



Product demonstrations are valuable tools for consumers and end-users in many industries. Perhaps you have seen a product demonstration for electronics or machinery where you can physically see the finished product in person, push the buttons, or “kick the tires”. When you test drive a car, you can feel how the vehicle handles; you can try the seats and see how the dashboard is arranged.

This same idea is possible with your forest tree seedlings. It’s hard to open a box of seedlings and “kick the tires” for future wood yield, disease resistance, and stem quality. Genetic demonstrations, or “demos,” are an excellent opportunity for landowners and foresters to see the differences between the genetic performance levels of families on different soil types. They allow you to see the forest before the seedlings are selected, purchased, and planted on your land.



If you plant small amounts of different families on your land, you wait several years for the trees to grow before deciding which performs the best. Not only that, but you’ve also had to invest the money to plant and manage them in the meantime. This is where ArborGen demonstration plots become very valuable to our customers. We invest in the research, planting, and management for you. Genetic demonstrations of different families allow our customers to see how performance levels correspond to the trees in the field. Some people are data-oriented and want to see the numbers supporting the genetics they select, while others are more visual and prefer to see the differences in a field setting.



ArborGen installs many acres of field trials each year on different sites to evaluate hundreds of families across the southeastern United States. These trials are designed to provide good statistical information to select the best-performing families for your land. The demos allow customers to view different families or varieties in larger plots, such as in rows or blocks. A landowner can compare families on the same site and envision how that family may grow on their land under their management.

Documented performance scores can be compared to the trees in the field to help landowners connect the gain values to the appearance of the trees. How much should I care about fusiform rust resistance compared to growth or stem straightness? What does a family with a 50% volume gain look like compared to an 80% gain? Demos are planted each year so that we have a progression of plantings at different ages across the southeastern US to allow people to see OP families or MCP® families in a plantation setting before they decide to purchase.

Congratulations to Reforestation Advisor for South Carolina, **Kylie Burdette**, on her recent promotion to U.S. Sales Manager and Reforestation Advisor, **Paul Jeffreys**, on his promotion to Manager of Special Projects and Sustainability.

Kylie started with ArborGen in 2019 as the Reforestation Advisor for South Carolina. Previously, she worked for Milliken Forestry Company as a forester with a specialization in timber inventory management and forest certification. She is also an experienced GIS analyst and a certified unmanned aircraft pilot. Kylie earned a bachelor's degree in forest resources management and a master's in forest resources at Clemson University.

Paul will continue in his role as Reforestation Advisor for Mississippi and northern Alabama. His new responsibilities will include leading consolidated carbon subsidy initiatives and opportunities across all territories as well as optimizing regional and nationwide sales opportunities based on a refined ArborGen species portfolio. Paul has been with ArborGen since 2014. Before that, he was at Mississippi State University, Department of Forestry, as a research associate II and instructor. Paul has his bachelor's and master's degrees in forestry and his doctorate in forest resources with a focus on hardwoods.

Congratulations Kylie and Paul!



Kylie Burdette

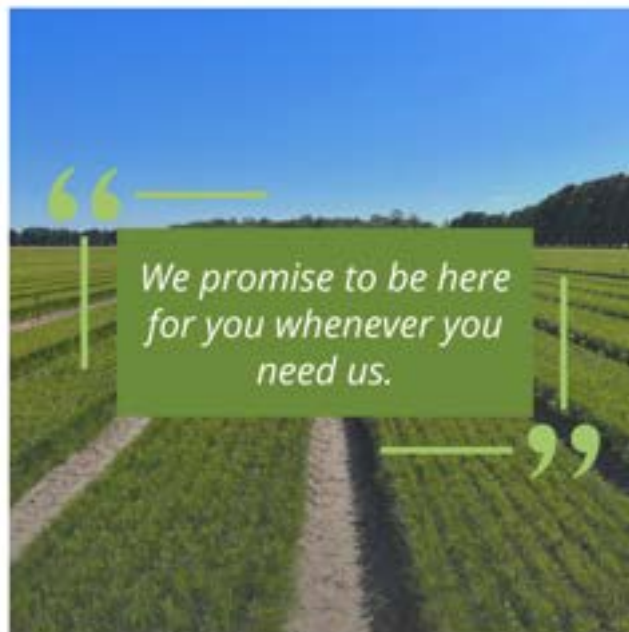
U.S. Sales Manager and Reforestation Advisor



Paul Jeffreys, Ph. D.

Manager of Special Projects and Sustainability and
Reforestation Advisor

Our Commitment To You



*We promise to be here
for you whenever you
need us.*

ArborGen is Hiring!

ArborGen is currently seeking a Reforestation Advisor for Northern Georgia and South Carolina. For more information and to apply, please go to:

www.ArborGen.com

Join Our Team

Client Results



70' MCP® at 12 years
Williamsburg County, SC



1.55'-6' OP Slash at 8 years
Florida

See More Client Results

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Need a trusted partner to guide the way? Get in touch with a Reforestation Advisor to explore your options!



Paul Jeffreys, Ph.D.
Western Tennessee,
Alabama, and Mississippi
205-712-9582

See More



Austin Heine
North Carolina and Virginia
910-660-3209

See More



Shannon Stewart
Eastern Texas, Southern
Louisiana
936-239-6189

See More



Kylie Burdette
South Carolina
864-650-4454

See More



Jason Cromer
Florida Gulf Coast, South
Alabama, Georgia



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Arkansas, Northern
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2011 Broadbank Court
Ridgeville, S.C. 29472

888.888.7158

info@arborgen.com



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