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**2011 FARWEST SHOW TO OFFER TOURS GEARED TO RETAILERS,  
LANDSCAPERS AND GROWERS**

Portland, OR - The 2011 Farwest Show will feature four industry-focused tours specifically designed for owners of garden centers, growers, re-wholesalers and brokers, landscape architects, contractors and designers.

To be held Tuesday and Wednesday, August 23 and 24, the two days preceding the Farwest expo, the tours will enable garden retail and landscape professionals not only to learn about new plant varieties and trends, but also to visit nurseries and merchandising professionals outside of the show and make contact with growers/potential suppliers in a low-key way.

"The nursery tours give show attendees a chance to meet new suppliers and start a conversation before Farwest starts," Farwest-host Oregon Association of Nurseries' director of marketing Ann Murphy said. "That way they can take full advantage of what the show has to offer."

Each day features a choice of two options: Tuesday offers the "Cool Stuff" tour recommended for retailers, landscapers and growers, which includes four nurseries, including Rare Plant Research, and a stop at Rogerson Clematis Collection. Also on Tuesday is a grower-focused "Innovative Ideas" tour, made up of four nurseries, including the sustainability-driven F&B Farms & Nursery, and the North Willamette Research and Extension Center for agricultural research.

Wednesday's options include a "Knock Your Socks Off Conifers" tour for retailers, landscapers and growers, which is comprised of four nurseries and The Oregon Garden's conifer garden. And for retailers: "Merchandising Secrets on the Go," a half-day walking tour of high-end retailers led by renowned merchandising expert Linda Cahan.

All tours leave the Oregon Convention Center promptly at 8:00 a.m. and return by 6:00 p.m., except "Merchandising Secrets on the Go," which leaves the convention center at 8:00 a.m. and returns at 1:00 p.m. Last day to register for a tour is August 15; space is limited to 50 per tour. For more information and to register visit [www.farwestshow.com/vtours](http://www.farwestshow.com/vtours) or call the OAN office at 800-342-6401.

As a complement to the 2011 Farwest Show, the OAN is also partnering with the American Nursery and Landscape Association (ANLA) for this year's "Kick the Dirt" grower tour, putting Oregon in the national spotlight this August 22-24 in Portland. Membership in ANLA is not a requirement to participate. Afternoon tours on Tuesday, August 23 will visit ANLA members J. Frank Schmidt & Sons Co. and Hans Nelson & Sons Nursery. The full-day tour on Wednesday, August 24, heads to Fisher Farms, Woodburn Nursery & Azaleas, Heritage Seedlings, and ends the day at Carlton Plants' salmon-bake festivities.

The 2011 Farwest Show will take place August 25-27 at the Oregon Convention Center, in Portland, Oregon.

The Farwest Show is produced by the Oregon Association of Nurseries (OAN), a trade organization representing and serving the interests of the ornamental horticulture 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 2011 Farwest Show seminar schedule, nursery tours, expo hours and other features, visit [www.farwestshow.com](http://www.farwestshow.com) or call 503-682-5089.

The Oregon Association of Nurseries, based in Wilsonville, represents more than 1,000 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is among the state's largest agricultural commodities, with annual sales of \$740 million. Oregon's nursery industry is a traded sector; nearly 75 percent of the nursery plants grown in Oregon are shipped out of state. For information, visit <http://www.oan.org> or call (503) 682-5089.

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