



# Press Release

January 25, 2012

## Center for Applied Nursery Research Southeast Plant Production Evaluation Program

The Center for Applied Nursery Research (CANR) is pleased to announce the formation of Southeast based plant evaluation program. Containerized production trials will allow CANR to provide side-by-side comparisons of candidate plants versus the nearest comparison plant in a commercial nursery setting. Such trials will identify cultivars within a genus or species that are more resource efficient, less prone to pest/pathogen problems, have a superior production cycle and identify important marketing traits such as bloom period. This information, in addition to benefiting growers, can be packaged into deliverable information for retailers, landscape contractors, and/or consumers. Overall, this information will empower consumers to make more informed decisions and will allow growers to identify genera, species, or cultivars that fit well into a more resource efficient and sustainable production schemes.

### Program Details:

#### Plant submissions:

- Plant submissions may be made by anyone.
- Plant submissions should include a brief description of the plant and a source of liners.
- Plants accepted into the program will be based on; available space, introduction year of plant, market visibility of the cultivar and importance to industry.
- Protected plants must be submitted with the approval of the owner or owner's representative. CANR will conduct these evaluations in a public manor.
- Anyone interested in submitting a plant should e-mail [director@canr.org](mailto:director@canr.org)

#### Reports

- A report will be created for each plant with information on steps taken to produce a sellable plant based on the evaluation program.
- Publishing of results will be done through the following:
  - CANR.org
  - Quarterly newsletter
  - CANR Open House
  - GGIA Journal

For more information on this program please contact the Center for Applied Nursery Research, e-mail [director@canr.org](mailto:director@canr.org) or on the web at [www.canr.org](http://www.canr.org).