

GROWERTALKS

GT in Brief

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Farwest Show Calls for Entries for 2020 New Varieties Showcase

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The 2020 Farwest Show is now accepting submissions of new plant introductions for the upcoming New Varieties Showcase, sponsored by Hip Labels. The showcase is an annual highlight at Farwest, which will be held August 26–28, 2020 at the Oregon Convention Center in Portland, Oregon.

Each year, the New Varieties Showcase display on the expo floor gives prominence to cutting-edge plant varieties from around the world. All accepted entries are judged by a jury of industry experts, as well as the 5,000-plus show attendees. The top vote-getters have the chance to win a Judge's Award or a People's Choice Award.

For 2020, two tiers of entry are being offered: Tier 1 entries will be featured online at www.FarwestShow.com and displayed in the New Varieties Showcase on the floor with Hip Labels plant tags. Added-value incentives for Tier 1 entries include presentation in the July Digger magazine (\$750 value) and Hip Labels plant tag take-aways for attendees. Each Tier 1 submission costs \$235 and the registration deadline is March 31. Each Tier 2 submission costs \$75 and the registration deadline is June 30.

To enter plants to be considered for the showcase, entrants can visit farwestshow.com/new-varieties-showcase submissions and submit via the online form.

To qualify for approved entry, plants must exhibit new and improved qualities, such as greater hardiness, increased bloom time, more vibrant color, improved habit and/or better disease resistance. Entries must be new market introductions for 2020 or 2021, and they must be available for purchase from at least one designated grower or supplier exhibiting at the 2020 Farwest Show. At the 2019 show, 72 impressive varieties were on display, including annuals, grasses, perennials, shrubs and trees.

For questions, contact Zen Landis at zlandis@oan.org or (503) 582-2011. **GT**