



FOR IMMEDIATE RELEASE

Farwest Show calls for entries for 2019 New Varieties Showcase

Portland, Oregon (February 12, 2019) – The 2019 Farwest Show is now accepting submissions of new plant introductions for the upcoming New Varieties Showcase. The showcase is an annual highlight of the trade show, held this year on August 21–23 at the Oregon Convention Center, Portland, Oregon. Each year cutting-edge plant varieties from around the world are on display and judged by industry experts (and more than 5,000 show attendees) for awards and recognition. The showcase is one of the industry’s most-watched events for previewing new plant introductions that will raise the bar in the marketplace. Macore will sponsor the 2019 New Varieties Showcase.

For 2019, two tiers of entry are being offered: Tier 1 entries will be featured online at www.FarwestShow.com and displayed in the New Varieties Showcase on the floor with Macore plant tag labels. Added-value incentives for Tier 1 entries include presentation in the July *Digger* Magazine (\$750 value) and Macore plant tag take-aways for attendees. Each Tier 1 submission costs \$235 and the registration deadline is March 31. Tier 2 entries will be featured online at www.FarwestShow.com and displayed in the New Varieties Showcase on the floor with Macore plant tag labels. Each Tier 2 submission costs \$75 and the registration deadline is June 30.

To be considered for inclusion in the Showcase, all entrants must visit <https://farwestshow.com/new-varieties-showcase/> and download, complete, and return the New Varieties Showcase PDF entry form by dates above.

To qualify for approved entry, plants must exhibit qualities of greater hardiness, increased bloom time, more vibrant color, improved habit and/or better disease resistance. Entries must be new market introductions for 2019 or 2020. Also, entries must be available for purchase from a designated grower or supplier exhibiting at the 2019 show. At the 2018 show, 60 impressive varieties were on display, including annuals, grasses, perennials, shrubs and trees.

For questions, contact Kristen Urban at kurban@oan.org or 503-582-2011.

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The Oregon Association of Nurseries (OAN), based in Wilsonville, represents nearly 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 \$947 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 2019 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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