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**IN-DEPTH ANALYSIS OF 2011 NATIONAL GARDENING SURVEY  
DEBUTS AT FARWEST SHOW**

Portland, OR - At this year's Farwest Show noted garden-center consultant Ian Baldwin will present for the first time in public his unprecedented analysis and report on the 2011 National Gardening Survey, according to show manager Aimee McAuliffe.

Entitled "Connect the Dots or Plan Your Exit Strategy," Baldwin's report marks the first time in its 38-year history a garden center expert has been invited to analyze the results of the National Gardening Survey to identify implications for retailers and the nursery industry. "The Farwest Show is pleased to feature Ian's first public presentation of his report, which is hot off the press," McAuliffe said.

"Shifting demographics in the U.S. provide opportunities for companies that listen and respond to the market and stay focused on the needs of the emerging consumer," according to Baldwin. "There is a growing disconnect between the way most retailers and suppliers operate and the way the consumer increasingly wants to be catered to. The information gleaned from the survey will be a wake-up call, but if they pay attention it can have a positive impact on garden centers and the nurseries and suppliers that sell to them."

In his report, Baldwin digs deep into the wealth of survey data and reaches out to growers, manufacturers, suppliers and retailers with his unique, inside-the-industry perspective. "Business as usual will not be a winning strategy in the future," he said.

Baldwin's presentation schedule follows:

"Connect the Dots or Plan Your Exit Strategy"

Thursday, August 25  
3:45 p.m. - 4:45 p.m.  
B 110-112

Oregon Convention Center

This is a free seminar and open to everyone attending the show.

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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