



OREGON
ASSOCIATION OF
NURSERIES™



Farwest Show exhibitors report positive outcomes

Portland, Oregon (October 5, 2023) — Exhibitors at the 2023 Farwest Show, which was held August 23–25 in Portland, Oregon, reported positive outcomes that helped them grow their nursery-related businesses.

Yoshida Hamono of Hoshida Hamono, a wholesale supplier of garden tools from Japan, was exhibiting at her first Farwest Show.

"The vibe of people coming was really great," she said through a translator. "We are getting great feedback, and with that, we hope to become a better exhibitor next year. We thought that people here would not be familiar with us, but we were surprised to find that a few attendees who stopped by knew who we were and were pleasantly surprised to see us."

John Porter of Sol Soils in Crystal, Minnesota, another first-time exhibitor, felt likewise. "It's been a great show for us," he said. "We met a lot of new customers and potential customers."

Alfredo Fernandez, owner of up-and-coming AF Nursery LLC in Woodburn, Oregon, was exhibiting at Farwest for the first time. "It was a good experience for me," he said. He said he was able to accomplish what he set out to do at the show this year. "I'll be back next year," he added.

Nathan Dorn of Farm-Ng, a manufacturer of electric robotic tractors based in Watsonville, California, was also a first-time Farwest exhibitor. He found many potential clients in search of ways to manage their labor costs. His product offers exactly that, so he found strong interest. "It was a great show," he said. "There were a lot of horticulturalists here and that's our audience."

Longtime exhibitor Pac Fibre Soils of Canby, Oregon came with a strategy to bring fun and business connections together. They created a treasure hunt with four other exhibitors on the expo floor, including Western Pulp Products Company, Walla Walla Nursery Co., Blooming Nursery and OBC Northwest Inc. Attendees stopped at each booth, putting together their own plant in a container to take home. Returning to Pac Fibre's booth, they could then claim a bonus prize of a Pac Fibre beverage bottle. This fun treasure hunt brought extra traffic and engagement to all five booths.

"Everyone loved it," said Nate Marsh, sales manager. "It brought in new contacts. It was that soft opening for people that probably wouldn't have looked at us." He went on to say that the

2023 Farwest Show was “probably the best it’s been in five years. Seeing where your network takes you opens up new possibilities.”

Visitors to the show, likewise, felt like they got what they were looking for.

“It was our first Farwest Show,” said visitor Mike Laporte of Clearview Nursery in Stayner, Ontario, Canada. “I’m used to landscaper’s shows where there’s bricks and hardscape products. This was very focused on nurseries and it was very refreshing. It allowed us to focus on our objectives: meeting current suppliers and seeing some of their new products as well as meeting new suppliers and seeing what they have to offer.”

Manvir Dhani of Greenland Growers Nursery in Aldergrove, B.C., Canada, was exhibiting for the first time in eight years. “We’ve been around since 1997. We’ve been at Farwest from 2005-2015 and then we took a hiatus but we’re back. We’ve been able to get a lot of business this year and there was a lot of foot traffic. We’ll be back next year.”

Cynthia Vermilyea staffed the booth for Krueger’s Nursery and Tree Farm in Cornelius, Oregon. The nursery added greenhouse operations to its already existing tree growing and moved locations recently. They ship mostly to the Intermountain region, but they ship nationally and are trying to grow their customer base in California.

“I think it’s been a great show,” she said. “There’s been a lot of chance meetings and networking for me, and putting names to faces.”

Fun little touches at Farwest improved the experience, she added. “I loved the entertainment. It was really cute. I loved the Unipiper. The band was really cool too.”

The Farwest Show serves professionals engaged in the nursery industry and related trades, including retail nurseries, wholesale growers, landscapers, landscape designers, and others involved in the green industry. The next edition of the show will take place August 21–23, 2024 at the Oregon Convention Center in Portland, Oregon. For more information about the Farwest Show, visit www.farwestshow.com.

DOWNLOADABLE ASSETS:

- [Images from the 2023 Farwest Show](#)
- [Farwest Show logo — Oregon state outline](#)
- [Farwest Show logo — wordmark](#)
- [Farwest Show logo — 50th anniversary](#)

2023 FARWEST SHOW RELEASES AND ASSETS

- [Farwest Show press room](#)

The Oregon Association of Nurseries (OAN), based in Wilsonville, represents nearly 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 \$1.37 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 www.OAN.org or call 503-682-5089.

The Farwest Show, the biggest green industry trade show in the West, celebrated its 50th anniversary in 2023! The show is produced by the OAN, a nonprofit organization that represents and serves the interests of Oregon's nursery, retail and greenhouse industry. Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations. For more information about the 2023 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.