



Interview Guide

Implementation of Marker-Assisted Selection in BC Forests: Perception Survey

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Part A: Pre-Video

1) Can you tell me briefly about your experience in the forest sector?

Probe: Organizations; duration; interests

2) What organization do you represent now and what is your role?

Follow-up: what role do you have in silviculture?

3) What is the scope of activities of this organization?

Probe: Mission; objectives

4) What is your familiarity with forest genomics? [Novice, intermediate, expert]

Follow-up: What is your familiarity with marker-assisted selection?

Elevate understanding, if necessary – [Watch educational package video](#)

Part B: Post-Video

5) What is your first impression of marker-assisted selection? [Positive/negative]

6) What advantages, if any, do you perceive in the use of MAS in forestry?

Probe: Explain.

7) What issues, if any, do you perceive in the use of MAS in forestry?

Probe: Explain.

8) Specifically, what use, if any, would MAS be to you and your organization?

Probe: Potential benefits/costs?

9) Given that MAS is a genomic tool, what is your organization's attitude about the use of genomic tools in the forests of BC?

Follow-up: What do you expect your organization's attitude will be about the use of MAS in BC?