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ArborGen Launches Data-Driven Pine Seedling Rebrand to Deliver Greater Transparency and Simplify Selection

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The update introduces a refreshed structure forÂ ArborGenâ??s pine seedling categoriesÂ - OP, OP ProÂ®, MCPÂ®, MCP ProÂ®, and MCP Pro+Â® - paired with the companyâ??s newÂ AG Scoring System, which provides a clear, data-backed view of genetic performance. Together, these changes simplify how landowners, timber companies, and reforestation partners compare and select the right genetics for their goals.

â??This rebrand is about much more than renaming our products - itâ??s about making our science more transparent and accessible,â?• said Justin Birch, CEO of ArborGen. â??By bringing the AG Scoring System to the forefront, weâ??re giving our customers data-driven clarity and helping them make confident, informed choices for their forests.â?

The AG Scoring System is a proprietary evaluation framework that quantifies genetic performance across key traits, including growth rate, stem form, disease resistance, and survival. The AG Score translates decades of field trial data into an easy-to-understand scale that allows customers to clearly compare seedling families and performance levels within ArborGenâ??s lineup.

â??Weâ??ve taken years of research and made it actionable,â? said Patrick Cumbie, Vice President of Product Development at ArborGen. â??Customers can now see how each family performs across key characteristics, giving them a transparent and consistent way to make selections that align with their site conditions and objectives.â?

The restructured pine seedling categories represent a progression of genetic performance and value:

- OP: Reliable performance and balanced return
- OP ProÂ®: Improved productivity without added cost
- MCPÂ®: Controlled cross-pollination for high-performing, uniform results
- MCP ProÂ®: Premium genetics for increased yield and return on investment
- MCP Pro+Â®: Elite performance for maximum growth and quality

The simplified category names, combined with the AG Scoring System, create a clear, consistent experience for customers across all ArborGen nurseries and regions.Â Reforestation AdvisorsÂ are available to help customers match their previous seedling selections to the new structure and explore options best suited to their management goals.