Real Trees vs Fake Tree Market Share 1990-2016

Or Why Consumers Learned to Love Fake Trees.
More Than 43 Million Trees
sold in 1962!

Statistics For The U.S. Christmas Tree Industry

A.M. Sowder

No data on the U.S. production of Christmas trees were available prior to the first Christmas tree survey made in 1948, but it was estimated that 15 to 18 million Christmas trees were harvested in the 1960s. The number of trees in Table 1 were added to imports to get the U.S. consumption shown in Table 2.

Sources of Trees
As good quality evergreens from unmanaged wild areas have become scarce, plantation grown trees and trees from managed wild lands made up the difference. In 1964, about 44 percent came from plantations, half of these from farm lands, and half from other than farm lands. Thus, while at the beginning of the century, all our trees were harvested from unmanaged natural or wild forested lands, now they produce but 55 percent. In a few more years it should be about half from each source. More attention is being given to shaping up these trees, but in 1964, only 6 percent of the wild grown trees were receiving management, as against 76 percent for farm plantations, and 84 percent for non-farm plantations. In general, for most species of evergreens used as Christmas trees, it is useless to plant them for Christmas trees unless plans are made for yearly management.

About 91 percent of the 1964 production came from private lands, farm plantations—43 percent and “other” 48 percent. The remaining nine percent came from public lands such as state and county lands or national forests.

There is no shortage of available information for Christmas tree growers instructing them on proper care, management and harvesting. About 125 bulletins, leaflets, and similar types of literature are being issued by 40 states. To further aid the Christmas tree industry, there are now 25 Christmas tree associations involving 27 states, and a National Christmas Tree Growers’ Association, which publishes a quarterly magazine.

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Table 1.—U. S. Production of Natural Christmas Trees

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
<th>Stumpage * (in millions of dollars)</th>
<th>Wholesale</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>21,450,400</td>
<td>No data</td>
<td>No data</td>
<td>No data</td>
</tr>
<tr>
<td>1955</td>
<td>25,365,258</td>
<td>12%</td>
<td>25%</td>
<td>47%</td>
</tr>
<tr>
<td>1960</td>
<td>31,461,012</td>
<td>29%</td>
<td>36%</td>
<td>85%</td>
</tr>
<tr>
<td>1962</td>
<td>33,359,060</td>
<td>32%</td>
<td>41%</td>
<td>96%</td>
</tr>
<tr>
<td>1964</td>
<td>32,985,358</td>
<td>37%</td>
<td>50%</td>
<td>114%</td>
</tr>
</tbody>
</table>


Table 2.—U. S. Consumption of Natural Christmas Trees

<table>
<thead>
<tr>
<th>Year</th>
<th>Imports</th>
<th>Total U.S. consumption</th>
<th>Imports % of U.S. consumption</th>
<th>No. of families living in U.S.</th>
<th>% of families using trees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>2,932,578</td>
<td>35,382,278</td>
<td>7%</td>
<td>37,237,000</td>
<td>79%</td>
</tr>
<tr>
<td>1955</td>
<td>11,499,078</td>
<td>37,796,061</td>
<td>37%</td>
<td>41,254,000</td>
<td>93%</td>
</tr>
<tr>
<td>1960</td>
<td>10,868,576</td>
<td>45,968,088</td>
<td>25%</td>
<td>45,968,000</td>
<td>93%</td>
</tr>
<tr>
<td>1962</td>
<td>10,978,228</td>
<td>45,406,867</td>
<td>25%</td>
<td>46,940,000</td>
<td>94%</td>
</tr>
<tr>
<td>1964</td>
<td>7,968,429</td>
<td>46,924,637</td>
<td>19%</td>
<td>47,436,000</td>
<td>96%</td>
</tr>
</tbody>
</table>
Aluminum Fake Tree with Color Wheel
Marketing Expenditures
(in $1000's)

Fake Tree-1970's
Some of you may think,

“I am selling all of the trees I grow. Why should I vote to support this program?”

Sears Catalogue Fake Tree Advertisement
With a growing market share, your years of hard work building your business will have more value to the next owner of your business.
How long can the Real tree industry remain viable if it continues to lose market share?

Starting to look realistic
How long can you remain in business if you have no new customers?

Realistic Looking Fake Tree
What will the next owner of your business be willing to pay for a business with limited prospects?

Pre-lit Spruce Fake Tree
What will the next owner of your business be willing to pay for a business with limited prospects?

Pre-lit Fake Tree

What Real Trees are competing against now!
• VOTE YES!

• Continue the marketing order when you are asked to vote in April 2019