

FOR IMMEDIATE RELEASE

2016 Farwest Show Guest Speaker Ryan Contreras To Present Case Studies On The Process Of Plant Breeding

Wilsonville, Oregon (July 1, 2016) - The 2016 Farwest Show, August 25-27, in Portland, OR, has invited Ryan Contreras, Associate Professor of Horticulture, Oregon State University, to conduct a seminar to detail steps involved in breeding new cultivars that end up in consumers' gardens. With special interest to breeders, growers, and landscapers, his talk, 'A Roadmap to Better Plants: Case Studies in Cotoneaster and Mock Orange', follows two species, Cotoneaster and Mock Orange in a journey that perfected particular traits in order to achieve desired results.

Illustrating with Cotoneaster and Mock Orange, Contreras will lead attendees through the plant breeding process that first identifies traits to focus on and then isolates and utilizes sources of germplasm in combination, leading to an enhanced cultivar.

In his work at OSU, Contreras teaches plant identification and plant growth and development courses. He also directs the Ornamental Plant Breeding Program, which focuses on developing new cultivars of woody shrubs and trees with improved traits such as disease resistance, habit, fragrance, reduced fertility, and much more.

Contreras' seminar takes place on Friday, August 26, 9-10a in Room B110-112. For more information and to register, visit www.FarwestShow.com.

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The Oregon Association of Nurseries (OAN), based in Wilsonville, represents more than 800 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodity, with annual sales of \$830 million. Oregon's nursery industry is a traded sector; nearly 80 percent of the nursery plants grown in Oregon are shipped out of state. For information, visit www.oan.org or call 503-682-5089.

The Farwest Show, the largest green industry show in the West, is produced by the OAN, a trade organization that represents and serves the interests of the ornamental horticulture industry. Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations.

For more information about the 2016 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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