

GROWERTALKS

GT in Brief

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Registration for Farwest Now Open

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Attendee and exhibitor registration is now open for the 2025 Farwest Show, which will be held August 20–22, 2025 at the Oregon Convention Center in Portland, Oregon. The three-day trade show and conference is produced by the Oregon Association of Nurseries (OAN), the trade group representing Oregon's \$1.2 billion nursery industry.

Three all-day tours of local nurseries and retail garden centers precede the show, starting at 8:00 a.m. on Tuesday, August 19. (That's up from two tours last year.) The new tour focuses on automation advances in the nursery industry.

The trade show floor will be open August 20–22 from noon–5:00 p.m. on Wednesday, 10:00 a.m.–5:00 p.m. on Thursday and 10:00 a.m.–2:00 p.m. on Friday. Educational seminars will take place all three days of the show, inside and outside expo hours.

"The nursery industry is built on fresh connections, forward innovation, new plants and dynamic interaction," said Farwest Show Chair Mikaela Eaton. "That's what the Farwest Show is here to facilitate. Farwest delivers a nonstop experience in the heart of Nursery Country, where you can get the ideas, make the connections, see everything that's new and gain knowledge that will help your business and your career."

Money-saving early bird show registration is available until July 31, giving discount pricing on floor passes, nursery tours and educational seminar passes.

You can purchase your expo and seminar passes, and get early bird discounts at FarwestShow.com/Register. Complete details on events, daily schedules, speakers and education can be found at FarwestShow.com. For further questions, contact Jamie Moore, OAN events and education coordinator, at JMoore@OAN.org or (503) 582-2010. **GT**