



FOR IMMEDIATE RELEASE

Farwest 2019 speaker Andrea Melnychenko to discuss use of biochar for growers and landscaping

Portland, Oregon (August 6, 2019) — On the final day of the 2019 Farwest Show, Andrea Melnychenko of Cool Planet will speak on the growing popularity of biochar across horticulture, agriculture and landscape industry segments. Farwest Show will be held on August 21–23 at the Oregon Convention Center, Portland, Oregon.

Melnychenko's session, "Biochar: Bringing Profitability to Growers and Sustainability to Landscapes," explores the history, production, and application of biochar in the nursery, landscape, and urban green sectors. She will focus on how biochar products, such as Cool Terra® Organic, can be used in soilless media to provide structure to container soils, promote improved rooting, and improve microbial habitat. Her talk will point out the areas and use cases where biochar is an economically viable option for growers. She will cite examples of use in large- and small-scale landscape installations, urban reforestation and stormwater management systems. The session is scheduled for 9:45–10:45 a.m., Friday, August 23.

Melnychenko, account manager at Cool Planet, is a plant biologist who has been working in horticulture in the Portland, Oregon area for 18 years. As an account manager for the Turf, Nursery and Ornamental divisions of Cool Planet, her work focuses on exploring new markets and innovative applications with a broad range of users in the green industry. She holds bachelor's and master's degrees in plant physiology from Portland State University, where her research focused on urban greening and plant/atmosphere interactions. At Cool Planet, Melnychenko works to introduce ways that new technologies such as biochar can improve plant quality and performance in both nurseries and cities.

Registration for Melnychenko's session is required and available online 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 or 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.

CONTACTS:

Allan Niemi, director of events, Oregon Association of Nurseries, aniemi@oan.org, 503-582-2005

Tom Kegley, Tom Kegley Communications, tkegley@rev.net, 843-991-4366

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