



FOR IMMEDIATE RELEASE

2018 Farwest Show to showcase the best in new plants and trends in growing

Portland, Oregon (August 8, 2018) – The 2018 Farwest Show, August 22–24, in Portland, Oregon, will once again offer two of the show’s most popular attractions each year: 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 60 of the most impressive new plant varieties entering the marketplace in 2018 and 2019. Attendees will find the latest in annuals, grasses, perennials, shrubs and trees. 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.

The Growing Trends Showcase, sponsored by AmericanHort, will present the latest trends in green living displayed creatively in a garden-like setting. This year’s focus will highlight simple, sustainable, and eco-friendly living through artful designs. Consumer displays and merchandising will spark ideas for landscape and garden retail. In addition, exhibitors at the show will supply the plants in the showcase making connections with the unique design trends presented.

The New Varieties Showcase and the Growing Trends Showcase are located on the Farwest Show floor and free to attendees. For detailed information, visit <https://farwestshow.com/new-varieties-showcase/> and <https://farwestshow.com/events/category/showcase/growing-trends-showcase/>.

Complete details on the 2018 Farwest Show can be 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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