



FOR IMMEDIATE RELEASE

2018 Farwest Show seminars will explore safe pesticide uses and irrigation technologies

Portland, Oregon (August 13, 2018) – The 2018 Farwest Show, August 22–24 in Portland, Oregon, has scheduled two seminars that touch on subjects of particular concern and interest for nursery growers. The seminars will deal with the timely issues of pesticide use around pollinators and emergent technologies for efficient irrigation programs.

Andony Melathopoulos, assistant professor at Oregon State University, will deliver his address, “Bees: A Four Letter Word, or an Opportunity for Landscapers and Nurseries?,” on Wednesday, Aug. 22, 9:45–10:45 a.m., Room B117. His talk, sponsored by GeoSeed, looks at concern around bee health over the past decade. He’ll share practical steps to safely use pesticides around pollinators and how to market services and products to capture this concern and turn it into revenue. The talk will also outline an Oregon initiative, the Showcase Farm and Oregon Innovators program, which showcases horticultural industries to consumers as bee-friendly.

Melathopoulos leads OSU’s efforts to design, implement and evaluate a statewide pollinator health program. He provides annual training to more than 1,500 pesticide applicators, hosts a weekly podcast on pollinator health (PolliNation) and works to educate homeowners and landscapers on how to manage pests while minimizing impacts to pollinators. He sits on the steering committee of the Oregon Bee Project, which coordinates pollinator health work across state agencies.

A second seminar, “Irrigation Scheduling Strategies,” to be jointly delivered by industry experts Travis Bates and Yassin Osroosh, is scheduled for Thursday, Aug. 23, 1:30–2:30 p.m., Room B117. This presentation will explain the importance of irrigation scheduling and provide information on various technology-based approaches to it. Bates and Osroosh will discuss using soil sensors, ag weather stations, plant sensors and thermal sensing methods for irrigation scheduling. They will also touch on important technologies for fruit loss management.

Bates is a technical sales and support specialist for METER Group Inc. USA, with an emphasis on developing tools that facilitate crop decision making processes in the agricultural sector for agronomists, consultants, and growers.

Osroosh, a research scientist at Washington State University, is affiliated with the university’s Prosser Irrigated Agriculture Research and Extension Center and currently contracted as a research scientist with METER Group Inc. His research is focused on precision irrigation, imagery-based crop sensing and management, and the agricultural “internet of things.”

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