

# FARWEST

PORTLAND 2017

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**FOR IMMEDIATE RELEASE**

## **Farwest 2017 Speaker And Industry Expert Dr. Heinrich Löesing To Deliver Two Seminars On Subjects Of Controversy And Innovation For Nursery Growers**

Wilsonville, Oregon (June 26, 2017) – World-renowned nursery industry authority, Dr. Heinrich Löesing, will conduct two key seminars, sponsored by J. Frank Schmidt and Sons Co., at Farwest 2017 with special relevance for producers of hardy nursery stock. The Farwest Show takes place August 23-25, in Portland, OR.

Traveling from Germany, Dr. Löesing will shed light on the ongoing controversy and research surrounding the herbicide Roundup (glyphosate). His talk, 'Roundup®: The Situation in Europe' will offer valuable insights for US nursery growers. The world's most widely used herbicide still raises questions related to cancer. The search continues for alternatives but no viable substitute is available at this time. Dr. Löesing's session will discuss the situation in Europe and research relating to the context of the situation. His talk is scheduled for Wednesday, August 23, 1:30-2:30p, in Room B117-119.

In a second seminar, 'Machinery Innovation for Field Grown Nursery Production', Dr. Löesing will look at the challenges for nursery labor presented by physical demands and weather conditions. Automation for field production is one of the future solutions. Dr. Löesing will present new production automation machinery in development and used at European nurseries. This presentation gives an overview of innovations that can be put into practice now at US nurseries. This seminar takes place Thursday, August 24, 8:30-9:30a, in Room B113-114.

Dr. Löesing offers international perspective on hardy nursery stock production. A specialist in the field of pests and diseases, his career has spanned nearly 30 years (and several continents) as a nursery production advisor. He is the author of a reference text on diseases and pests that feed on woody plants and has contributed to multiple publications and studies. Dr. Löesing is currently a senior nursery extension specialist, advisor, and program leader and has been a member of the International Plant Propagators Society since 1987.

For complete information on all education Seminars (registration required), free Mini-Sessions, and general information on Farwest 2017, visit [www.FarwestShow.com](http://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](http://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](http://www.FarwestShow.com) or call 503-682-5089.

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