

## **Round up Quotes from 1st Weekend of Christmas Tree Sales**

Wausaukee, WI

North Countree Christmas, Inc.

Paul Schroeder

Our wholesale tree sales were up about 10%. We, like everyone else, were concerned about the economy coming into the 2011 season, but the phone keeps ringing. We are sold out! As for retail sales, we do very little, but after just one weekend, I can tell you that it is looking to be a good year. We have had a lot of new first-time customers and just tonight, my last tree buyer said, "It was time to throw out the plastic and go real." We feel really good about this season, I hope everyone does.

Spring Grove, IL

Richardson Adventure Farm

Wendy Richardson

We had a record breaking day ... by several hundred trees! But, we're expecting a full day of rain tomorrow.

St. Louis, MO

Seasonable Sales

Irwin Loiterstein

Most of my tree lot customers have seen a slight increase over last year. This is unusual because Christmas is on a Sunday and the shopping season is a little longer this year.

Mineral, VA

Claybrooke Farm

John Carroll

Our weekend sales were strong, with Friday and Saturday being the best in a couple of years. Nice weather surely contributed to the brisk sales. Judging by our Friday sales, customers were in a tree-buying mood after all-night shopping. Most Virginia Choose & Cut farms reported good sales this weekend as well. Retail lots will be getting geared up as this week progresses.

Rantoul, KS

Memory Lane Christmas Tree Farm

Harry Peckham

Our tree sales, in numbers, Friday and Sunday were about the same as last year. Saturday sales were down about a third, but the weather was wet, cold and very windy. In dollars, our sales per ticket were up. Our Choose & Cut customers tended to buy a large tree (over 8 feet tall). Our customers who chose the pre-cut trees we brought in tended to buy the premium Fraser firs.

Lincoln, NE

Spilker's Pineridge Tree Farm

Linda Spilker

Trees are selling tremendously well. We expect to run out of large, pre-cut trees by this coming weekend. Wreaths and gift items are selling well, too.

South Carolina

South Carolina Christmas Tree Association

Steve Penland

I asked our state association membership to report sales to me on Sunday night. A total of 15 farms reported the following results.

60% stated their sales are up - 4 % to a high of 31%, but most in the 6% to 10%

25% stated their sales were even with last year

15% stated their sales were down - 10% to 20%

Ward, SC

Wright's Tree Farm

Stuart & Judy Smith

Harvest on our Choose & Cut is on track with last year after the opening weekend, although last year was down 15% from the year before. Smaller trees seem to be selling better. Wreath and garland sales were a little sluggish but we hope they will catch up.