

2011 Fast Facts

The White House Tree

- A member of the National Christmas Tree Association (NCTA), who has won the National Christmas Tree Contest, has presented a tree each year since 1966, when Lyndon Johnson was president.
- This is the 46th tree presented by a member of the National Christmas Tree Association.
- The tree is presented to the First Lady, who accepts the tree on behalf of the people of the United States.
- The tree is displayed in the Blue Room and serves as the centerpiece of the White House Christmas decorations.
- The tree must be 18 ½ feet tall to reach the ceiling where the power source for the lights descends.
- The 2011 presentation will take place shortly after Thanksgiving. (Exact date TBA)

Tom & Sue Schroeder – Neenah, Wisconsin

- Tom and Sue Schroeder began growing Christmas Trees in 1987 on their Wisconsin farms, located about 90 miles southwest of Green Bay.
- In addition to producing trees for wholesale, the Schroeders operate a full-service retail lot in Neenah.
- The couple has about 150,000 trees in various stages of growth on 160 acres in Marquette and Waushara counties in Central Wisconsin.

How did the Schroeders earn the right to present the White House Tree?

- To compete in the national contest, growers must first win their state or regional competition. The Schroeders competed and won the Wisconsin Christmas Tree Producers Association tree contest to become eligible to take a tree to the national contest.
- At the national contest, the trees are judged in a three-stage process involving a panel of industry experts, Christmas Tree growers and retailers attending the National Convention and consumer judges.
- The Schroeders won the National Contest in Huron, Ohio, in August of 2011. This was the fourth time they had entered the contest.
- The couple entered a balsam fir in the NCTA National Tree Contest.

Real Christmas Tree Farming

- Real Christmas Trees are a renewable, recyclable agricultural product.
- 17,367 farms are producing conifers for the cut Christmas Tree market in America.*
- 343,374 acres in the U.S. are planted in Christmas Trees.*
- There are approximately 28-32 million Real Christmas Trees sold in the U.S. every year.**
- For every Real Christmas Tree harvested, up to three seedlings are planted in its place the following spring.
- It can take as many as 15 years to grow a tree of typical retail sale height (6-7 feet) or as little as four years, but the average growing time is six to eight years.

* USDA 2007 Ag Census ** Annual consumer polls by Harris Interactive