



FOR IMMEDIATE RELEASE

Lloyd Traven to speak on the keys to successful plant introductions at 2019 Farwest Show

Portland, Oregon (July 1, 2019)) — At the 2019 Farwest Show, Lloyd Traven of Peace Tree Farm LLC will deliver a talk on the do's and don'ts for launching new plants into the horticulture marketplace. Traven's session will highlight the essential components of plant introductions, giving breeders, growers, and retailers valuable insight that can make the difference between success and failure. The Farwest Show will be held August 21–23 at the Oregon Convention Center in Portland, Oregon.

Traven's address, "Bringing the Next Big Thing to Market," is scheduled for 8:30–9:30 a.m, Wednesday, August 21. He'll look at the many facets of plant introduction including trialing, propagation, protocols, supply chain, protection, and marketing. Getting started on the right foot is critical. Traven will also share notable examples of success and failure in plant introductions.

Traven, president of Peace Tree Farm LLC, and his wife, Candy, established the company in 1983. He attended graduate school at Cornell University and was assistant to the president for special projects at Ball Seed before that. Peace Tree has a reputation for innovation, automation, sustainability and certified organic production across a diverse array of genera and was chosen as National Grower of the Year in 2005. They are known for introducing new and unusual plants to the market and creating an amazingly complex ecosystem of biological controls, using almost no chemicals or plant growth regulators. Peace Tree has introduced several world standard plants, including 'Phenomenal' lavender.

Registration for Traven's session is required. Convenient registration with discounts is available at <https://farwestshow.com/register/>. Complete details on events, daily schedules, speakers, and education for Farwest can be found at www.farwestshow.com. For further questions, contact Zen Landis, event and education manager, at 503-582-2011 and zlandis@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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