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FOR IMMEDIATE RELEASE

Farwest 2017 Speakers Chuck Pavlich And Kevin Hobbs Share World Perspectives On The Future For Breeding And Plants

Wilsonville, Oregon (July 10, 2017) – Industry experts, Chuck Pavlich and Kevin Hobbs, will deliver two seminars at this year's Farwest, August 23-25 in Portland, OR, of particular relevance to greenhouse growers looking to the directions and trends for new plant material. The two will focus on the future for breeding and new plants entering the marketplace.

Pavlich, Director of New Product Development for Terra Nova Nurseries, Inc., will present a seminar, 'The Future of Plant Breeding is NOW', on Thursday, August 24, 2:30-3:30p, in Room B110-112. Sponsored by Terra Nova Nurseries, Inc., Pavlich, through his world travels, will share outlooks on consumer trends and demands for breeding and propelling North American natives into the international market.

Educated at Washington State University, Pavlich has worked in the retail nursery business for 30 years. He is gifted at finding mutations in the wild and from nursery crops. At Terra Nova, Pavlich is responsible for new ideas for breeding, overseeing the breeding process, and shepherding new products to the world perennial market.

Hobbs is Head of Research & Development Department at Hillier Nurseries. His talk, 'Plants From Across the Pond', highlights the latest plants from the UK and PlantHaven International being brought to market by Hillier Nurseries. His seminar takes place Thursday, August 24, 12:30-1:30p, in Room B110-112.

Over his 30+ year career, Hobbs has worked with every category of hardy garden plants and trees. At Hillier Nurseries, his breeding focuses on plants that perform from the garden gate to parks, botanical gardens and the greater urban landscape.

For complete information on all Education Seminars (registration required), free Mini-Sessions, and general information on Farwest 2017, visit www.FarwestShow.com.

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The Oregon Association of Nurseries (OAN), based in Wilsonville, represents more than 800 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodities, with annual sales of \$830 million. Oregon's nursery industry is a traded sector; nearly 80 percent 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 largest green industry show in the West, is produced by the OAN, a trade organization that represents and serves 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 2017 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

CONTACTS:

Allan Niemi, Director of Events, Oregon Association of Nurseries, aniemi@oan.org or 503-582-2005

Tom Kegley, Tom Kegley Communications, tkegley@rev.net or 843-991-4366