



OREGON
ASSOCIATION OF
NURSERIES™

FARWEST
PORTLAND 2026

Automation Summit to help businesses transform at Farwest

Portland, Oregon (July 20, 2026) — Automation is reshaping how nursery growers operate, from when plants are first propagated to the time when they are shipped and delivered.

That's why the Farwest Show is bringing together experts to exchange insight, wisdom and ideas at a forward-looking Automation Summit. They will share tools, technologies and methods to help growers drive greater efficiency, lower costs, improve product consistency and solve labor challenges.

"The nursery industry is changing because the opportunity is there and circumstances demand it," said OAN Executive Director Jeff Stone, who will emcee the summit. "Every grower needs the knowledge that will be shared at this summit. It is all built on possibility. We believe the exchange of ideas will create synergy that will in turn elevate the solutions that are shared."

The Automation Summit will take place on the first day of this year's Farwest Show, 1:30–3:30 p.m. Wednesday, August 26, at the Oregon Convention Center. It is FREE to all registered Farwest attendees. Details are available at FarwestShow.com/Automation.

The panel of experts will include:

- Chris Thiesen of Burro
- Asa DeForest of HarvestWise Drone Solutions
- Di Hu of Moss Robotics
- Tom Fessler, co-owner of Woodburn Nursery & Azaleas Inc.
- Todd Nelson, co-owner of Bountiful Farms Nursery Inc.

The Automation Summit, although free, is part of 45 hours of expert-led seminars across three days and five career tracks — business, garden communication, grower, pest management and landscaping. Another free session is the first-day keynote by renowned green industry economist Dr. Charlie Hall, which will have insights for everyone.

“Nurseries have tough seas to navigate these days,” said Jamie O’Brien, seminar coordinator for the Farwest Show. “They undertake considerable risk as they pursue their bottom line of supporting people, planet and profit. The Farwest Show is here to provide tools and ideas that will help make the journey safer and more profitable.”

The Automation Summit, keynote and seminars will all deliver practical strategies and real-world insights attendees can take home and put to work immediately. That makes the show a can’t-miss event for industry professionals.

Adding to the value, Farwest has 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.

In addition to seminars and networking events, 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.

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. Register by July 31 to take advantage of early-bird pricing for Farwest expo and seminar passes.

To learn more and register for the show or seminars, visit FarwestShow.com.

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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2026 FARWEST SHOW RELEASES AND ASSETS

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