



FOR IMMEDIATE RELEASE

2018 Farwest Show Retail Tour highlights brand building at four premier garden centers

Wilsonville, Oregon (June 22, 2018) – The 2018 Farwest Show, August 22-24, in Portland, Oregon, will focus one of its three annual tours on garden retail on Tuesday, August 21, 7:30 a.m. to 6 p.m. Sponsored by [The Peters Company](#), the tour, “Building Your Independent Garden Center’s Brand Within Your Community”, will be fun and informative visiting four of the Portland area’s leading retail garden centers. Retail expert Anne Obarski will guide the tour to explain how each site creates brand recognition.

The one-day tour includes visits at four prominent retail garden centers — two Portland Nursery locations (Division Street and Stark Street in Portland), and two Al’s Garden & Home locations (Sherwood and Wilsonville, Oregon). Obarski will offer her insight on ways each company maintains brand consistency at multiple locations while differentiating onsite to fit their neighborhood’s values and buying preferences.

Cost for the tour is \$99 per person by July 31; \$119 after July 31. Space is limited to 50 participants per tour. Tour bus will depart from and return to the north entrance to the Oregon Convention Center (NE Holladay St., by the light rail line). The day long tour includes luxury motor coach transportation, lunch, beverages and snacks. Personal vehicles not allowed.

Registration is required and available online at <https://farwestshow.com/register/>

Complete details on Farwest 2018 are found at 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 \$909 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 2018 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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