

# New Plant Development Seeding a Greener, Healthier Future



  
**GROWING  
BRILLIANTLY**

The Campaign for The Morton Arboretum



# New Plant Development

## Seeding a Greener, Healthier Future

“Plant trees.” This simple, yet profound, vision inspired Joy Morton to establish the Arboretum in 1922.

Tree by tree, seedling by seedling, we continue to extend the Morton family legacy. Today the Arboretum has extensive expertise as a regional and global leader developing, breeding, and introducing outstanding new trees and shrubs.

We develop plants for improved urban tolerance, disease and pest resistance, and adaptability to climate change—releasing new varieties that are novel, beautiful, and useful for the commercial marketplace.

We introduce new trees and shrubs that are well adapted to the growing conditions of the upper Midwest. Through our partnership with Chicagoland Grows®, these plants are marketed regionally, nationally, and internationally.

By developing new plants, we are seeding a greener and healthier future.

Remember the magnificent canopy of elms that graced the Chicago area before Dutch elm disease? It's the Arboretum that introduced new resistant cultivars thriving across the Midwest. Now we are working daily to find a solution to the damage wrought by the emerald ash borer.

Through this campaign, we will expand new plant development at The Morton Arboretum—nurturing a more robust tree ecosystem that will thrive across generations.

“By treasuring The Morton Arboretum, you are treasuring trees. That’s the ‘aha moment’—getting people to make this essential connection so they are forever changed by the beauty and the science of this remarkable place.”

Henry Pearsall  
Arboretum Trustee



## The Impact of Your Philanthropy

Your support of New Plant Development ensures that The Morton Arboretum will:

Breed and select trees and shrubs that will thrive in current and future growing conditions.

Improve the health of the urban forest and the well-being of all who live within it.

Find lasting solutions to combat diseases and pests that plague trees.

Serve as an asset to homeowners, municipalities, and the nursery/landscape industry.



4,100

Species at the Arboretum that provide genetic resources to develop useful plants

5,400

New square feet of greenhouse space that gifts to the campaign will make possible

15

Average years of testing before a new plant is introduced to the marketplace

8.5

Acres of the New Plant Development Program's tree-breeding nursery

New Plant Development by the Numbers

19

New plants introduced in partnership with Chicagoland Grows®

15,900

Accolade™ elms sold in 2014 through partnership with Chicagoland Grows®



Tree and Shrub Breeder  
Joe Rothleutner

## More Elbow Room to Grow

*What's a top priority for new plant development at the Arboretum?*

Our region has lost thousands of ash trees to the emerald ash borer. We are working to expand the diversity of trees that are well-adapted for our climate and cities so we can prevent overreliance on one type of tree.

*Why is additional greenhouse space important to new plant development at the Arboretum?*

It's vital. We have to plant thousands of seedlings in order to narrow down to the few best plants. Multiply by each of the varieties we are testing, and you can understand just how much space we require.

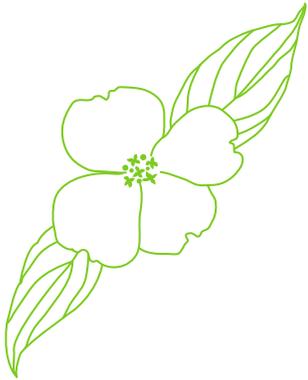
*Is there a tree in testing now that you are particularly excited about?*

Yes, the Kentucky coffee tree. The species is becoming a popular native street tree because they are generally tough and susceptible to few pests. Our clone has upright branches that require little pruning.

# Please Join Us

*Growing Brilliantly: The Campaign for The Morton Arboretum* will advance key initiatives as the Arboretum continues to grow in size, influence, and impact.

We invite your generous leadership gift, even as you continue your loyal support of Annual Giving over the course of the campaign. Both commitments are critical to the Arboretum's ongoing vitality.



Tree and Shrub Breeder **Joe Rothleutner** was inspired to study horticulture after visiting his aunt and uncle's Washington, D.C.-area plant nursery. His favorite tree is the **flowering dogwood**.

*Growing Brilliantly*  
*The Campaign for The Morton Arboretum*

A New South Farm	\$20.2 million
Center for Tree Science	\$ 6.8 million
Tree Conservation Programs	\$ 3 million
<b>New Plant Development</b>	<b>\$ 2 million</b>
Children's Garden Enhancements	\$ 1.3 million
Annual Support (five-year period)	\$30 million
<b>Total</b>	<b>\$63 million</b>



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