



FARWEST
PORTLAND 2027

2027 Farwest Show issues call for speakers

Portland, Oregon (October 12, 2026) — The **Oregon Association of Nurseries (OAN)** is now accepting speaker proposals for the **2027 Farwest Show**, a trade show and conference serving the national nursery and greenhouse industry. The show will take place August 25–27, 2027 at the Oregon Convention Center in Portland, Oregon.

“Farwest brings together the brightest minds and boldest ideas in the nursery and greenhouse industry,” OAN Events and Education Coordinator Jamie O’Brien said. “We are seeking presenters who can help make the 2027 show our best yet, by sharing their expertise, innovative practices, or solutions to industry challenges.”

The show is planning more than 50 educational sessions. Topics may include horticulture and plants; pesticide application; integrated pest management; wholesale grower-focused information; marketing, merchandising, retail and business tactics; consumer trends; landscape design and architecture; and mechanization, technology and innovation, as well as other topics.

Speaker proposals may be submitted at FarwestShow.com/Speaker_Signup/. The site lists speaker requirements and outlines the speaker selection process. All proposals must be submitted by December 16, 2026 to be considered. A committee will review the proposed presenters and topics and make selections based on timeliness, ingenuity and industry relevance.

In addition to speaker proposals, the show is looking for feedback from participants on what to include in the educational seminar lineup. “We’d love your ideas,” O’Brien said. “Whether you have a topic suggestion, a speaker recommendation, or a trend you’d love to see explored, your feedback will help shape the 2027 seminar lineup.”

Feedback may be submitted at SurveyMonkey.com/r/Q9NGY2J.

“We make certain to provide a balanced and innovative educational program to educate, enrich and inspire the green industry leaders of today and tomorrow,” O’Brien said.

The Farwest Show boasts 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 typically browse the latest plants, products and services available to horticultural businesses.

Oregon is a nationwide nursery industry leader, with more than \$1.3 billion in sales during the most recent year tallied. 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.

Complete details on the Farwest Show are available at FarwestShow.com. For further questions, contact Jamie O'Brien, OAN events and education coordinator, at JOBrien@OAN.org or 503-582-2010.

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 for information, or they may reach out directly to the Farwest Show Team at Farwest@OAN.org or 503-682-5089.

In 2026, Farwest had more than 300 exhibiting companies, including wholesale growers, re-wholesalers, garden centers, landscape professionals, 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 2027.

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.

DOWNLOADABLE ASSETS:

Seminar images:

[Farwest Show Seminar Image #1 \(from 2026\)](#)

[Farwest Show Seminar Image #2 \(from 2026\)](#)

[Farwest Show Seminar Image #3 \(from 2026\)](#)

[Farwest Show Seminar Image #4 \(from 2026\)](#)

[Farwest Show Seminar Image #5 \(from 2026\)](#)

2027 logos:

[2027 Farwest Show Logo — Purple](#)

[2027 Farwest Show Logo — Green](#)

[2027 Farwest Show Logo — Oregon state outline](#)

2026–27 FARWEST SHOW RELEASES AND ASSETS

[Farwest Show press room](#)

About the Oregon Association of Nurseries and the Farwest Show

The Oregon Association of Nurseries (OAN), based in Wilsonville, represents more than 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 \$1.3 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 [OAN.org](https://www.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 and celebrated its 50th anniversary in 2023. Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations. For more information about the 2027 Farwest Show, visit [FarwestShow.com](https://www.farwestshow.com) or call 503-682-5089.

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