

2011 Radio Interviews

TOPIC: Internet Sales and Other Conveniences

POTENTIAL QUESTIONS:

- 1) NCTA estimates a couple hundred thousand Real Christmas trees are sold over the internet/mail order. Do you expect this figure to rise in the near future?
- 2) What are the advantages to a consumer in buying a tree over the internet?
- 3) Are there any disadvantages to buying a tree online?
- 4) What effect on the price does Internet buying have?
- 5) What tips should consumers follow to ensure they receive a correct order?
- 6) How secure is the process of buying trees online?
- 7) How are trees packaged for shipment to the consumer?
- 8) Are there any restrictions on shipping trees?
- 9) What differences in the tree can the consumer expect?
- 10) How does an Internet tree business get set up?

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TOPIC: Selection Tips for Consumers and NCTA Recommended Care Tips

POTENTIAL QUESTIONS:

- 1) What should a consumer look for when picking out a Real Christmas Tree?
- 2) What are some of the tests that a consumer can do to make sure a tree is fresh?
- 3) Is it okay to buy a tree that is losing its needles?
- 4) Once you get the tree home, what tips can you give for handling the tree?
- 5) Is a fresh cut really necessary before putting a tree in a stand with water?
- 6) How much should be cut off the stump?
- 7) What kind of a cut should you make on the stump before placing in the stand?
- 8) Should you add anything to the water in a tree stand?
- 9) How big of a tree stand should you use with the tree?
- 10) How long will a tree stay fresh?
- 11) Should we be concerned about the fire hazard a real tree presents?

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TOPIC: Consumer Preferences and Sales Trends

POTENTIAL QUESTIONS:

- 1) How many trees are sold in the U.S. each year?
- 2) How many people are employed by the industry?
- 3) How many Christmas Tree professionals does the National Christmas Tree Association represent?
- 4) When was NCTA formed, and what is its history?
- 5) How does the industry hope to change the ratio of homes that use an artificial tree instead of a real one?
- 6) Will the industry be able to build on the number of households displaying a farm-grown tree?
- 7) What do you expect sales to be this year?
- 8) Are there common elements in those who put up a real tree and those who put up an artificial tree?
- 9) What factors determine the number of people that will purchase a Real Tree instead of using an artificial one?
- 10) Are consumers changing their preferences for the types of trees they want?
- 11) How are growers responding to these changing preferences?

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TOPIC: Recycling in the 21st Century

POTENTIAL QUESTIONS:

- 1) Which is better for the environment, a Real Tree or an artificial tree?
- 2) What about consumers who think it's bad to cut trees from the forest?
- 3) So Christmas trees are grown just like any other crop?
- 4) If about 30 million trees are harvested and sold, how many will be planted the following year?
- 5) How easy is it for consumers to find out how and where to recycle their tree?
- 6) What types of recycling programs are there in the U.S.?
- 7) How does the industry promote recycling?
- 8) What environmental benefits do Real Christmas Trees provide before they are harvested?

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TOPIC: How's and Why's of Tree Farming

POTENTIAL QUESTIONS:

- 1) How do Christmas Tree farmers get them to be shaped almost perfect, or does that happen naturally?
- 2) How do you get new trees? Do you grow them from seeds?
- 3) Are the Christmas trees seen on corner lots cut from the woods?
- 4) How is a production Christmas tree plantation organized? Are the trees planted in rows? Is the farm divided in to fields with trees of various ages?
- 5) Is there such a thing as an 'organically grown Christmas tree'?
- 6) Can the quality and appearance of Christmas trees be enhanced by genetic improvement?
- 7) How is the genetic improvement of Christmas trees actually accomplished?
- 8) Can Christmas trees be cloned? Do cloning techniques used in Christmas tree production have benefit outside the Christmas tree industry?
- 9) What is the best way to maintain the freshness of real Christmas trees? What products are available to simplify that task?
- 10) What kinds of changes in Christmas Trees can we expect in the near future?
- 11) Where are most of the trees used in the US produced?

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TOPIC: Trees for Troops Program

POTENTIAL QUESTIONS:

- 1) How was the program developed?
- 2) Who is receiving the Trees?
- 3) Where and how are they being delivered to the bases and troops?
- 4) How many Trees will be donated?
- 5) Who donated the Trees?
- 6) Were Trees shipped to troops overseas? If so where?
- 7) Will this be an annual program?
- 8) What is the Christmas SPIRIT Foundation?
- 9) Why did NCTA establish the Christmas SPIRIT Foundation?
- 10) What other types of programs will the Foundation Support?
- 11) How can people support its mission?