



OREGON
ASSOCIATION OF
NURSERIES™



Farwest Show attendees enjoy fun surprises

Portland, Oregon (September 19, 2023) — The 2023 Farwest Show celebrated 50 years of bringing nursery professionals together in style August 23–25, with more exhibitors, more attendees — and definitely more fun.

“The nursery and greenhouse industry is Oregon’s leading agricultural sector,” said Allan Niemi, director of events for the Oregon Association of Nurseries, which produces Farwest. “The Farwest Show put that on full display, with many different growers, suppliers and service providers all there to learn, make connections, do business and just grow, in every sense.”

The show brought together more than 4,000 attendees from 14 countries and 44 states for two sold-out nursery tours, a diverse array of educational seminars, a full floor of expo booths, four social gatherings, and a bundle of surprises celebrating the show’s five decades of existence.

Those surprises included a 28-piece marching band weaving throughout the show floor (The Beat Goes On) complete with dancers and a baton twirler; a bagpiping unicyclist (the Unipiper) going up and down the aisles, costumed in a kilt and a Darth Vader helmet; a 50th anniversary cake-cutting ceremony with plenty to go around; and a well-received visit from the one and only Caesar the No-Drama Llama.

“We wanted to make the show fun and memorable, and it was, judging by all the people bringing out their cameras,” Niemi said. “I can’t tell you how many people took videos of the band and Unipiper, and selfies with Caesar the No-Drama Llama.”

Others got into the act as well. Longtime exhibitor Pac Fibre Soils of Canby, Oregon came with a strategy to bring fun and business connections together. They created a treasure hunt with four other exhibitors on the expo floor, including Western Pulp Products Company, Walla Walla Nursery Co., Blooming Nursery and OBC Northwest Inc.

Attendees stopped at each booth, putting together their own plant in a container to take home. Returning to Pac Fibre’s booth, they could then claim a bonus prize of a Pac Fibre beverage bottle. This fun treasure hunt brought extra traffic and engagement to all five booths.

“Everyone loved it,” said Nate Marsh, sales manager. “It brought in new contacts. It was that soft opening for people that probably wouldn’t have looked at us.” He went on to say that the 2023 Farwest Show was “probably the best it’s been in five years. Seeing where your network takes you opens up new possibilities.”

The Farwest Show serves professionals engaged in the nursery industry and related trades, including retail nurseries, wholesale growers, landscapers, landscape designers, and others involved in the green industry. For more information about the 2023 Farwest Show, visit www.farwestshow.com.

DOWNLOADABLE ASSETS:

- [Images from the 2023 Farwest Show](#)
- [Farwest Show logo — Oregon state outline](#)
- [Farwest Show logo — wordmark](#)
- [Farwest Show logo — 50th anniversary](#)

2023 FARWEST SHOW RELEASES AND ASSETS

- [Farwest Show press room](#)

The Oregon Association of Nurseries (OAN), based in Wilsonville, represents nearly 700 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodities, with annual sales of \$1.37 billion. Oregon's nursery industry is a traded sector; more than 75% 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 biggest green industry trade show in the West, celebrated its 50th anniversary in 2023! The show is produced by the OAN, a nonprofit organization that represents and serves the interests of Oregon's nursery, retail and greenhouse 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 2023 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.