. — indicated that sales were down about 17% in the first 17



weeks of this year compared to the same timeframe in 2020.

One glaring reason for that was the late arrival of spring this year compared to both 2020 and 2021.

“Spring sales have been somewhat

slower due to wet weather, but production levels are good,” said Katie Briggs, a relationship manager at Northwest Farm Credit Services.

“Spring started early in 2020 and 2021 and ended later,” Summers said. ➤

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Assessing consumer demand after COVID



“This year’s different. I was writing an email to someone (in late April) and got a ping that there was a winter storm going on. So yeah, primarily what we’re seeing was a late arrival of spring.”

Another factor that may be impacting sales a bit is the fact that people are traveling again. So, rather than staying at home and spending money on plants for their yards, they’re buying airline tickets, staying in

hotels and going out to eat more.

“There are some alternative uses for that disposable income that weren’t quite the same over the past two years,” Hall said.

The greater economy is playing a role as well. Inflation has been high and gas prices set records throughout the first six months of 2022. That’s made it hard not only on consumers, but on shippers and industries, like the nursery sector, that rely

on them. The average gas price the first week of May 2021 was \$2.89 per gallon; for May 2022 it was \$4.18. The result has been a big impact on shipping for the nursery industry. Summers said he heard anecdotally that a typical load might have cost about \$3,000 a few years ago; now it’s more than three times that.

“Freight is just crazy,” he said. “That’s one of our biggest concerns.”

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Previous page: Product waits on the loading dock at Kraemer's Nursery. PHOTO BY BILL GOLOSKI

This page: Millennials are the most prevalent age group in the current housing market. PHOTO COURTESY OF PXHERE

Internationally, Russia's war on Ukraine is having a ripple effect that the nursery industry is feeling not only through high fuel prices but also through a freeze in fertilizer exports. Hall said the latter is likely to find U.S. producers turning to Canada for potash — a key ingredient in fertilizer — which will ultimately push prices up. He also said there has already been a 5% increase in inputs

for growers this year.

"There is a lot of uncertainty," Hall said.

Fueled by optimism

Yet while the nursery industry is having to push through some headwinds at present, it's also being fueled by some of the optimistic inputs that have powered the past two years.

For starters, there are those 18.5 million new gardeners who have come on the scene. And many of those are younger gardeners who, if they stick with it, will be gardening for years to come.

"Millennials are coming on strong," Hall said. "They are 38% of the housing market right now."

That's another strong point that looks good for the nursery industry: housing.

"The industry is so closely tied to what is going on in the housing market," Briggs said.

In April of this year, there were more than 1.7 million new housing starts, which was up nearly 15% over the roughly 1.5 million from April 2021. Briggs also said existing home sales are strong, all of which bodes well for the nursery industry.

"It's positive," she said. "We feel the nursery industry is poised for another ➤"

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Assessing consumer demand after COVID

potentially solid year.”

And even though sales numbers among the Garden Center Group’s members were down 17% in early May over 2021, by the last week in May they’d made up ground and were down only 8%.

Word to the wise

Such strong demand for plant materials during the pandemic has led to some shortages and even seen some growers selling future inventories. Hall said nurseries would be wise not to overcorrect and turn a big shortage into a surplus, something that’s happened in cycles throughout prior decades.

He also said that the industry should work hard to keep the new gardeners it’s gained throughout the pandemic. In the past, it hasn’t been the best at doing that.

“What we don’t know is, if those new consumers have gotten a taste for gardening, are they going to stick with it?” he said. “In the past, we didn’t do a good job of keeping people engaged. So, did we learn our lesson with COVID and things like curbside services and using social media? Are we better equipped, and did we learn and provide the services they need? Did we do a better job of convincing people? That’s part of my big question mark, but I think potentially, it’s yes.”

Likewise, Summers said the past two years have shown that people turn to their yards, gardens and the outdoors during difficult and not-so-difficult times. The nursery industry plays a big role in fostering that connection.

“During those early weeks of 2020, when people were going crazy for plants, there was some discussion inside the industry about us maybe being greedy,” he said. “But that’s not what it’s about. We are a service and people need this. I think we are all very encouraged.” ☺

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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The process of receiving containers through Port of Portland has not been quick. PHOTO COURTESY OF M.O. STEVENS, WIKIMEDIA

'A perfect storm of hurdles'

Container vendors deal with supply chain, labor and raw materials issues, which in turn affects growers and retailers

BY MITCH LIES

IN HER 14 YEARS as hard goods buyer in the nursery industry, Cheryl Atwater has seen economic cycles come and go, plant trends peak and drop off and markets surge and decline. Never, however, has she experienced anything like what she is seeing today.

"I never thought I would be tracking vessels in the Pacific Ocean trying to predict when my containers would be arriving," said Atwater, hard goods planner and buyer for **Smith Gardens** in Bellingham, Washington. "I've never seen a year like this one."

Market forces at play in the nursery industry today have created what nursery container suppliers and buyers are calling a "new reality," as buyers struggle to get containers in a timely fashion and the lead times for orders is being pushed into territories nursery veterans never expected.

"We are finding that the lead times are bumping out further and further and further," Atwater said. "You have to guess at what you are going to be doing next year. And our box stores that we supply don't always predict as far out as we do."

"It is a crystal-ball effect," she said.

'We're busy'

Nursery container suppliers said several factors have aligned to create the industry's current dynamics, including, most prominently, increased demand.

"We're busy," said Chris Anderson, vice president of **Anderson Pots** in Portland. "We've been probably busier than we've ever been for the last year straight, and we have been steadily busy since the summer of 2020. We slowed down a little bit in December of 2021, but as soon as we did, people started ordering. So, it was more like a couple of weeks off more than anything else."

Suppliers also pointed to labor issues as a factor affecting their ability to meet orders.

"Labor is a problem," Anderson said.

"The work ethic seems to have gone away for some people," said Wayne Hinton of **RootMaker Products Company LLC** in Huntsville, Alabama. "I called one person who does some contract work for me about a truckload I needed in Macon, and he said, >>

'A perfect storm of hurdles'

'Well, it depends on whether somebody shows up for work.' He has a real problem," Hinton said.

Then there are supply-chain issues, particularly at West Coast ports.

"When you see things that we are used to clearing the port in one to two weeks taking four to six weeks to clear, and then they can't find a chassis to load the container onto and so you are waiting another week, that was a surprise on the front end of this whole thing," Atwater said.

"Fortunately, we are up in the Northwest. Seattle did not get as backlogged as L.A./Long Beach did," she said. "We definitely saw a lot longer wait times, though."

Then there are issues with sourcing raw materials.

"There are probably four things that are affecting our industry," Hinton said.

"There is increased demand for plants, which always increases container needs. A lot of the people that are sourcing pots from somewhere else, especially China,

"I never thought I would be tracking vessels in the Pacific Ocean trying to predict when my containers would be arriving."

— Cheryl Atwater

have had a real problem. Since RootMaker containers are all made in the USA, we avoid this problem. The labor shortage is another one, and a plastic shortage.

"Those are four real problems that are affecting the industry," Hinton said. "It is kind of a perfect storm of hurdles."

Meeting demand

Hinton said that, so far, RootMaker

has been able to find the raw materials it needs to fill orders. "So far," he repeated.

"It's been interesting, but so far, we have been able to find the materials we need to meet our orders," Hinton said. "You take it one day at a time really on supplies and try to make sure that your inventory of raw materials is sufficient to carry you for six to eight months, if need be. And if

you don't actually have it on-hand, you have it committed to and in the pipeline.

"We have good suppliers" he added. "They have kept us in inventory. But it has been a challenge, particularly last summer when finding polypropylene recycled resin was really trying. We'd go to our normal suppliers and they would not have anything. Fortunately, we have a long history with the people I work with,

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and so when they would get something, I would get a call and they would say, 'I've got five trailer-loads, do you want it?' And I'd buy it.

"We've been lucky," Hinton said.

Anderson Pots also has been able to get the raw materials it needs to fill orders, but not always in a timely fashion.

"Some of the material that comes in from out of state, for small orders or specialty orders, are hard to get or have months of lead time," Anderson said. "But our main pellets are coming from Oregon, so right next door, so to speak.

"That said, everything else for us is a long lead time," Anderson said. "If we need a machine repair, or we need a mold repair, or we need any sort of equipment, it might take four to six months to get it."

Adding to difficulties for suppliers is price volatility, particularly last year.

"It basically doubled," Anderson said of the cost. "This year has been pretty stable, so far, but who knows if that will hold."

"The sooner they can give us an order and we can schedule it, the better. Get those orders in early. It is hard to project out that far, but that is the game we are playing."

— Chris Anderson

Order ahead

Asked what advice they would give nurseries looking for container supplies, suppliers said that the key is a long lead time on orders.

"We are advising nurseries to look as far into the future as they can for their

requirements," Hinton said. "They don't have to get it 100% right, but they need to have a good percentage of what they think they will need on order so that we can schedule the raw materials we need to make it.

"It makes it easier for us to find the materials, should they get as scarce as they were last summer," he said. "It allows us to search the market if we have to. And it allows our suppliers to gather the raw materials that we need if they know we are going to need it in the fall."

"It is all about scheduling," Anderson said. "The sooner they can give us an order and we can schedule it, the better. Get those orders in early. It is hard to project out that far, but that is the game we are playing." >>



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'A perfect storm of hurdles'

Hinton noted that, to date, Rootmaker has been able to meet orders, although it hasn't been easy.

"We are having to work longer hours in order to get them done," he said. "It is not as timely as I would like in some cases, just because the orders are larger and we have more customers."

"We are having to constantly adjust our production," Hinton said. "It is just different. It takes more of an effort to get it all done in a timely manner. But so far, we have managed to do that. We have good folks helping us out in terms of our employees and the people we contract with."

Projecting out

Buyers, like Atwater, meanwhile, are doing what they can to keep their nurseries supplied with containers.

"Some containers are harder than

others to come by," Atwater said. "The larger sizes seem to be pretty impacted. The trade gallon is booked out fourteen months or more everywhere you look in the U.S. right now."

"It is really incredible," she said. "I've never been told 'no' so much in my life."

"It is really difficult from the buyer perspective. You are just trying to grab a few more cases of something, or another pallet of something to finish out an order, and sometimes you can't get it," she said. "There is no floor inventory anymore. It is all made-to-order."

For years, Atwater said she ordered material three to four months in advance. This year, as of early May, Atwater already ordered "probably 95% of what we are going to need for next year, just based on predictions."

Atwater started increasing her lead

time on orders last fall. "The backlog in the ports got really bad, and so we starting jumping ahead at that point," she said. "I ordered everything in December for the next year, and since then, the lead time has gotten longer."

"I've had a lot of gut-wrenching moments, and then you pour the cost increases on top of that, with fuel and freight and the cost of resin," Atwater said. "So, you are paying more and you are having to go further out ahead, and it is a variable market. You have an idea of what you are going to pay, but it is probably going to go up."

"But we are rolling with it," she said, "because that is all we can do." ☺

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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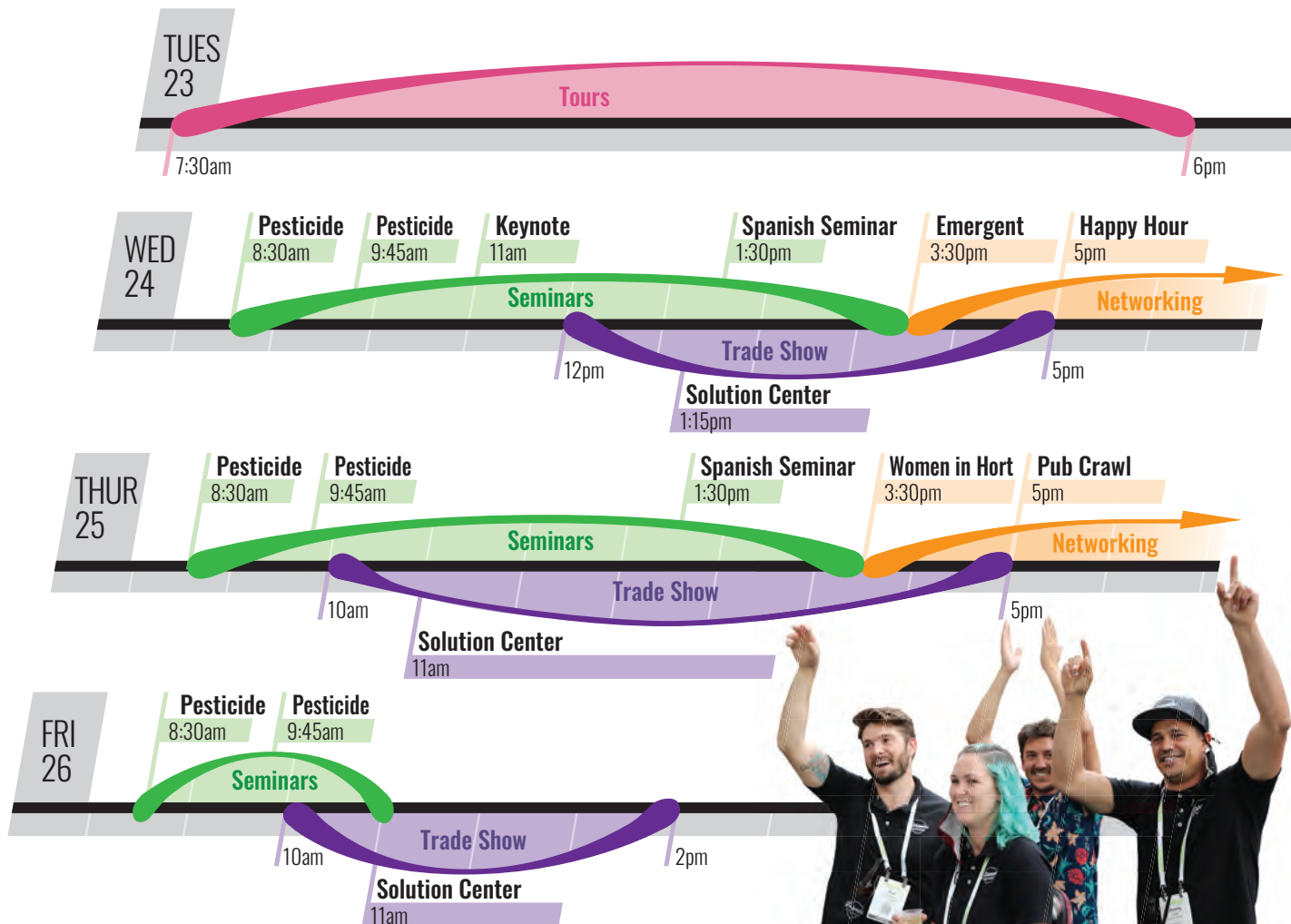


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COVID-19 HEALTH & SAFETY GUIDE

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 24-26, 2022 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 in Oregon.

As of March 12, 2022, face coverings and additional COVID-19 safety measures such as required vaccinations or negative tests are no longer required. 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 as 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 log on to <https://farwestshow.com/covid19> for the most current info about health and safety procedures.



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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 24, Noon:** Meet Danny Summers 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 Danny at 5pm in Room A103:** Turn in your nominations, compare notes with your fellow retailers and select the winners.
- 5. Thursday, August 25, 2:45pm:** Danny will announce the winners at the Solution Center stage 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 and products/services with a new approach to an old formula. You won't want to miss it!



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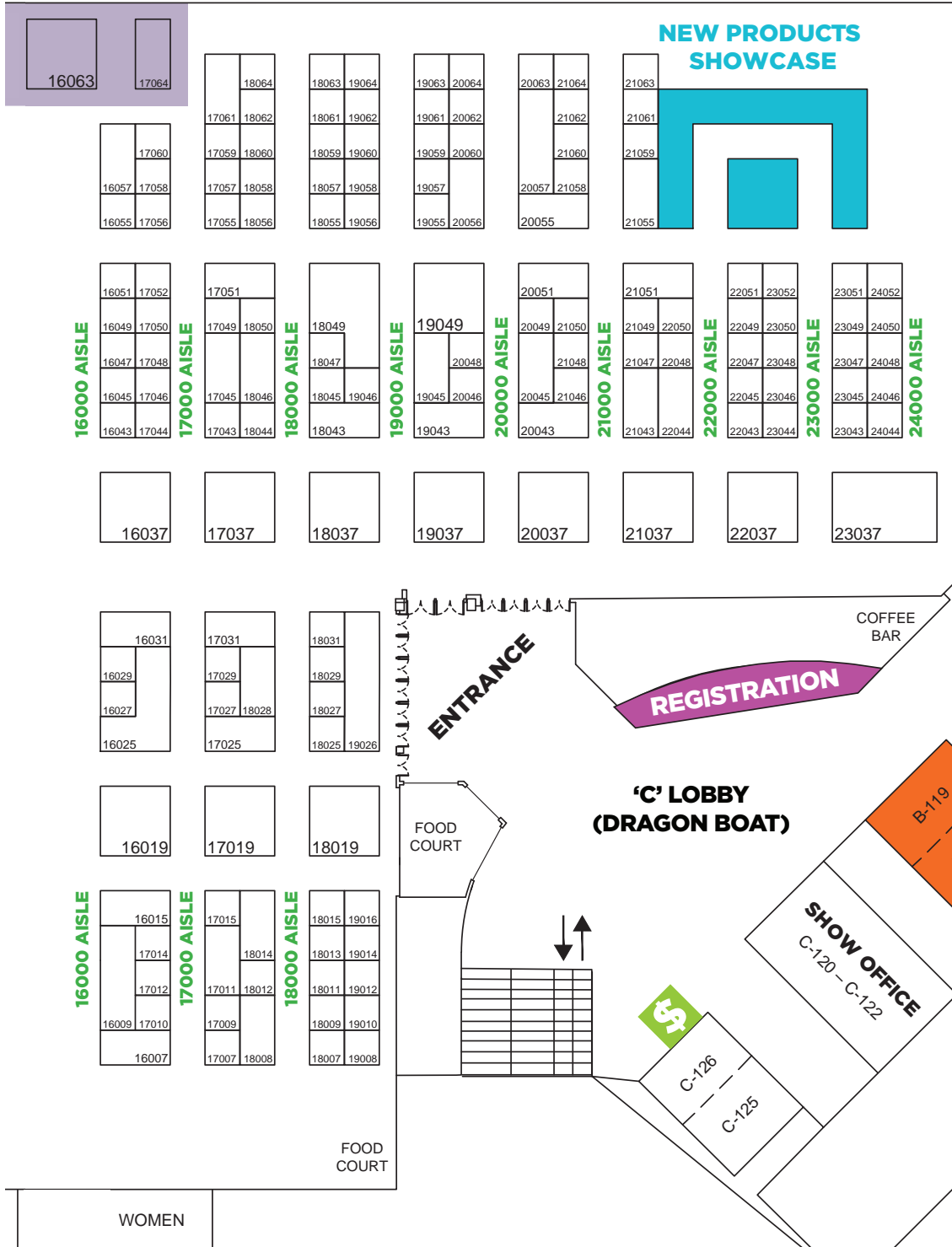


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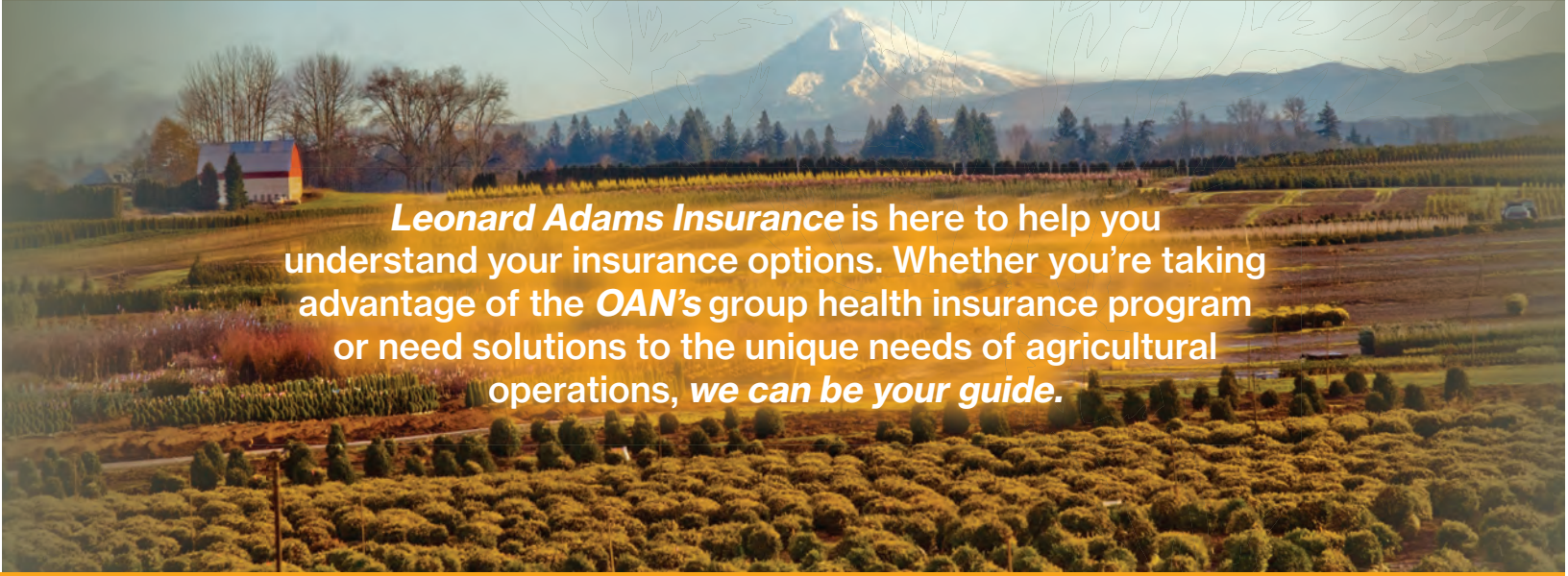
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NETWORKING AND SOCIAL EVENTS

Don't miss these FREE Events. You're invited!

EMERGENT NETWORKING EVENT

Sponsored by

WEDNESDAY, AUGUST 24,
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 4,900 horticulture professionals sharing information, job postings and inspiring ways we can build the future of the industry.

WOMEN IN HORTICULTURE

Sponsored by

THURSDAY, AUGUST 25,
3:30-5pm, in Lobby A



Join us as we celebrate over 10 years of connecting women in the green industry!



This is an inclusive event and any advocate for women in horticulture is welcome, regardless of gender! 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. Together, we can build a strong support network for women across the green industry!



Wear your support for Women in Hort

Back by popular demand, this year's Women in Horticulture shirt is available for purchase via Bonfire. All proceeds will help provide food and beverage provisions for this year's event.

Find details to purchase Women in Horticulture shirts at farwestshow.com/event/women-in-horticulture/

HAPPY HOUR

WEDNESDAY, AUGUST 24,
5-7pm, 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



Sponsored by



PUB CRAWL

THURSDAY, AUGUST 25,
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 starts 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 complementary beverage. Produce Row will be the second stop; see the Farwest Show website for details.

5pm

Spirit of 77

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



This lively event is not to be missed and is open to all Farwest participants!



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#FarwestShow 43

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SEMINARS AT A GLANCE

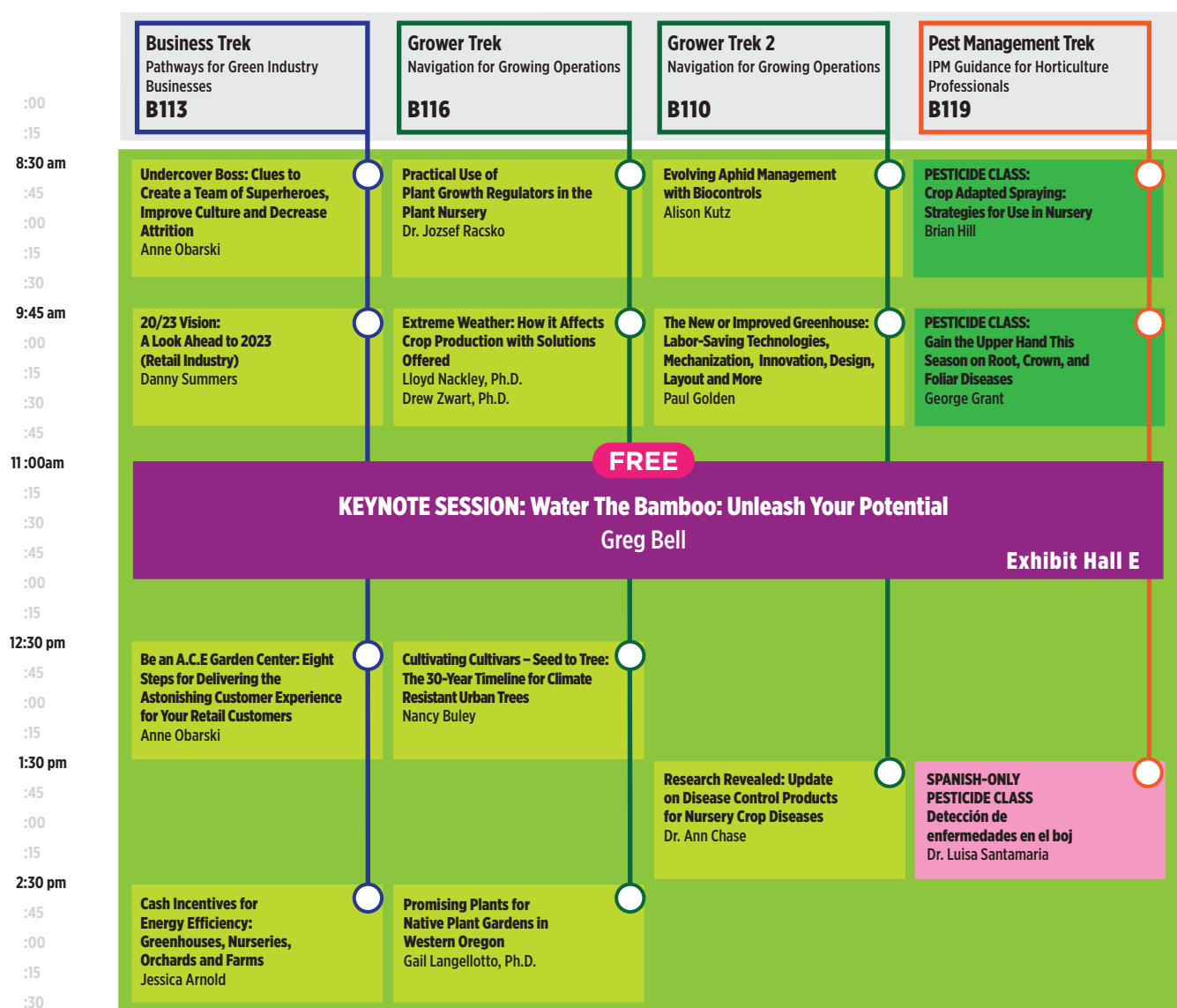
EDUCATION SEMINARS, PESTICIDE CLASSES AND FEATURED SPEAKERS

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.

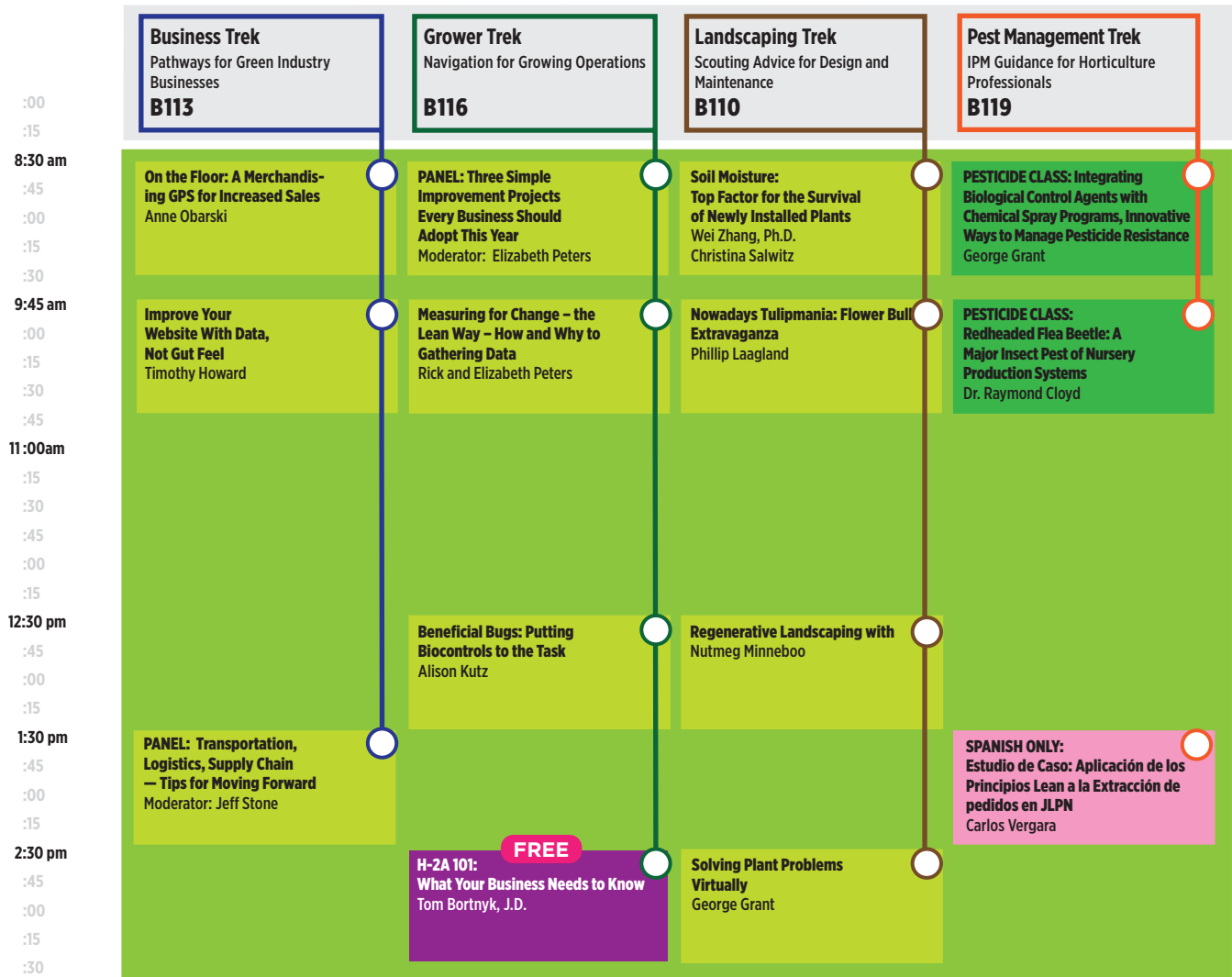
WEDNESDAY SEMINARS

 Mark your schedule



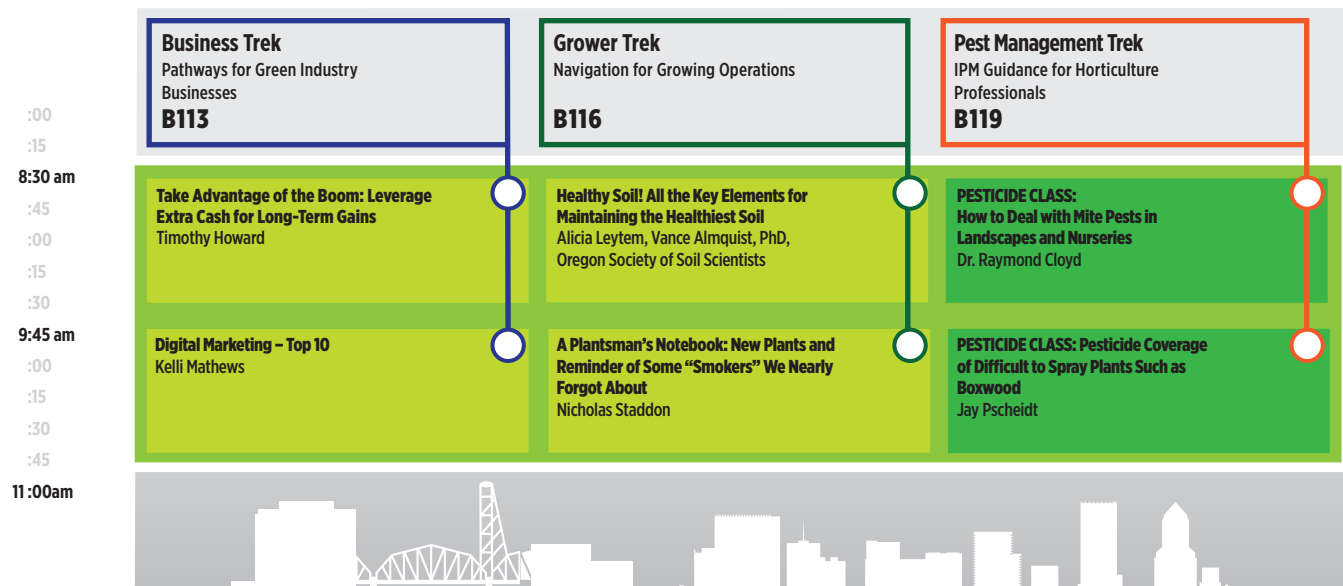
THURSDAY SEMINARS

✓ Mark your daily plans!

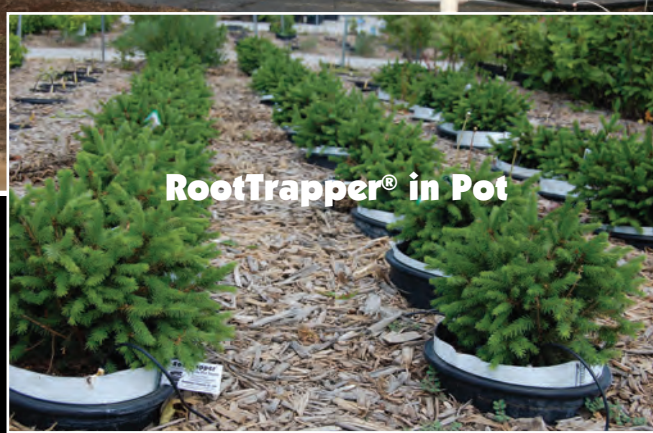


FRIDAY SEMINARS

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SOLUTION CENTER

WEDNESDAY, AUGUST 24 – FRIDAY, AUGUST 26

THESE FREE MINI-SESSIONS ARE INCLUDED WITH YOUR TRADE SHOW PASS.

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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 24 | Thursday, August 25 | Friday, August 26 |
|----------|--|---|---|
| 11:00 am | | Biopesticide Art-Of-Use in IPM Maryna Serdani | Soil Moisture Sensors: Should You Use Them? Dr. Ahmad Dowlatabadi |
| 11:15 am | | | |
| 11:30 am | | | |
| 11:45 am | | Pruning Demo Bountiful Farms | Overcoming Substrate Shortages with a Proven Solution Shahin Ashraf |
| 12:00 pm | | | |
| 12:15 pm | | | |
| 12:30 pm | | Soil Oxygen DEMO - Tips for Ensuring Plant Roots are Healthy and Thriving Wei Zhang | Current Market Demands New Approaches to Container Growing Tom Springer and Chris Murphey |
| 12:45 pm | | | |
| 1:00 pm | | | |
| 1:15 pm | H-2A: Tips and Tricks for Navigating Your Way Through Cheyenne Protz | New Can Yard and Traveler Irrigation Sprinkler Technologies: Save Water, Power and Labor Steve McCoon | |
| 1:30 pm | | | |
| 1:45 pm | | | |
| 2:00 pm | Reducing Plastic Pots: Adopt Air Pruning Strategies Michael Taylor | Topiary Demo Serendipity Nursery | |
| 2:15 pm | | | |
| 2:30 pm | | | |
| 2:45 pm | A Baker's Dozen of Pollinator Trees Nancy Buley | Retailers' Choice Awards Danny Summers | |
| 3:00 pm | | | |
| 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.

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545 NE Couch Street; 503-477-8911

www.baobaopdx.com

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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.

METROPOLITAN TAVERN

1021 NE Grand Ave., Suite 600

503-963-3600

www.mettavern.com

Beer-centric restaurant and bar perched high above the Lloyd District with a sweeping view of downtown.

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.



Kitchen staff preparing food at the highly acclaimed restaurant, **Eem**, which is located in North Portland and was voted Best New Restaurant in America by Thrillist. Photo by Justin Katigbak, Travel Portland

NORTH PORTLAND

EEM

3808 N Williams Ave., #127

971-295-1645

www.eempdx.com

Acclaimed Thai barbecue joint offering curries, fried chicken, salads, BBQ fried rice and fun tropical drinks.

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.

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

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SCREEN DOOR

2337 E Burnside St.

503-542-0880

www.screendoorrestaurant.com

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Continued on page 52

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ELENI'S PHILOXENIA

112 NW 9th Avenue
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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

DESCHUTES BREWERY PORTLAND PUBLIC HOUSE

210 NW 11th Ave.
503-296-4906

www.deschutesbrewery.com

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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.

PINE STATE BISCUITS

1717 NW 23rd Ave.; 971-407-3621

www.pinestatebiscuits.com

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Book at our official Farwest host properties to ensure maximum convenience, get the best rates and enjoy exclusive perks, such as free Wi-Fi and discounted parking while attending the Farwest Show. Secure your reservation at www.farwestshow.com/hotel. To book your hotel room at a discounted rate within the block, please visit our website for the online booking links, or call directly and mention the group codes below.

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

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Important Details:

- Rates do not include taxes or fees. Discounted rates can be reserved through August 2, 2022 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.



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Come climb into the trees to celebrate a great year at the OAN Convention at the Skamania Lodge in Stevenson, Washington. Enjoy social time with old and new friends, talk about the issues that are vital to Oregon nurseries, vote on new OAN bylaws and honor the industry's achievers at the annual President's Awards Banquet.

www.oan.org/convention

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Creating the future generation of nursery leaders

The Oregon Nurseries Foundation announces its 2022 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 2022-2023 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. Applications are due by April 1, 2023.

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.

Kiara Benavides has been awarded the Larry Fitzgerald Memorial Scholarship and the Nurseries Foundation Scholarship for her pursuit of a master's degree from California Polytechnic State University — San Luis Obispo. Kiara has been accepted to the Agriculture Education Program. After graduation, she will pursue her dream of becoming an ag teacher.

Taylor Berreth is a Molalla High School senior and plans to attend Montana State University to study agricultural business and ranching. An employee at OAN-member company, OBC Northwest, Taylor has been awarded the Retail Chapter Award I.

Dawn Cohoe is enrolled in the Landscape Design Program at Portland Community College. She plans to use her education to expand her current business, Maple Twig Medicinals, to include a nursery and landscaping design ideas with edible and native plants. She has been awarded the Arthur Spada Memorial Scholarship.

Makayla Flannagan will be an incoming freshman at Oregon State University, pursuing a degree in horticulture. She has been awarded the Sid and Cindy Miles Nursery Award.

Kylie Holveck is currently a junior at the University of Idaho with a plan to return to Oregon after graduation and become a teacher. She will incorporate horticulture into her curriculum and involve students in greenhouse and SAE plant-related projects. Kylie was awarded Retail Chapter Award III.

Chloe Hupp has been awarded the Willamette Chapter Award to apply towards her prerequisite studies at Chemeketa Community College. Chloe plans to transfer to the University of Idaho to complete an agribusiness degree, where she will then continue the family tradition of owning a nursery.



Scholarship recipients

Brooke Jerie is the recipient of the Nursery Employee Award. While a full-time horticulturist at Iseli Nursery, Brooke is pursuing a master's degree in agriculture education through Iowa State University's online program.



house management. Julie has been awarded the Royal Boltman Memorial Award.



Grace Pelton is currently a junior at the Brigham Young University — Idaho campus and is pursuing a degree in horticulture. Grace is from Estacada, Oregon, and has been awarded the Mt. Hood Chapter Award I.

Mike Lynch is returning to the classroom as a former science teacher, this time as a student working towards a horticulture degree at Clackamas Community College. Mike hopes to own/operate a native plant nursery that will provide plants for local organizations doing restorative work in the Pacific Northwest. He has been awarded the Clackamas Chapter Ed Wood Memorial Award.



Ellie Perkins has been awarded the Clackamas Chapter Award. She will be an incoming freshman at Oregon State University pursuing a degree in horticulture. Ellie is interested in greenhouse growing, urban horticulture, and plant breeding and hopes to work her way to managing/owning a nursery.



Julie Miller is pursuing an online degree in botany from Oregon State University. She is a full-time grower for Cantigny Park outside of Chicago, Illinois, and hopes to continue her career in research, plant breeding, or green-



Liz Robertson is entering Portland Community College's environmental landscape management technology track. Liz has been awarded the Emerald Empire Chapter Award



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and hopes to put her education and experience to work in environmental restoration.

Madison Sheets has been awarded the Mt Hood Chapter Award II. She is currently a sophomore at Clackamas Community College pursuing a degree in horticulture. She is very interested in greenhouse technology developments and wants to be part of this ever-advancing greener future.

Cydney Stables is a sophomore at Graceland University pursuing a degree in agribusiness. Her future plans include being an advocate for the agriculture industry, which is the most essential industry. Cydney has been awarded the Bill Egan Memorial Award.

William Stencel has been awarded the Retail Chapter Award II for a second year. He will be a senior at the University of Wisconsin



— Superior, where he is working towards a degree in horticulture and business management.

Stephen Stresow will start the Master of Professional Studies Program in horticulture at Cornell University. He has been awarded the Nurseries Memorial Award. Stephen has many accolades, including being a Master Gardener, a researcher with Texas A&M, and a grower apprentice with hydroponic greenhouse operation. He's also working towards American Society for Horticultural Science Associate Professional Horticulturist and Certified Crop Advisor credentials.



Xavier Tacker is a junior at Oregon State University with a dual major in forest management and bioresource research, as well as a minor in chemistry. Xavier was named a Barry Goldwater Scholar as a sophomore. He plans to continue his



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Scholarship recipients

studies toward a Ph.D., and is fully immersed in all research opportunities that come his way. Xavier was awarded the Bob Fessler Family Foundation/Woodburn Nursery Award II.

Abigail van Klaveren has been awarded the Joseph H. Klupenger Award. She is currently a junior at Oregon State University pursuing a degree in horticulture. She plans to return to the family nursery in California, Generation Growers, after graduation and continue the legacy of growing quality plant material while incorporating new ideas and leadership skills.



Isaac Watcherson is a sophomore at Clackamas Community College pursuing an associate degree in arboriculture. Isaac plans to become a certified arborist and start his own business, providing high-quality tree care to homeowners and businesses. He has been awarded the Bob Fessler Family Foundation/Woodburn Nursery Award I. ©



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 Weihrauch at the OAN office, 503-582-2001 or sweihrauch@oan.org.



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Northwest News

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



Everde Growers purchases La Verne Nursery

Everde Growers has purchased Piru, California-based La Verne Nursery Inc., according to a release from the company. The acquisition improves the grower's position in the marketplace for edibles production. The deal closed on July 1 and added 100 acres of production, including 2 acres of greenhouses, 2.5 acres of shade houses, and 5 acres of screen houses.

It is the 15th farm added to Everde's portfolio. The company will also keep on the 120 year-round employees needed to work the operation.

"The acquisition of La Verne Nursery will strengthen our offering of stone fruits, citrus and tropical fruits which have continued to increase in consumer demand for a number of years," said Executive Vice President David Kirby. "The expertise of the team in propagation, grafting and overall growing methods on these crops will add tremendous value to Everde Growers, providing us with key insights as we further solidify our best growing practices companywide."

Read the release at tinyurl.com/yjsxuhmy.



For the first time, the emerald ash borer has been detected in Forest Grove, Oregon PHOTO COURTESY OF USDA

EMERALD ASH BORER FOUND FOR THE FIRST TIME ON WEST COAST

Oregon state officials have confirmed the arrival of the emerald ash borer (*Agrilus plagipennis* Fairmaire, or EAB) — the most destructive and economically damaging forest pest in North America — for the first time on the West Coast. An invasive species biologist found the first infestation in a parking lot of Forest Grove, according to a release from the agency. Oregon Department of Forestry's (ODF) Forest entomologists confirmed the report on the same day and alerted the Oregon Department of Agriculture (ODA).

Officials believe the insect may have been present in Oregon for 3–5 years. "This is devastating news for everyone who loves and depends on trees," said Jeff Stone, executive director of the OAN. "We will work hand in hand with the ODA to fight the proliferation of this damaging pest."

The EAB is a shiny, metallic green beetle, about ½ inch long, that has killed hundreds of

millions of ash trees in North America, costing municipalities, property owners, nursery operators, and forest products companies billions of dollars in damage. EAB is native to eastern Asia and feeds on all ash species in North America and Europe, including Oregon ash (*Fraxinus latifolia*), American fringe trees (*Chionanthus virginicus*), and European olive trees.

The bugs are harmless to people, animals, and most plant life, but not ash trees. Although the adults mainly nibble on leaves, the larvae feed on the inner bark of ash trees, destroying the vascular system and ultimately killing the tree. When the larvae turn into adults, they leave a D-shaped exit hole in the bark as they emerge in the spring.

The infested trees were cut and chipped within 48 hours. ODF and ODA will be using the Emerald Ash Borer Readiness and Response Plan for Oregon as a guide as they begin working closely with urban foresters and nursery producers in the area to mitigate the spread of the pest. Local and federal governments will also help >>

More COVID-19 coverage online

Further updates on how the COVID-19 virus is impacting the greenhouse and nursery industry are online at www.diggermagazine.com/category/coronavirus. We are reporting on the most current information as of press time, but please check online for the most up-to-date information.



Northwest News

Seeds for cover crops, such as crimson clover, are harder to come by this year. PHOTO COURTESY OF IAN SANE, PXHERE

spread the news to the public as the state moves through its response efforts.

To report sightings of EAB please make a report online at the Oregon Invasive Species Council hotline at oregon-invasiveshotline.org. For more information about EAB please visit ODA's EAB webpage and ODF's Forest Health page. Read more at tinyurl.com/2zzd44dn.

SUPREME COURT BLOCKS EPA CLEAN ENERGY MANDATES

The U.S. Supreme Court ruled that Congress did not authorize the Environmental Protection Agency (EPA) to force power plants to use cleaner energy sources, political news website The Hill reported.

The Clean Air Act, first passed in 1963 and amended many times since, directed the EPA to regulate power plants using the "best system of emission reduction." However, a 6-3 court majority, comprised of the conservative justices, ruled that the Clean Power Plan, an Obama-era power plant regulation, went beyond that Congressional mandate. Chief Justice John Roberts wrote for the majority that this regulation took an "unprecedented" view of the EPA's authority. It constituted a "fundamental revision of the statute, changing it from [one sort of] scheme of ... regulation," he stated, into an entirely different kind.

Supporters of the ruling called it a victory for the separation of powers, reducing the EPA's expansive oversight over companies. This decision comes at a time when President Biden is working on his own power plant regulations.

Dissenting court justices claimed the new ruling prevents congressionally-approved action from reducing climate change. "The subject matter of the regulation here makes the Court's intervention all the more troubling," Justice Elena Kagan wrote for the minority. "Whatever else this Court may know about, it does not have a clue about how to address climate change."

Visit tinyurl.com/3y4xnwat to read more.



OREGON PURSUES CLEAN ENERGY DESPITE SUPREME COURT RULING

Oregon elected leaders, including Gov. Kate Brown, Attorney General Ellen Rosenblum, U.S. Senators Ron Wyden and Jeff Merkley, and several state senators and representatives released statements against the Supreme Court ruling against the Environmental Protection Agency's (EPA) Clean Power Plan, according to the *Oregon Capital Insider* (Salem, Oregon).

"This Supreme Court decision undermines 50 years of federal progress under the Clean Air Act," Brown said in a tweet. "Oregon will continue to lead the way to address climate change at the state level, moving to 100% clean energy, capping emissions, and taking a comprehensive approach to climate change."

Following the goals of Gov. Brown, the Oregon Environmental Quality Commission (EQC) will continue to pursue its December 16 plan that sets targets to reduce carbon by 50% by 2035, and 90% by 2050.

A consortium of industry groups, including the Oregon Association of Nurseries, filed a challenge against the Oregon EQC plan. Two other lawsuits have also been issued by the Western States Petroleum Association, and the state's three natural gas utilities. They claim only the Legislature, not the governor, can let the commission draft the plan.

Read more at tinyurl.com/yshcm7cj.

WILLAMETTE VALLEY COVER CROP SEEDS IN SHORT SUPPLY

Clover, radish, and legume cover crop seeds that are commonly used as an alternative to fertilizing fields are in short supply across the Willamette Valley, according to a report from *Capital Press* (Salem, Oregon). The shortage comes at a time when fertilizer is limited and expensive.

Fewer acres were planted by seed growers this year because they anticipated high returns on wheat and grass seed, according to Jerry Hall, president of GO Seed in Salem, Oregon. Production dropped by 50% since last year. Cover crops are usually planted for agronomic reasons, suppressing weeds, and limiting the need for herbicides instead of generating revenue. For growers to increase production, there needs to be a financial incentive that makes it affordable to do.

Hall would like to see the USDA form a national cover crop testing program to generate recommendations for well-performing crop varieties for specific regions. The federal agency plans to double cover crop plantings by corn and soybean growers to 30 million acres in the next decade, which opens up the question of where the seed to do that will come from. For more information, visit tinyurl.com/xkn4ymrk.

MINIMUM WAGE HITS \$14.75 IN THE PORTLAND AREA

Oregon's minimum wage increased again on July 1, *The Oregonian*/Oregonlive

(Portland, Oregon) reported. The hourly wage is now \$14.75 in the Portland area, a “standard” rate of \$13.50 in other highly populated parts of the state, and \$12.50 in the remainder of the state, comprised mostly of rural counties.

According to the newspaper, 5.1% of Oregon workers earn the minimum. The state reported an unemployment rate of 3.6% for May, indicating a tight labor market.

The increase was the last of a scheduled series approved by Oregon legislators in 2016. From now on, annual wage increases will be tied to the rate of inflation.

The Portland area rate applies inside Metro’s urban growth boundary (UGB). The standard rate applies in Benton, Clatsop, Columbia, Deschutes, Hood River, Jackson, Josephine, Lane, Lincoln, Linn, Marion, Polk, Tillamook, Wasco and Yamhill coun-

ties, as well as the portions of Washington, Clackamas and Multnomah counties that are outside Metro’s UGB.

The rural wage applies in the remaining areas, mostly in Eastern Oregon plus Curry, Coos and Douglas counties in the west. Read the full story at tinyurl.com/2wydfy4u.

The OAN helped broker the deal back in 2016 to regionalize the wage increase and phase it in, heading off the other scenario of making it immediate and uniform statewide.

INFRASTRUCTURE GAPS BLOCK ZERO-EMISSION TARGETS

Clean truck mandates for West Coast states that require low- or zero-emission vehicles by next year will cause tens of thousands of trucks to be out of service, *Capital Press* (Salem, Oregon) reported. The Harbor Trucking Association esti-

mates that 75,000 trucks at ports and rail yards will be ineligible for use by January 1, 2023, when all makes and models between 2007–2009 will be banned for use. Earlier models are already banned. By January 1, 2024, all drayage trucks must be zero-emissions vehicles.

The rapid adoption of electric or hydrogen vehicles comes with challenges. Electric trucks currently cost two to three times more than diesel vehicles, have a limited travel range before recharging, and are significantly heavier — which reduces their capacity to carry products.

The general shortage of infrastructure with charging and refueling stations is a top concern. Transportation service providers are pleased with the performance of some of the electric options, but the lack of infrastructure prevents their full integration. Read the full story at tinyurl.com/mrywtvaw. ➤

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MODELING FORECASTS URBAN SPRAWL'S DAMAGE TO FARMS

American Farmland Trust has published the results of Farms Under Threat 2040: Choosing an Abundant Future, a study that models how climate change and development will affect the future of agricultural lands. The study was conducted in partnership with Conservation Science Partners and the Center for Sustainability and the Global Environment at the University of Wisconsin, Madison. The report is part of the trust's multi-year initiative to document the status of and threats to agricultural land while offering policy solutions to protect that land.

Researchers used geospatial analysis data to map three different development scenarios from 2016 to 2040. The first renders business as usual, with the sprawl of low-density urban areas that fragment

or destroy agricultural lands. The second is a runaway sprawl, where new developments are inefficient and push all farms out of city areas. The last section describes how communities can choose to grow efficiently and develop dense residential areas that keep farms intact. Each pathway takes unique policy decisions to execute.

Visit tinyurl.com/5n7djn37 to download the report.

CAUSA CLOSES FOR FINANCIAL, STAFFING CONCERNS

The board of directors for Causa, a nonprofit organization dedicated to supporting Oregon's Latinx immigrant community, unanimously voted to dissolve, according to a release from the association. The group cited financial difficulties as the cause of the closure.

The organization stated that poor responses during fundraising initiatives, along with high employee turnover, exhausted Causa's financial reserves. It added that the employees' union refused to enter mediation for a fair contract, and instead waged a fierce public pressure campaign, while not responding to Causa's most recent contract proposal for eight weeks.

Causa's remaining funds will be used for staff severance or sent to partner organizations that can continue the work. The org expected to wind everything down by the end of July.

Causa was founded in 1995 by farmworkers, immigrants, and allies as a grassroots campaign to defeat anti-immigrant legislation. They successfully secured Oregon driver's licenses for all undocumented communities, supported sanctuary city resolutions, and received \$1 million in

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deportation defense legal funding, among other achievements.

Oregon Association of Nurseries Executive Director Jeff Stone mentioned that the OAN often worked with Causa to advance certain issues. "Causa was a true partner on delivering significant victories for the industry and the workforce," he said. "Their departure from the political field makes the effort to find common ground a much harder prospect."

Read the full statement in English and Spanish at causaoregon.org

PORTLAND LETS FRIENDS OF TREES CONTRACT EXPIRE

The city of Portland will not renew its contract with nonprofit Friends of Trees, and will instead expand the Portland Parks & Recreation tree planting program, according to a report from *The Oregonian/OregonLive*.

The decision comes at a time when university research said the city's tree canopy has been dwindling, especially in areas where people died during the extreme heat events of the previous summers. Tree cover plays an important role in cooling the temperature of urban areas. This in turn helps everything from increasing consumer foot traffic to protecting the health of the most vulnerable people.

The nonprofit has served the residents for 14 years and planted more than 40,000 street trees. The city's smaller, developing program won't initially be able to match the volume of the Friends of Trees group or match the seasoned relationships it has nourished with underserved neighborhoods.

Visit tinyurl.com/3ppbx3wh to read the full story.

In Memoriam: JIM FARLEY

The Oregon Association of Nurseries is saddened to report the passing of longtime member Jim Farley, owner of



Countryside Nursery and Fairdale Nursery. He died June 14 at the Oregon Coast at the age of 75.

A memorial service will be held at 2 p.m. Wednesday, July 6, at The Barn at Countryside, an event venue located a short distance away from the nursery at 15243 N.E. Countryside Drive, Aurora.

Jim was born May 30, 1947 to Eugene and Sarah Farley, and grew up in Southwest Portland. He attended Raleigh Hills Elementary School and Beaverton High School. In high school he met Beverly Weis at Beacon Rock while both were attending a Portland Yacht Club function.

After high school, the two attended the University of Hawaii, surfed and cooked and cleaned at a family's home in Honolulu to earn room and board. Jim studied economics and management courses.

After graduation, the pair returned to Oregon. Jim worked odd jobs until he was offered a position as budget director at Oregon Bulb Farms. He rose through the ranks there to become general manager. The couple then used savings to start their own mail-order lily business in their garage, which led to the purchase of their first farm in Troutdale. They purchased Fairdale Nursery, located west of Wilsonville, in 1979, and went into B&B production and soon, container production.

In 1991, the Farleys purchased Oki Nursery and renamed it Countryside Nursery. They operated the two nurseries independently of each other. Orders from both nurseries are invoiced separately, but can be combined in one shipment.

Jim and Bev had three sons — Mark, Adam and Joshua. Adam now serves as president of the nurseries.

Jim enjoyed several hobbies, including anything to do with boats, oceans, rivers and water, but fishing was his favorite. He threw back most fish he caught but shared many of those he kept with friends and colleagues. In retirement he restored vintage cars and honed his cooking skills.

Jim is survived by his wife Bev, sons Mark (Andrea), Adam (Jessica) and Joshua (Rosemary), and six grandchildren. He was preceded in death by his parents. >>

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Memorial donations may be made to the American Heart Association and/or the Leukemia and Lymphoma Society.

Finley-Sunset Hills Mortuary and Sunset Hills Memorial Park were in care of arrangements. Thoughts and remembrances for the family may be shared at www.finleysunsethills.com.

In Memoriam: MARC ARMITAGE

The Oregon Association of Nurseries (OAN) is saddened to report the passing of longtime member Marc Armitage of Cash Flow Management. He died unexpectedly on June 4, 2022 at Estacada, Oregon at the age of 60.



Marc was born Barclay Marc Armitage

on December 29, 1961 to Barclay Milton Armitage and Donna Lee (Farmer) Armitage. The family moved around during his youth. He spent his middle school years in Eugene, then attended Sunset High School in Portland. After graduation, he attended Oregon State University and was a member of Delta Tau Delta fraternity. In college, he met his future wife, Ruth Holzapfel. They were married one year after graduation and had three children: Erin, and twins Timothy and Amelia. They lived in Eugene initially, then moved to Tualatin, followed by a small farm near Oregon City, and more recently, a new home in Vancouver, Washington.

Marc enjoyed hunting and was a member of Rocky Mountain Elk Foundation, Oregon Hunters Association and Sylvan Archers.

Marc was preceded in death by his mother, Donna Armitage. He is survived

by his father, Barclay Armitage, brother William Armitage (Jeanette), wife Ruth, daughters Erin and Amelia, son Timothy, grandson James Armitage, and several nieces and nephews.

A memorial service was held June 17 at Resurrection Catholic Parish in Tualatin. Memorial donations may be made to St. Vincent Medical Center or the Women of Meridian Park Hospital.

In Memoriam: CHRISTOPHER MERTZ

The Oregon Association of Nurseries (OAN) is saddened to report that USDA National Agricultural Statistics Services (NASS) Pacific Northwest Director Christopher Mertz died.





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According to a report from *Capital Press* (Salem, Oregon), he succumbed to a rare form of dementia, Creutzfeldt-Jakob disease, on June 22 at the age of 59.

“Our NASS community is grieving the loss of one of our beloved regional directors, Christopher Mertz,” NASS Administrator Hubert Hamer said in a notice to agency staff members. “Chris was a great friend and admired co-worker to many, a man of great character. He was a consummate professional, skilled leader, an excellent motivator, and a champion for NASS. He will be sorely missed by all who knew him and had the privilege of working with him. May we all find comfort in the wonderful memories we have of him during his 35-year career with NASS.”

Other notes of sympathy reflect that Mertz was an outstanding communicator and nurtured trust among cautious farmers. He was quick to respond and met the needs of growers throughout the region. A celebration of life will be held this summer.

In Memoriam: LANCE STAAB

The Oregon Association of Nurseries (OAN) is saddened to report the passing of Lance Staab, former owner of Staab's Nursery in Boring, Oregon. He passed away June 4 at the age of 83, according to an obituary on *Oregonlive*.

He was born March 6, 1939 in Hays, Kansas, to Constantine and Hilda Staab. He attended Central Catholic High School, served in the Marine Corps, and attended Mt. Angel Seminary.

He is survived by his children, Tamara, Sonya and Lance. A funeral Mass will be held at 11 a.m. on Wednesday, July 6 at St. Henry's Catholic Church in Gresham, Oregon.

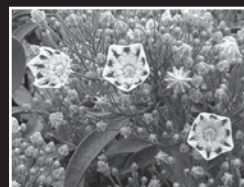
Memorials may be made to St. Henry's designated for seminarians, or to the Archdiocese of Portland, Shepherds Legacy fund. Cornerstone Funeral Home in Boring was in care of arrangements. ©



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EMPLOYMENT

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- Coordinate the planning, buying (seed & seedlings), planting and growing of our nursery stock between our farms and propagation department.
- Coordinate the harvest between farm managers and harvest crew leaders.
- Help facilitate the pesticide program for farm managers including purchasing.

Candidate should be self-starting, driven, willing to learn and have a minimum of five years of hands on experience in nursery production as a crew leader or manager. Horticulture education is preferred, but not required if experience is sufficient. Computer skills of common office programs are a must. Salary will be competitive and based on experience. Healthcare insurance, vacation, 401k and company vehicle included. Email resume to diggerjobs@oan.org

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EMPLOYMENT

ASSISTANT FARM MANAGER

Moana Nursery in Canby, Oregon, is looking for a full-time Assistant Nursery Manager who will work directly with the General Manager. They will work in all areas of the 193-acre wholesale nursery, which has both container yard and field production. We have a parent company in Reno, Nevada, with three retail stores and a commercial/residential landscape division.

Duties: • Production planning, inventory • Herbicide applications in container yard and fields • Customer orders • Fleet maintenance decisions • Budgeting of annual expenses • Shipping • Supply purchasing.

Requirements: • A strong foundation in common sense • A strong knowledge of the ornamental nursery business • A strong knowledge of plant production, growing, propagation • Experience with irrigation systems, overhead impact sprinklers and drip irrigation • Experience with wide range of agriculture/farm equipment operation. • Computer experience • Bilingual is preferred.

Salary and benefits: • \$55,000-\$70,000/year (with bonuses) • Benefits: 401(k), 401(k) matching • Health/Dental/Vision insurance, Paid time off, Professional development assistance, Relocation assistance.

To apply: Email resume and answers to these questions: Are you willing to work outside in all weather conditions throughout the year? What is your education? How long have you been in the nursery business? (5 years preferred) What language(s) do you speak? What licenses or certifications do you have? (driver's license required; chemical applicator's license preferred) Please visit our website at www.moananursery.com

EMPLOYMENT

ASSISTANT FARM MANAGER — EKSTROM NURSERY

Ekstrom Nursery in Gresham, Oregon is looking for a career oriented individual to work in multiple areas. We are looking for an experienced individual who has a strong work ethic, is disciplined, motivated for personal and professional growth and committed to the vision of our company. We have 200 acres of container, field and bare root ornamental plants. Customer base includes retail, re-wholesale and growers. The person will work closely with the owners in all aspects of container, B&B and bare root production. This is a career opportunity for a person who is interested in diverse plant production and nursery business.

Responsibilities and Qualifications

- 1) Experience in ornamental nursery production and propagation related to field, container and bare root.
- 2) Oversee all aspects of our container production.
- 3) Assist in crew management of field production practices and techniques.
- 4) Assist with supervising and scheduling daily and weekly jobs.
- 5) Must be self-motivated on projects or to work with a group or team.
- 6) Possesses strong communication skills, interpersonal skills and be a person of good character.
- 7) Computer knowledge, skills and abilities, and bilingual (English and Spanish) language desired,
- 8) Strong work ethic, positive attitude.
- 9) Valid driver's license.
- 10) Ability to work with wide variety of agricultural equipment, such as tractors and implements.
- 11) Have leadership skills with ability to make decisions, train and motivate employees.

Compensation: Salaried position is DOE and includes benefits package. Please send resumes to ekstrom.nsy@gmail.com

EMPLOYMENT

PLANT HEALTH AND SHOP MAINTENANCE EMPLOYMENT — EKSTROM NURSERY

Ekstrom Nursery in Gresham, Oregon is looking for an experienced employee for a position in Plant Health and Shop Maintenance. We have 200 acres of container, field and bare root ornamental plant production.

Responsibilities and Qualifications

- 1) Possess a strong mechanical aptitude to perform light tractor maintenance and servicing
- 2) Oversee/implement plant health related to overall spray program; herbicide, fungicide & pesticide.
- 3) Must have or acquire Oregon Certified Pesticide Applicator License or ability to acquire within 6 months of hire.
- 4) Maintain and operate spray equipment.
- 5) Bilingual (English and Spanish) communication skills preferred, but not required.
- 6) Valid driver's license.
- 7) Basic computer skills helpful.
- 8) Assist with loading & shipping trucks - seasonal.
- 9) Passionate about plant care and work creatively toward building farm efficiencies.

Compensation: The position is DOE includes benefits package. Please send resumes to ekstrom.nsy@gmail.com

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TSW Nursery Sales Inc. is seeking a plant-knowledgeable inside sales representative with 3-5 years of sales experience. The perfect candidate must be proficient in MS Office Suite and Quickbooks software, provide excellent customer service, have strong verbal and written communication skills, manage their time, and be organized. Salary commensurate with experience.

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EMPLOYMENT

NURSERY/GREENHOUSE SALES CONSULTANT

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Scope of Position: The Nursery/Greenhouse Sales Consultant is responsible for managing existing and attracting new customers within the sales territory, assisting branch customers with proper product selection and use-based agronomic needs, and maintaining and developing customer relationships.

Key Skills: Must work independently with minimum supervision; Retail agronomy exp.; have driver's license.

Personal Attributes: • Demonstrate excellent written and oral communication skills to small and larger groups with an ability to lead and influence. • Good interpersonal and team-building skills with a positive attitude and ability to establish relationships with field personnel, peers, and customers.

Responsibilities: • Manage and expand current nursery customer base. • Identify new key Nursery customers, understand their business, determine their needs, and develop plans and actions for sales territory growth. • Point person for managing the support resources for the territory including value-added nutrition, branded products, seed, purchasing and technology and overseeing the implementation and success of the plans and objectives with branch personnel. • Responsible for following credit policies and managing risk for the company. • Development of an annual business plan that optimizes growth and profitability for the territory. • Implement marketing and sales plans; establish and meet sales goals, and network with industry representatives to expand sales opportunities. • Become primary contact between your customers and Wilbur-Ellis Company including deliveries, forecasting, credit, complaint handling, etc. • Strictly follow all company policies which include safety & regulatory Send resume and cover letter to Jotto@wilburellis.com

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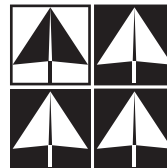
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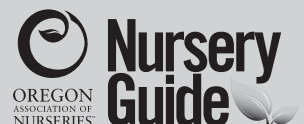
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GROWING KNOWLEDGE

Series content is coordinated by Dr. Jay Pscheidt, professor of botany and plant pathology at Oregon State University in Corvallis, Oregon.



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Detail view of *Hibiscus syriacus*. PHOTO BY JEFF STOVEN

Bred for success

These are some current and future cultivars from Oregon
State University Ornamental Plant Breeding

BY RYAN N. CONTRERAS

I AM IN MY 13th year at Oregon State University (OSU). Spending more than a decade doing something sounds like a long time, but in the world of woody plant breeding, that is just getting warmed up. That is how I feel about the status of the program — I'm proud of the work we have achieved, but we are just starting to hit our stride.

Below is a summary of a few of our releases that are available now and some small hints at some of the cultivars you can expect to see in the next few years.

***Ribes sanguineum* 'Oregon Snowflake' PP26763**

Flowering currants are a lovely Oregon native shrub. They flower early in spring and are much-loved by pollinators. Unfortunately, they often are leggy and get a bit ungainly in the garden.

To address this issue, we used non-targeted mutagenesis to develop 'Oregon Snowflake'. It is a highly compact cultivar that has dense branching. This white flowering cultivar has proven to be a bit tricky in propagation, but it is available in limited numbers from Pacific Crest Ornamentals (<http://www.pcgroundcovers.com/>);



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Cotoneaster 'Emerald Beauty' PP32308 in a production evaluation at the Lewis Brown Horticulture Research Farm in Corvallis. These were finished #3 that were two years old from cuttings and had been pruned only at transplant. PHOTO BY RYAN CONTRERAS



pcornamentals@gmail.com).

It is also available for a non-exclusive license from OSU by contacting Denis Sather (denis.d.sather@oregonstate.edu).

Cotoneaster 'Emerald Beauty' PP32308 and 'Emerald Sprite' PP31719

Cotoneasters used to be grown by the millions but have fallen out of favor in much of the country. In my opinion, there is much to explore in this genus of several hundred species. Our work on this group is ongoing, but we have introduced two improved cultivars.

'Emerald Sprite' was introduced for its novel habit and improved fire blight resistance. It is extremely compact, reaching approximately 8–14" high by 20–30" wide. We have found this selection to be a little less robust than its sister seedling, 'Emerald Beauty', but its "cute factor" is high and I think it has opportunity for the retail market.

'Emerald Beauty', on the other hand, is a production and landscape beast. It finishes a #3 fast and with few touches. Similarly, in landscape trials it has shown itself to form a dense, low hedge of 2–3' high by 4–5' wide and fits the landscape niche formerly occupied by 'Coral Beauty' but is much more uniform.

Both cultivars are being represented by Plant Haven International Inc. (<https://planthaven.com/>) to whom requests for license should be directed. I'm pleased to share that a number of Oregon growers are producing one or both of these selections.



Left: White Icicle™ (left) and 'Oregon Snowflake' PP26763 (right) container evaluation. Both plants were unpruned.

PHOTO BY RYAN CONTRERAS

Right: *Cotoneaster* 'Emerald Sprite' PP31719.

PHOTO BY RYAN CONTRERAS



Hibiscus syriacus

The name of the game is seedless. I have evaluated dozens and dozens of cultivars and wherever we have them — whether in the gravel pad, field, or greenhouse — we must come behind them and deal with the resulting seedlings. I have seen hundreds of seedlings under landscape plants.

In addition to being a nuisance in the garden, I suspect that these seedlings may contribute to mislabeling, or may have already, if they are allowed to grow up in stock blocks from which stem cuttings are then collected.

We have developed a large ploidy series including 4x, 5x, 6x, 7x, 8x, and 10x and, and have evaluated the fertility of most. This work has shown us the value of manipulating chromosome number to develop new cultivars that have low or virtually no fertility.

The first two selections being released are a white flowered form with red eye spot and a pink flowered form with red eye spot. Both have dark foliage, good branching and have done well in production. Althea is generally easy to propagate and grow, and these are no exception.

I plan to apply for release from the Oregon Agricultural Experiment Station in 2022, and if approved, OSU will seed a U.S. Plant Patent. Both will be available to license from OSU on a non-exclusive basis.

New trees!

Along with cherrylaurels, which are a story for another day, the longest running project I have is breeding for seedless maples. Since 2010, we have been work-

ing on developing Amur and Norway maples that will fit the needs of growers, gardeners, municipalities, and land managers, but not escape cultivation.

This work has expanded to other species, including sycamore maple, hedge maple, and trident maple, but our greatest progress remains in Amur and Norway.

We have generated hundreds of triploids of these species and recently have made some selections that have been propagated and currently are in production evaluation. The stakes are relatively high, so we want to be as sure as possible of their performance and seedlessness. As such, the testing phase will be ongoing ➤

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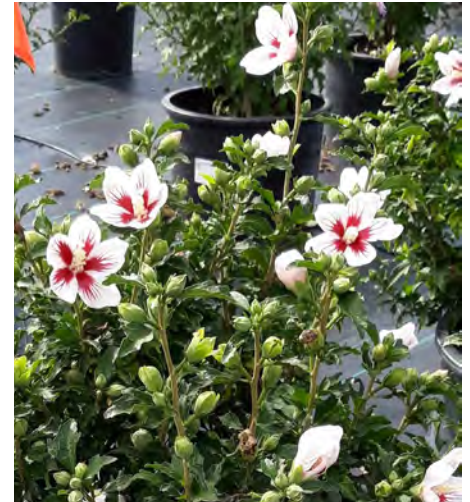
Bred for success

Two new seedless pentaploid selections of *Hibiscus syriacus*. LEFT PHOTO BY TYLER HOSKINS, RIGHT PHOTO BY JEFF STOVEN

for some time, but progress is being made, so stay tuned!

Another new selection that I hope to introduce in the next few years is a selection of *Nyssa sylvatica*, which was initially made for its incredibly glossy leaf. I commented that it looks like it is covered in lacquer and some growers agreed that it is perhaps the glossiest they had seen. What was a very pleasant surprise was how well it performed in production after grafting.

The original tree has a very large, rounded head so its shape in a production row was anyone's guess. Fortunately, it develops an upright habit with good branch angles and overall has been amenable to large-scale production. Collaborating growers have helped move this selection forward and there is interest from a national branding company. Release may be within two years, depend-



ing on propagule increase.

The last forthcoming introduction I will mention is our weeping, purple styrax. Tom Ranney (J.C. Raulston Distinguished Professor at North Carolina State) has coined the term “scientific serendipity”, which I love, and it sounds better than saying I got lucky.

We set out making crosses to develop the resulting genotype, but I expected it to take several generations to find the right combination, let alone one that was worth

growing. To my delight, we recovered a purple weeper with pink flowers after the first year of crosses. It has proved to be extremely vigorous and collaborating growers have expressed much excitement about this selection and have recommended a national branding company to represent this selection. ©

Ryan N Contreras, Ph.D. is a professor and associate head of horticulture at Oregon State University

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MARKETPLACE

The new era of the industry is upon us

It is easy now to look back at how the nursery industry used to be.

It's tempting to measure by the old markers of success, and pine for a time that seemed simpler. In families, business and within our national psyche, that's a natural reflex.

The opportunities and challenges confronting our industry are both familiar and acutely new. Over the past 15 years, the market has endured a few recessions, seen changing consumer expectations and purchasing patterns, and elected officials who wish to shape behavior through a crushing set of regulations and taxation. Yet the nursery and greenhouse growers, our member retailers, and our valued suppliers endure.

As my saintly mother would remind me in my youth, there is a reason you have two ears, two eyes, and one mouth. Listen and watch, then talk.

The era of a mature industry

Some say the industry has survived and thrived because of the unquestionable quality of the plants grown and sold in our little corner of the Pacific Northwest. There is no doubt that this remains just as true now as it was in the 1980s. Back then, our fledgling industry established a national brand. We had the production capacity to satisfy every plant- and tree-hungry consumer.

Over the years, there have been a steady loss of the local, independent retailer. In its place, we now have big box stores.

States in other regions had to play catch up to meet Oregon's plant quality. But now, the playing field is evening out due to several factors. Growers are getting better at what they do. They know how to use the wholesaler pipeline to build more access to the markets Oregon had dominated for decades.

The days of "if you plant it, you will sell it" are gone. Now, we have "just in time" ordering. The old established market has changed fundamentally.

I have the great honor of engaging our titans of the industry — those who have

seen us grow through this time. More than anything else, what we're seeing is a mature industry. A mature industry is one that has passed both the emerging phase and the growth phase of industry development. Companies in these industries tend to be larger, older, and more stable.

At the beginning of the industry life cycle, new products or services find use in the marketplace. We are seeing this in our own membership. Being a leading state, we need to recognize how to adapt.

The continued relevance of Farwest

The Farwest Show is the biggest show in the West. It is the front porch of access to some of the finest nurseries in the world. It represents a place where the innovation of production agriculture is on the cutting edge.

I looked at back issues of *Digger* from the past 25 years. The same comments were being made then as now. We want more buyers and gate numbers. We want to give every grower the opportunity to build their customer base and host valued partners for tours throughout the month of August. True then — and true now.

The Farwest Show, by far, is the greenest show of them all. Why should it not be? Travel an hour in any direction. You will see for yourself, in real-time, what abundant water, ideal climate and elite production practices can do.

Yes, Farwest is the place to gather, network, develop customers, learn, educate, and hear from top-line speakers selected just for this show. All true.

But in the end, it is our growers who make the show a success.

The new era of trade shows is no longer dominated by Oregon. Rather, Oregon growers go to trade shows throughout the country to bring their quality brand closer to the customer base. This makes sense when you consider that Oregon's nursery industry now is established and is acting like any other product that has achieved economic maturity.

While our growers expand their



Jeff Stone
OAN EXECUTIVE DIRECTOR

marketing prowess, there is still one place where they all reside. And that is right here in the fertile Willamette Valley — a special place that can grow trees and plants to virtually every hardiness zone.

Moving the nursery industry forward

Name a region with a nursery trade show. The best among them are run and operated by your industry trade association. The best of the best — whether in Maryland, Texas, Minnesota, Ohio, Idaho, or Colorado — all have committed leadership to produce a show that meets the needs of the membership.

I can tell you that all the executive directors are committed. These are not soulless for-profit organizations. Instead, the dollars are reinvested into the industry to pay for programs, products, and services and to fund much-needed political advocacy. In other words, the bang you get for your trade show buck far exceeds the value proposition of the cost of a booth.

I would submit that the association acts as your friend in challenging times — to do what you cannot do alone. And we can do that through memberships and trade shows.

The Farwest Show is guided by members just like you. Volunteers, all with different markets and green goods, come together to create something worth the trip. Whether traveling from Springfield, Oregon or Springfield, Massachusetts; Minneapolis, Minnesota or Moultrie, Georgia, the top-of-the-line professional events staff of the OAN will deliver an experience that will pay off in the future. In the end, business is business.

Hope to see you at Farwest! ☺

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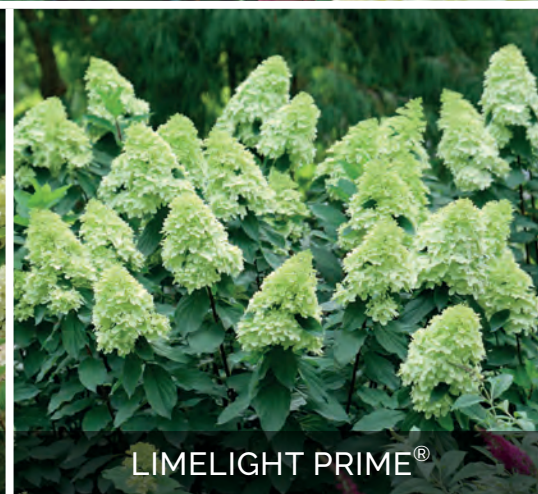
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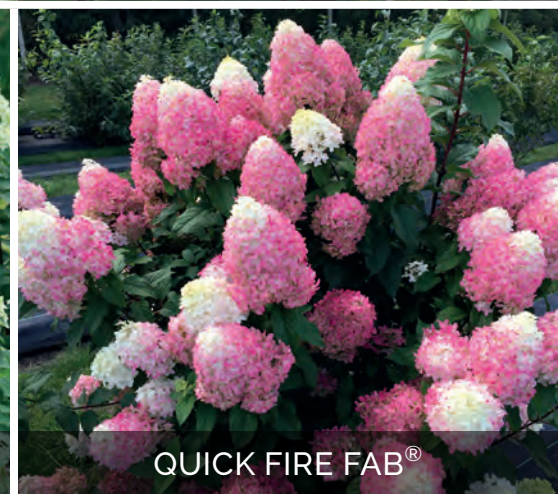
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