

## Front Lines

7/31/2017

### Farwest Lineup for Retail

*Jennifer Polanz*

If you're heading to Farwest August 23-25 at the Oregon Convention Center in Portland, there are a multitude of retail-related sessions and activities to check out. *Green Profit* is sponsoring a timely talk from garden communicator Brie Arthur and Hort Couture Plants founder and owner Jim Monroe on the importance of sustainability in the landscape and opportunities for food at retail.

Brie's seminar is called "Foodscape Revolution: Ecology and Sustainability Management" and will underscore the importance of managing landscapes in a sustainable manner for the health of clients, family, community and the ecosystems surrounding the landscape. You can check her talk out Wednesday, August 23 at 8:30 a.m. in Room B110-112.

Jim's talk is called "The Importance of Food in the Garden Center" and will show how young families are dedicated to healthier food choices and the role independents can play in those choices. From farm markets, CSA Farm Shares and the local food movement, Jim will cover it all starting right after Brie at 9:45 a.m. in Room B110-112.

Also at Farwest, retailers can partake in a series of free mini-sessions at the Retailer Idea Center, which takes place during the show on the show floor. Talks run for 25 minutes starting at 11:00 a.m. on Wednesday, August 23 and run throughout the show until noon on Friday, August 25.

Before the show begins, on Tuesday, August 22, attendees can take part in a "secret" tour of garden retailers. Destinations include Pistils Nursery, Thicket Outdoor Living, Joy Creek Nursery, Cistus Design Nursery and Pomarius Nursery. These destinations offer a mix of urban lifestyle garden trends and stunning onsite displays and gardens. Find out more and register at [FarwestShow.com](http://FarwestShow.com). **GP**