



OREGON  
ASSOCIATION OF  
NURSERIES™

FARWEST  
PORTLAND 2024

## Starway to Heaven™ Japanese Snowbell wins Judges' Best in Show at Farwest Show New Varieties Showcase

Portland, Oregon (August 21, 2024) — **Starway to Heaven™ Japanese Snowbell (*Styrax japonicus* 'RNI-Rixred' PP35353)** was chosen by professional judges as the Best in Show winner in the 2024 Farwest Show's New Varieties Showcase.

The plant, discovered by Chris and Josh Robinson at Robinson Nursery in Amity, Oregon, was introduced by Spring Meadow Nursery in Grand Haven, Michigan. It is one of 25 outstanding new selections on display at the 2024 Farwest Show and available from at least one show exhibitor.

The show opened Wednesday, August 21 and continues through Friday, August 23 at the Oregon Convention Center in Portland, Oregon. In addition to these judges' awards, the show also presents People's Choice awards. Those are chosen by attendees voting on the show floor now through the end of Thursday. Those awards will be announced on Friday morning, the final day of the show.

"Our judges were impressed with the variety and dazzling looks of the plants at this year's showcase," OAN event coordinator Jamie Moore said. "New introductions keep the industry moving forward. They deliver new options for landscapers and homeowners to dress up landscapes and bring more functionality and pizzazz."

Starway to Heaven Japanese Snowbell is a reblooming styrax with petite, five-petaled flowers that resembles a galaxy of stars when it blooms in the spring, and again in the fall, when it reblooms. Each flower has a shimmering, almost metallic effect that sparkles in the landscape. Its deep green, glossy foliage emerges red, and its narrow, space saving habit beautifies landscapes both large and small. Unlike other *Styrax* on the market, it has a high rate of rooting success by cutting. It is hardy to Zones 5–9. It is available as bareroot and container-grown liner trees from Farwest exhibitors Proven Winners (Booth #8055), Robinson Nursery (Booth #19028), and Ekstrom & Schmidt Nursery (Booth #15055).

In addition of the Best of Show award, judges gave three Awards of Merit as follows:

- **Cleopatra Flame Violet (*Episcia cupreata* 'Cleopatra')**. Introduced by Cascade Tropicals of Snohomish, Washington. This easy-care houseplant offers a showy combination of pink, white and green satin foliage. It reaches 12 inches wide by 10 inches tall. Outside it would be hardy to zones 10–12. The plant is available in 2-inch, 4-inch and 6-inch containers from Farwest exhibitor Cascade Tropicals (Booth #7037).

- **Lime Zest™ Japanese Forest Grass (*Hakonechloa macra* ‘HakBri2’ PPAF).** Introduced by Briggs Nursery of Elma, Washington. Lime zest features eye catching lime colored foliage with white to cream variegation along with plum-colored shoots. Adds texture and movement to a landscape and accompanies well with dark leaved shrubs. Lime Zest is a great new addition to complement its predecessor *Hakonechloa macra* ‘HakBri1’ Lemon Zest. It looks great when planted alone or is mass plantings and brightens up those lower light areas. It reaches 12–14 inches tall by 18–24 inches wide and is hardy to zones 5–8. The plant is available as liners and containers from Farwest exhibitor Briggs Nursery (Booth #18037).
- **Paisley Pup™ Doghobble (*Leucothoe fontansiana* ‘Smnlfgvr’ PPAF).** Hybridized by Proven Winners and introduced by Walla Walla Nursery Co. of Walla Walla, Washington. This broadleaf evergreen is native to North America and is filled with eye-catching variegated foliage in shades of pink, green, cream, and bronze. Tiny bell-shaped blooms are strung along arching branches, feeding pollinators in the late springtime. Shade-tolerant, deer-resistant, and low-growing. Hardy to zones 5–8. The plant is available as 2-gallon containers from Farwest exhibitor Walla Walla Nursery Co. (Booth #7034).

All of the New Varieties Showcase selections are viewable at the Farwest Show and at <https://farwestshow.com/new-varieties-showcase/>. As a reminder, the show will be open until 2 p.m. Friday, August 23 to see them personally.

Complete details on events, daily schedules, speakers and education for Farwest are all available at [FarwestShow.com](https://FarwestShow.com). For further questions, contact Jamie Moore, OAN events and education coordinator, at [JMoore@OAN.org](mailto:JMoore@OAN.org) or 503-582-2010.

#### NEW VARIETES SHOWCASE WINNERS — PHOTOS

- [Starway to Heaven Snowbell](#) | [second photo](#)
- [Cleopatra Flame Violet](#)
- [Lime Zest Japanese Forest Grass](#)
- [Paisley Pup Doghobble](#) | [second photo](#)

#### OTHER DOWNLOADABLE ASSETS:

- [Farwest Show Seminars image #1 \(from 2023\)](#)
- [Farwest Show Seminars image #2 \(from 2023\)](#)
- [Farwest Show logo 2024 — wordmark \(green\)](#)
- [Farwest Show logo 2024 — wordmark \(purple\)](#)
- [Farwest Show logo 2024 — Oregon state outline](#)

#### 2024 FARWEST SHOW RELEASES AND ASSETS

- [Farwest Show press room](#)

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The Oregon Association of Nurseries (OAN), based in Wilsonville, Oregon, represents more than 700 wholesale growers, retailers, landscapers, and suppliers. Oregon’s ornamental horticulture industry is the state’s largest agricultural commodity, with annual sales of \$1.2 billion in the most recent year tallied (2022). 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 [OAN.org](http://OAN.org) or call 503-682-5089.

The Farwest Show, the biggest green industry trade show in the West, is produced by the OAN, a nonprofit organization that represents and serves the interests of Oregon's nursery, retail, and greenhouse industry. The show was founded in 1973, celebrated its 50<sup>th</sup> anniversary in 2023, and is now poised to help green industry professionals "Meet the Future." Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations. For more information about the 2024 Farwest Show, visit [FarwestShow.com](http://FarwestShow.com) or call 503-682-5089.