



OREGON
ASSOCIATION OF
NURSERIES™

FARWEST
PORTLAND 2026

Farwest seminars offer a track for every career path

Portland, Oregon (July 13, 2026) — Want an education? You'll get all of that and more. That's the promise of the 2026 Farwest Show Seminars.

The show features 45 hours of expert-led seminars across three days and five career tracks — business, garden communication, grower, pest management and landscaping. And that's to say nothing of the first-day keynote session by renowned green industry economist Dr. Charlie Hall, which will have insights for everyone.

"You will learn to grow plants, your business, your knowledge, your connections and your profits," said Jamie O'Brien, seminar coordinator for the Farwest Show. "Pretty much, our seminars will help you grow everything about your business and career, except the moss beneath your feet."

Seminar speakers will share the latest developments and research, offering info on creative business innovations, new technologies, and solutions for the significant business concerns that green industry companies often encounter.

Designed by industry professionals for industry professionals, the Farwest seminars deliver practical strategies and real-world insights attendees can take home and put to work immediately.

The Farwest Seminars come with the bonus of evening networking events the first two days of the show. Those include the Farwest Happy Hour on Wednesday, August 26, and then the legendary Farwest Pub Crawl on Thursday, August 27. These events offer lively conversations and fun.

"This is where new connections made during the day continue," O'Brien said.

Attendees can choose from dozens of timely sessions, including:

- How to overcome decision paralysis in uncertain times;
- How to master career development and lay a foundation for advancement;
- A panel discussion on purchasing;

- An exploration of why consumers connect with plants;
- How to start a garden podcast and attract more customers with it;
- How to host high-profit creative workshops at your garden center;
- How to target trends that cut past the hype;
- How to use automation to reshape your production;
- How to strengthen sales without “selling,” per se;
- How to landscape with lawn alternatives;
- How to lean in to compact plants in the landscape; and
- Several sessions dealing with pest and pathogen management to keep plants healthy and saleable.

Farwest will include nine hours of pesticide-related training seminars, which will be good for continuing education/pesticide certification credits. Eight hours of these will be translated in Spanish.

Farwest will also have 14 different mini-sessions at the Solution Center, located on the expo floor. These are included with show admission at no additional cost. Pruning demonstrations, new product presentations, research updates, awards ceremonies and plant search tips and tricks are among the offerings.

Register by July 31 to take advantage of early-bird pricing for Farwest expo and seminar passes. Education passes include show admission, and they range from \$49 for a half-day Friday pass or a three-day student/teacher pass to \$159 for a three-day, all-access education pass. After July 31, prices increase by \$20–30 per pass.

Farwest will take place August 26–28, 2026, at the Oregon Convention Center in Portland, Oregon. The biggest and greenest industry trade show in the West brings together thousands of nursery professionals for three days of exhibits, education, networking, and business opportunities.

To learn more and register for the seminars, visit FarwestShow.com/Education

For questions about the seminars or other Farwest events, contact Jamie O’Brien at JOBrien@OAN.org or 503-582-2010.

About Farwest

Each year, Farwest brings together growers, suppliers, service providers, retail garden centers, landscape professionals, and others from across the green industry. Produced by the Oregon Association of Nurseries, Farwest showcases the latest plants, products, services, and educational opportunities while creating meaningful connections throughout the nursery industry. Those interested in signing up for a booth may visit FarwestShow.com/Exhibitor-Sign-Up for

information, or they may reach out directly to Connie Lindsay at CLindsay@OAN.org or 503-582-2005.

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.

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DOWNLOADABLE ASSETS:

Seminar images:

[Farwest Seminar Image #1](#)

[Farwest Seminar Image #2](#)

[Farwest Seminar Image #3](#)

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](#)