



Georgia FFA Association

AGRICULTURAL SALES CDE

Product Information – 2015-2016

Ag Sales CDE Products are: **Seedlings from the Georgia Forestry Commission.**

Students will research seedlings from the Georgia Forestry Commission that are associated with their particular sales scenario. **See the list of seedlings on the attached page.** Each scenario will inform the team member which types of products that they are trying to sell, who they are selling to and what type sale it is.

Sales Scenario #1

Salesperson getting a visit from a land owner that just purchased 2,200 acres of cutover timberland. The landowner wants to convert the land into a hunting preserve for Deer and Turkey with vacation rental cabins. The owner wants to plant trees for timber production as well as for the wildlife. He also wants seedlings planted around the cabins to make them aesthetically pleasing.

Sales Scenario #2

Salesperson making a cold call on a Pine Tree Planting Company. The Owner of the Operation has 4 crews of 10 that plant trees in 7 states and over 50,000 acres per year.

Sales Scenario #3

Salesman working a booth at the a Nursery Trade Show. Customer owns a home and garden center that grows and sells trees to landscapers and homeowners. Salesman is looking to sell bareroot seedlings to the customer to use as liners when potting plants to be grown and sold as a larger size.

Sales Scenario #4

Salesperson making a cold call on a county recreation department. Customer is a county recreation department manager in charge of building a new 12 field recreation department and the planting of trees around the fields.



Georgia FFA Association
AGRICULTURAL SALES CDE

Seedlings Available from the Georgia Forestry Commission

Southern Pines

Loblolly, Georgia Giants
Loblolly, Elite Straight
Loblolly, P3 Select
Loblolly, RR3
Slash, Pitch Canker Resistant
Slash, Premium Select
Slash, Premium
Longleaf
Shortleaf, 2nd generation
Virginia

Oaks

Northern Red
Sawtooth
Sawtooth-Gobbler
Swamp Chestnut
White

Fruit

Crabapple
Pear
Persimmon
Wild Plum

Flower

Crape Myrtle
Dogwood
Redbud

Ornamental

Baldcypress
Catalpa
Green Ash
Red Cedar
Red Maple
River Birch
Wax Myrtle
Yellow Poplar