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**2011 FARWEST SHOW ANNOUNCES SPECIAL FEATURES FOR GARDEN
CENTERS AND RETAILERS**

Portland, OR - [The 2011 Farwest Show](#), scheduled for August 25-27 at the Oregon Convention Center in Portland, Oregon, will offer a variety of special features geared to garden centers, according to show manager Aimee McAuliffe.

"The Farwest Show always offered a full experience for the garden center owner and buyer, but we've ramped it up even more this year," McAuliffe said. "From our Garden Center Pavilion to our New Varieties Showcase to a special retail-focused tour and seminars, we've made retailers a focal point this year."

Featuring vendors selling specialty retail products and gift lines, the [Garden Center Pavilion](#) is a destination designed for retail garden center buyers. The pavilion also offers short workshops on merchandising tips, including talks by noted retail consultants Linda Cahan and Ian Baldwin.

The [New Varieties Showcase](#) will be set up like a garden center this year and will feature trees, shrubs, perennials, ornamental grasses, groundcovers and annuals - all new to the market for 2011/2012. Orders for the plants can be placed with 2011 Farwest Show exhibitors.

In addition to Farwest's annual nursery tours, a special [half-day retail tour](#) is on the schedule for 2011, led by renowned merchandising expert Cahan, who will provide commentary on what makes good and bad displays.

A dynamic retail seminar track, sponsored by Ball Horticulture, is also planned. Topics will cover customer demographic trends in the Latino and Gen Y markets, Million Dollar Ideas from Multi-Million Dollar Garden Centers, and Sid Raisch will have attendees leave with a business model that keeps garden centers buying and selling at a profit.

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 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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