



FOR IMMEDIATE RELEASE

2019 Farwest Show keynote speaker Dr. Charlie Hall to forecast green industry economy

Portland, Oregon (April 2, 2019) — The 2019 Farwest Show has announced agricultural economist Dr. Charlie Hall will deliver this year's keynote address at 11 a.m. on Wednesday, August 21 in Room C123 of the Oregon Convention Center, Portland, Oregon. Dr. Hall will discuss the performance of the green industry over the past year and, touching on key indicators, predict what to expect in 2020. Highlighting key issues, he'll gauge industry impacts and suggest how companies should position themselves in anticipation of a possible economic downturn. The address is free to registered attendees and exhibitors of the Farwest Show, which will run from Wednesday–Friday, August 21–23.

Dr. Hall is a professor and Ellison Chair in International Floriculture at Texas A&M University. He holds a bachelor's degree in agricultural economics and a master's degree in ornamental horticulture and landscape design from the University of Tennessee, as well as a Ph.D. from Mississippi State University. Dr. Hall's expertise in the production and marketing of green industry crops is nationally recognized in academia and among the horticultural industry. With insights in strategic management, market situation and outlook, cost accounting, and financial analysis for green industry firms, he is in high demand as speaker at regional, national, and international meetings of various industry-related associations and organizations.

"We're thrilled to have Dr. Hall back at Farwest," said Allan Niemi, director of events at the Oregon Association of Nurseries. "The combination of his expertise and the road ahead for our industry will make this a timely and compelling keynote. His information and perspective will be can't miss for everyone engaged in the green industry, from growers to buyers and from allied service providers to suppliers."

Complete details on all Farwest Show events, daily schedules, speakers, and education seminars will be posted at www.FarwestShow.com in the coming weeks and months. For further questions, contact: Allan Niemi at 503-582-2005 or aniemi@oan.org.

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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