

FARWEST

PORTLAND 2017

BE FAR FROM ORDINARY 



FOR IMMEDIATE RELEASE

2017 Farwest Nursery Country Tours Includes Greenhouse Focused ‘Out West’ Tour Of Nursery Growers West Of Portland

Wilsonville, Oregon (June 20, 2017) – The 2017 Farwest Show’s theme, ‘Be Far From Ordinary’, is on full display on this year’s pre-show Nursery Country Tour 1 titled, ‘Out West’. Greenhouse growers will find special interest in tour stops at premier nursery growers in the western outskirts of Portland. Nursery Country Tours take place Tuesday, August 22, ahead of the 2017 Farwest Show, August 23-25, in Portland, OR. Destinations include Eshraghi Nursery, Farmington Gardens, Blooming Nursery and Bailey Nurseries.

For the greenhouse professional, the tour spotlights growing successful plant material from the grower to the retail outlet to the customer. Tour nurseries will discuss quality and innovation in terms of giving plants the best start and keeping them thriving every step of the way. Attendees will gain valuable knowledge about how to source and sell plant material. Stops include wholesale growers who also operate retail outlets. The day wraps up highlighting a national plant brand with programs so successfully marketed that retail customers ask for them by name.

This Nursery Country Tour’s itinerary is a must-attend for insight and ideas for raising the bar in any operation, large or small.

Pre-registration at www.FarwestShow.com/register.shtml is required. Cost is \$99 per person with early bird registration by July 31. Registration after August 1 is \$119. Space is limited to 52 per tour.

The ‘Out West Tour is a full day from 8a to 6p. Cost includes luxury motor coach transportation, lunch, beverages and snacks. Check-in is at 7:30a at the Convention Center. Buses leave promptly at 8a and return to the Convention Center at 6p. (cost includes a 3-Day Farwest Trade Show Pass).

“This Nursery Country tour is one of the reasons we are still the premier west coast show,” said Allan Niemi, Director of Events for OAN. “It promises growers an up close look at some of the country’s most successful growing and retail operations. The take away is valuable opportunity for taking their own operations to the next level.”

For complete details on Farwest 2017, visit www.FarwestShow.com.

###

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 2017 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

CONTACTS:

Allan Niemi, Director of Events, Oregon Association of Nurseries, aniemi@oan.org or 503-582-2005

Tom Kegley, Tom Kegley Communications, tkegley@rev.net or 843-991-4366