

# FARWEST

PORTLAND 2017

BE FAR FROM ORDINARY 



**FOR IMMEDIATE RELEASE**

## **2017 Farwest Nursery Country Tours Offers Two Tours With Special Interest For Nursery Growers**

Wilsonville, Oregon (June 20, 2017) – ‘Be Far From Ordinary’ sums up this year’s Nursery Country Tours with two tours designed to inform and inspire the nursery grower. Tours take place Tuesday, August 22, ahead of the 2017 Farwest Show, August 23-25, in Portland, OR. Tour 1, titled ‘Out West’, takes attendees to four nurseries of note in the western outskirts of Portland. Tour 2, ‘Coniferific’, spotlights one of the hottest segments in the industry, visiting conifer operations and gardens in the Willamette Valley, south of the city. Tours are simultaneous. Attendees can choose the tour that matches their particular interest or operation.

Tour 1 destinations include Eshraghi Nursery, Farmington Gardens, Blooming Nursery, and Bailey Nurseries. Tour 2 destinations include Youngblood Nursery, Peace of Mind Nursery, The Oregon Garden, and Western Evergreen. Tour agendas demonstrate why show goers will want to ‘Be There’ in August.

Tour 1 ‘Out West’, highlights 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.

Tour 2, ‘Coniferific’, takes attendees on a trail that stops at locations known for cutting-edge innovation and expertise in the production and sale of conifers. This tour will focus on growing the best conifers through innovative growing techniques and sourcing superb conifer plant material. Lunch will be served at The Oregon Garden, started in collaboration with the Oregon Association of Nurseries in 1999. The tour group will learn about Oregon Garden’s expansion project to their renowned Conifer Garden. Tours will give attendees new inspiration and ideas on ways to source, utilize, and market this “coniferific” plant group.

Pre-registration at [www.FarwestShow.com/register.shtml](http://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.

Either 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).

“Nursery Country Tours is one of the reasons we are still the premier west coast show,” said Allan Niemi, Director of Events for OAN. “Nursery growers look forward to our tour program every year. They know they will definitely find something from the two tours to take back to their own nurseries and put into action.”

For complete details on Farwest 2017, visit [www.FarwestShow.com](http://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](http://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](http://www.FarwestShow.com) or call 503-682-5089.

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