



**OREGON**  
ASSOCIATION OF  
NURSERIES™

**FARWEST**  
PORTLAND 2026

## **Charlie Hall to deliver keynote at 2026 Farwest Show**

Portland, Oregon (April 23, 2026) — The 2026 Farwest Show is rooted in relationships, and there's no academic with deeper roots in the nursery industry — and its economic challenges — than Charlie Hall, Ph.D.

That's why he was chosen as the keynote speaker for the 2026 Farwest Show. The title of his presentation will be "Overcoming Decision Paralysis in the Midst of Uncertainty."

"We're so excited to welcome Dr. Hall back to Portland," said Jamie Moore, events and education coordinator for the Oregon Association of Nurseries, which produces the show. "Attendees will hear essential information to guide their businesses in these turbulent times. Hall is known for his ability to explain what's happening with the economy, translating complex concepts into actionable strategies. People will leave feeling inspired and equipped to face the challenges ahead."

Farwest will be held August 26–28, 2026 at the Oregon Convention Center in Portland, Oregon. Hall's keynote will take place at 11 a.m. Wednesday, August 26 in a presentation open to all show attendees. Jeff Stone, executive director of the OAN, will also give an industry and association update.

Hall grew up on a nursery in North Carolina and today is a trusted industry expert in innovative management and marketing strategies, financial analysis and the economic outlook for nursery and greenhouse crops. He serves as a professor in the Department of Horticultural Sciences at Texas A&M University, where he holds the prestigious Ellison Chair in International Floriculture.

Three all-day tours of local nurseries precede the show, starting at 8 a.m. on Tuesday, August 25. The tours highlight wholesale nurseries, nursery propagation, and nursery automation.

The trade show floor will be open August 26–28. The expo hours are noon–5 p.m. on Wednesday, 10 a.m.–5 p.m. on Thursday, and 10 a.m.–2 p.m. on Friday.

Educational seminars will take place all three days of the show, inside and outside expo hours.

The connections won't stop on the show floor. Farwest also offers fun and lively social and networking events that are not seen at other shows. Events like the Farwest Happy Hour, the Farwest Pub Crawl, the NexGen Networking Event, and the Women in Horticulture Networking Event create space where conversations flow and connections grow.

Show features such as the New Varieties Showcase, New Products Showcase, Career Boulevard, Solution Center, and Automation Summit offer glimpses of the future whether you're seeking new plants, new products, new tools, new ideas or a new job.

It all takes place in Oregon, a nursery industry epicenter. Oregon growers sold \$1.3 billion worth of plant sales in 2024, according to the recently released USDA Census of Horticulture. Oregon leads all other states in the sale of conifers, deciduous shade trees, deciduous shrubs, flowering trees and Christmas trees. However, behind this dominance of woody material is incredible diversity. Oregon is also a significant producer of annuals, perennials, vegetable starts, herbs, climbers, tropicals, houseplants and much more.

For questions about seminars, contact Jamie Moore at [JMoore@OAN.org](mailto:JMoore@OAN.org) or 503-582-2010. For other questions, contact Connie Lindsay at [CLindsay@OAN.org](mailto:CLindsay@OAN.org) or 503-582-2005.

### **About Farwest**

Each year, Farwest brings together growers, suppliers, service providers, retail garden centers, landscape designers, and buyers under one roof, providing a golden opportunity for making new connections and renewing existing ones, too.

Those interested in signing up for a booth may visit [FarwestShow.com/Exhibitor-Sign-Up](https://FarwestShow.com/Exhibitor-Sign-Up) for information, or they may reach out directly to Connie Lindsay at [CLindsay@OAN.org](mailto:CLindsay@OAN.org) or 503-582-2005.

In 2025, Farwest had more than 300 exhibiting companies, including wholesale growers, re-wholesalers, garden centers, landscape designers and service providers, allied service providers and suppliers, and more. More than 4,000 attendees and guests came to see the latest plants, products and services available to horticultural businesses. Organizers are already making plans for an even bigger, bolder and better show in 2026.

The Farwest Show is produced by the Oregon Association of Nurseries (OAN). The OAN represents Oregon's \$1.3 billion nursery industry, which is the top

agricultural segment in the state. Oregon is a nationwide nursery industry leader, in terms of sales as well as influence. It's the leading state for coniferous evergreens, deciduous shade trees, deciduous flowering trees, bareroot nursery products, B&B nursery products and cut Christmas trees. Proceeds from the show are reinvested into industry advocacy, research, workforce development and education, which benefit the nursery and greenhouse industry both regionally and nationally.

Complete details on the Farwest Show are available at [FarwestShow.com](http://FarwestShow.com).

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#### DOWNLOADABLE ASSETS:

Keynote presenters:

[Charlie Hall, Ph.D., headshot](#)

[Jeff Stone headshot](#)

Seminar images:

[Farwest Show Seminars image #1 \(from 2025\)](#)

[Farwest Show Seminars image #2 \(from 2025\)](#)

[Farwest Show Seminars image #3 \(from 2025\)](#)

[Farwest Show Seminars image #4 \(from 2025\)](#)

[Farwest Show Seminars image #5 \(from 2025\)](#)

Show logos:

[Farwest Show logo 2026 — wordmark \(green\)](#)

[Farwest Show logo 2026 — wordmark \(purple\)](#)

[Farwest Show logo 2026 — Oregon state outline](#)

2026 FARWEST SHOW RELEASES AND ASSETS

[Farwest Show press room](#)