

Roundup Quotes from 3rd Weekend of Christmas Tree Sales – Dec. 9-11, 2011

Ward, SC

Wright's Tree Farm

Stuart Smith

Through Sunday, Dec. 11, our tree numbers are about the same as last year. Wreath and garland sales have been a little sluggish. I am seeing a lot of our customers harvesting smaller trees this year, a true economic indicator that people can't afford the same tree as last year.

York, SC

Penland Christmas Tree Farm

Steve Penland

This is the first time in 40 years of sales that we have had perfect weather the first three weekends after Thanksgiving. Only two days with rain, and they were in the middle of the week. Sales are up 21 % over last year, 16 % over 2009 and 10% over 2008. Support items such as tree stands, wreaths, and ornaments all show tremendous gains. Many new customers stated they left their artificial tree in the attic and wanted to put up a live tree this year. Very encouraging for our industry.

Rayville, LA

Curry Farms Inc.

Bentley Curry

We're experiencing sales comparable to last year's. We've had rain-outs on parts of two weekends and lots of important regional football games that have interfered with sales.

Washington, DC

North Star Christmas Trees

Hugh Rodell

We saw a strong Thanksgiving weekend and first weekend in December – up around 10%. Weather temp has been slightly above normal. Good for sales, but worrisome for the trees.

Seasons with November 24th Thanksgiving and Sunday Christmas Day usually are an up year.

Spring Grove, IL

Richardson Adventure Farm

George & Wendy Richardson

Our sales have been very good. People seem very happy despite some rainy days. Our loyal customers who visit year after year wouldn't miss the tradition and enjoyment of choosing the tree that is perfect for their family. Quite a few have said that they are tired of their old and dusty fake tree and have finally decided to come out and get a fresh, real tree – “the one that smells the best.”

Thorntown, IN

Dull's Tree Farm

Tom Dull

At the end of the third weekend we are 10% ahead of last year's sales. I have had several comments from folks saying that they went to plastic trees for 2-3 years but are switching back to the real thing. Larger trees of higher value are selling strong. Gift shop sales are comparable to last year. Wreath sales

are up 19%, but we had a better supply this year. Eighteenth year of tree selling and every year eclipses the previous year's total.

Bethlehem, NH

The Rocks Tree Farm

Nigel Manley

Sales are up (trees and wreaths) – particularly gift shop sales which are 50 % up over last year.

Isanti, MN

Pinestead Tree Farms

Phil Hartley

Tree farms in Minnesota have benefited from three fantastic weekends in a row weather-wise. Starting with temps in the 50's and 60's Thanksgiving weekend. Choose & Cut sales are strong as customers take advantage of above normal temps and no snowstorms.