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Farwest 2017 Showcases The Best In New Plants And Trends In Urban Gardening

Wilsonville, Oregon (August 1, 2017) – The 2017 Farwest Show, August 23-25, in Portland, OR, once again offers two of the Show's most popular attractions each year with the New Varieties Showcase and the Growing Trends Showcase. The Showcases forecast the products and services that will influence and shape the industry in the coming years.

This year's New Varieties Showcase, sponsored by Macore, features over 40 of the most impressive new plant varieties entering the marketplace in 2018. Attendees will find the latest in trees, shrubs, perennials, and grasses. The Showcase spotlights new and improved selections from around the world. Easy-to-read Macore tags identify plant information and licensed growers exhibiting at the Show who sell the various introductions. Awards will be presented to contributing growers from a panel of distinguished industry judges. Also presented, the People's Choice Awards will be voted on by attendees visiting the Showcase.

The Growing Trends Showcase this year will be focused on the popular consumer trends in Urban Lifestyle Gardening. Vertical elements, farm-to-table, curb appeal, and plants and products suited for the urban landscape and retail settings will be displayed in the Showcase. For added opportunity to steer attendees to their respective booths, Farwest exhibitors are invited to participate at no cost by providing plant material and products that fall under the Urban Lifestyle Gardening theme.

For detailed information on the New Varieties Showcase and the Growing Trends Showcase, 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 commodities, 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.

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