

For Immediate Release: March 10, 2009
Contact: Malei Weir
Mooncatcher Communications
(805) 239-0020 ♦ mw@mooncatcher.com

INTERNATIONAL SEED COMPANIES SELECT OREGON GARDEN AS LOCATION FOR TEST GARDENS AND NEW PLANT INTRODUCTIONS

Silverton, OR— New plants travel a long road of research and development before they come to market, and now The Oregon Garden will play a key role in the process.

Ball Corporation, PanAmerican Seed and Proven Winners, all internationally renowned seed breeding and production companies, have selected The Oregon Garden to grow and evaluate plants that are expected to be on the market in 2010 or later.

“The seed companies are constantly working to propagate plants for consumers that are better blooming, more drought or shade tolerant, that grow more compact or that offer a new color,” said Jeff Pera, assistant horticulture manager for The Oregon Garden, an 80-acre botanical sanctuary located 50 miles south of Portland, Oregon. “The Oregon Garden has been chosen to provide feedback on how the test plants perform, and to also share responses from the public. We are pleased to be a part of the process.”

Oregon Garden horticulturists will monitor qualities such as plant growth rate; reaction to fertilizer; color or flavor; disease or pest tolerance; earliness to bloom or harvest; flower form; total yield; and length of flowering or harvest.

The Oregon Garden has also been selected to grow what are called “new plant introductions,” or “display gardens.” These gardens showcase new plant varieties that have already been tested and are newly available to the public in 2009. The Oregon Garden will be growing the latest introductions from companies such as All-America Selections, PanAmerican Seed, Proven Winners, Benary and Ball Corporation.

The test and display gardens, which will be located throughout The Oregon Garden’s 80-acre campus, will be planted in May and will be ideal for viewing in mid-July and August. Pera encourages the public to visit the gardens and fill out a survey of what they think of the plants. The Oregon Garden will then share the public’s feedback with the seed companies. “This is a chance to get a sneak preview, and to perhaps influence what will be in your local garden center in the next few years,” Pera said.

The Oregon Garden offers more than 80 acres that showcase the natural wonders of the Pacific Northwest with more than 20 individual themed gardens and related attractions. The mission of The Oregon Garden is to welcome and inspire all visitors with an appreciation for the extraordinary ecology of the Pacific Northwest, and to provide a meaningful educational experience for gardeners of all skill levels and ages. The Oregon Garden offers memberships that help support new improvements and visitor programs. In addition to unlimited free admissions, members of The Oregon Garden are entitled to a multitude of exclusive benefits, including a quarterly newsletter, gift shop discounts, local merchant discounts, lodging discounts, reciprocal garden discounts and more. Visit www.OregonGarden.org or call (503) 874-8100 for more information.

###