



Hear from the ISA Gold Canopy Partners – Husqvarna

The ISA Canopy Partners program is a collaborative initiative that brings together industry leaders to support ISA's mission to promote the professional practice of arboriculture, inform the public about tree benefits, and provide a global network of arborists, urban foresters, and people who care for trees.

We recently met with Amber Huffman, a Senior Brand Manager with [Husqvarna](#), an ISA Gold Canopy Partner, to discuss their views on the industry and how they see it changing in the years to come.

What are some industry trends Husqvarna has noticed and is actively working towards?

We've observed a trend in the tree care industry, particularly in climbing applications utilizing 40cc chainsaws, where there's a shift from gas-powered to battery-powered equipment. Recognizing the benefits that battery technology offers, especially for climbers, we are proactively engaging and collaborating with professionals in the industry to understand the unique challenges they face during their workday and develop new, innovative battery-powered solutions designed to address these challenges and enhance the efficiency and productivity of their work.

Overall, how does Husqvarna see the industry growing in the next few years?

We expect to see ongoing battery-powered innovation with a notable uptick in the adoption of battery-powered equipment. This shift towards battery-powered solutions is expected to gain momentum as professionals increasingly recognize the advantages in terms of efficiency and ease of use. Additionally, advancements in technology and ongoing innovation within the industry are likely to further propel growth, enabling professionals to enhance productivity and meet evolving customer demands more effectively. Increasing awareness of noise legislation and a shift to low-carbon products is expected to influence purchasing decisions, driving demand for battery-powered equipment.

What does Husqvarna want ISA's members and credential holders to know about their organization?

We are deeply committed to supporting and engaging with the tree care community, actively seeking opportunities to provide support for events and facilitate educational initiatives. Our global network of brand ambassadors plays a crucial role in our ongoing product development efforts, testing our products across diverse climates and various tree species worldwide. With a rich legacy as pioneers of innovation in our industry, we take great pride in continuously introducing new products to the market that enhance efficiency and productivity for our customers. We also pride ourselves on offering a comprehensive range of products tailored specifically for arborists. This



diverse product assortment forms an entire ecosystem aimed at addressing the multifaceted needs of their workday.

What is Husqvarna planning to focus on or promote in the coming years?

In the coming years, our organization is dedicated to advancing chainsaw technology to align closely with the evolving demands and requirements of our customers and the industry. Recognizing the distinctive challenges Arborists face in their daily work, we will prioritize collaborative efforts to develop innovative solutions that effectively address these challenges. By fostering close partnerships with our customers, we aim to tailor our product development initiatives to meet their specific needs, ensuring that our product offerings enhance their efficiency and productivity in the field.

What are some of the ways Husqvarna is investing in the industry?

Our organization is committed to investing in various initiatives within the industry to drive growth and advancement. These initiatives include:

1. A sponsored apprenticeship program aimed at nurturing new talent and fostering the next generation of tree care professionals.
2. Promoting diversity in tree care by advocating for inclusivity and equal opportunities within the field.
3. Developing educational content to enhance industry knowledge and skillsets among professionals.
4. Offering cost-saving programs for members of the International Society of Arboriculture (ISA), supporting their professional development and success.
5. Actively participating in and supporting tree climbing competitions, both in North America (NATCC) and internationally (ITCC).
6. Providing comprehensive training sessions and hands-on demonstrations at regional events

Through these initiatives, we aim to contribute to the industry's ongoing development while equipping individuals with the knowledge and tools they need to maximize their workday.