

Tree Line



New Hampshire-Vermont Christmas Tree Association

September 2004

Special points of interest:

Group Buying Update:

The NHVTCTA has arranged group buying opportunities on several items.

- Canaan firs will be ordered as a group buy. The trees will come from Washington State in a refrigerated truck, to be delivered in the spring at a location(s) still to be determined in NH and/or VT. The trees will be \$1,115 each and must be ordered in multiples of 200. Orders and a 25% deposit are due soon.

- A group buy on chemicals is available through Helena Chemical Company, (800) 452-3294. Grower and wreath supplies are available through Sheerlund Products, (800) 233-2958. Delivery by Sheerlund at the fall meeting may be possible for orders placed quickly.

- Tree boxes (7' and 9') from International Paper are also available through a group buy.

These group buys are difficult to arrange, and can only continue if they are well utilized. Please take advantage of these opportunities for significant savings. Contact Jim Horst at (802) 447-1900 for more details.

Inside this issue:

| | |
|---------------------------------|----|
| President's Message | 2 |
| Association Contact Information | 2 |
| Member Tips: Equipment | 4 |
| Editor's Desk | 7 |
| Research Report: Marketing | 8 |
| Trading Post | 10 |
| Fall Meeting Agenda | 11 |

Fall Meeting at Redrock Farm

Redrock Farm in Chelsea is small by tree farm standards but is big in beauty, tourist friendly layout, and customer service. About 7,000 Christmas trees surround the homestead in several different fields with rainbow trout-stocked Lonesome pond in the center. Seventy percent of the Christmas trees presently grown are balsam fir with smaller percentages of Fraser fir, white, blue, and Meyer spruce, and a few Canaan and Concolor fir.

The farm was started and developed by Walter and Beverly Rockwood, after they retired from foreign service in the mid-1980's. They started growing Christmas trees (Scotch pine, white spruce, and balsam fir) in the 1980's and



Redrock Farm in Chelsea, Vermont, will host the NHVTCTA fall meeting on September 25.

began selling trees locally and from a retail lot in Connecticut in

1992. Mail order sales began in 1994 and have become the primary focus of Redrock Farm.

The present owners, Walter's son Richard

and his wife Stephanie, bought and assumed operation of the farm in January 2003 after being apprentices for many years during Rich and Steph's leave periods from the Navy, where Rich served for more than 20 years.

continued on page 12

The Tree Industry: Up or Down?

The tree industry always seems to have a cyclical nature. It is always hard to believe negative statistics when farms are doing so well at the moment. We do not want to believe that there may be a problem looming for tree growers just around the corner!

What I am hoping is that, even if you do not believe there is or will be a problem, you'll see that the marketing scheme that has been put together by the NCTA is a really good use of your advertising dollars.



Donation or Investment

Look at this way, if you currently are selling out, then you will simply be helping the industry at a time when you have enough money to invest. If you would like to sell more, then this national joint marketing campaign will help with that goal. I believe that this is an *investment* in the future, not a donation!

The agricultural statistics have now been released and they back up the reports from the consumer polls indicating that the number of households buying a

continued on page 10

President's Message

It is enjoyable to write this column when all the news is good. Long-time member, grower, and Bennington (VT) County forester Jim White has been recognized Cooperative Forest Management Forester of the Year Award in the eastern U.S. He was feted and roasted at a surprise gathering in Arlington, Vermont, on June 5, and received the award in Ohio the following week.

At the June meeting at Mountain Star Farms, the possibility of donating Christmas trees to the families of deployed National Guard and Reserve personnel was raised. I have determined that deployed National Guard troops alone number over 1,200 in our two states. At its meeting on September 1, the directors discussed the magnitude of such a donation, as well as the logistics of collecting and distributing the trees and/or wreaths.

We came to realize that securing that many trees will be

very difficult, and the distribution challenges are incomprehensible. However, the directors were unanimous in their desire to make a substantial and meaningful contribution of trees.

Walt Rockwood has agreed to pursue direct contacts with the military, and he will report to the membership at the September 25 meeting. As eloquently stated by Bryan Blundell, "Regardless of your feelings about the war in Iraq, our troops and their families deserve our support." Please plan to be generous in your gift of cut trees, wreaths, or choose-and-cut opportunities.

By now you will all have received the ballot for electing new directors. Thanks to all who offered to serve, and the general membership can show its appreciation by voting.

Nigel Manley is serving us very well as our National director. At our directors' meeting, he explained National's recent partnership with Warner Brothers in promoting real trees. He will

present this information at the Sept meeting. His enthusiasm exceeds our agenda limits, so be sure to speak to him as spare moments allow.

This may sound like a broken record, but I can't help being excited about our upcoming 50th anniversary meeting to be held at the Tonry Farm in Hampton Falls, N.H., in September, 2006. Chair Walt Rockwood, Jim Horst, Jim and Patrick White and I met with Alice and Abby Tonry on August 12 to inspect the facilities and brainstorm opportunities. The farm offers wonderful opportunities for growing and marketing program topics, easy access, excellent parking, and enthusiastic hosts. Walt already has the tents staked out, and the commemorative T-shirts designed.

Be sure to join us at Redrock Farm on September 25, for a look at another unique Christmas tree operation--and for Stephanie's Memphis barbecue.

Russell Reay, president



New Hampshire-Vermont Christmas Tree Association



2004 Officers

| | | |
|-------------------------------|---------------|----------------|
| President | Russell Reay | (802) 492-3323 |
| Vice President | Dana Blais | (603) 747-2263 |
| Recording Secretary | Carolyn Page | (603) 664-2934 |
| Executive Secretary/Treasurer | Jim Horst | (802) 447-1900 |
| Past President | Nigel Manley | (603) 444-6228 |
| Marketing Committee Chair | Walt Rockwood | (802) 685-2282 |

(Term Ends)

| | | |
|---------|---------------|----------------|
| (2006) | Mike Ahern | (603) 536-2334 |
| (2005)* | Dana Blais | (603) 747-2263 |
| (2005)* | Mike Dannehy | (603) 747-2457 |
| (2004)* | Mike Godzyk | (603) 237-5702 |
| (2006) | Rich Hourihan | (802) 563-2369 |
| (2005) | Phil Kivlin | (802) 897-8031 |
| (2004) | Tom Lang | (802) 223-7028 |
| (2004) | Milan Miller | (802) 443-5382 |
| (2004) | Bill Nichols | (603) 353-4832 |
| (2006) | Rich Rockwood | (802) 685-4343 |
| (2006) | Susan Taylor | (603) 239-4005 |
| (2005) | Bob White | (802) 899-4924 |

Alternate Directors

| | | |
|--------|---------------|----------------|
| (2004) | Ben Hoyt | (603) 838-6403 |
| (2004) | Larry Krygier | (802) 827-6123 |

*Denotes second consecutive term

Contact Information

Jim Horst, Executive Secretary
569 Pleasant Valley Road
Bennington, VT 05201-9637
Phone: (802) 447-1900
E-mail: info@nh-vtchristmastree.org
Association Website: www.nh-vtchristmastree.org

For matters related to Tree Line only:

Patrick White, Editor
NHVCTA Tree Line
18 Merritt Road
Middlesex, VT 05602
Phone/fax: (802) 223-3880
E-mail: pwhitevt@aol.com

2004 Tree Line Publication Schedule

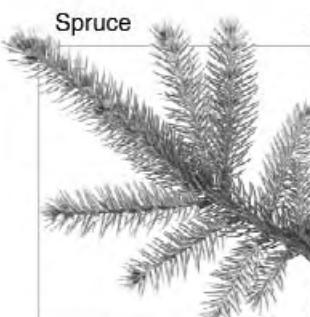
| Issue | Ad/Submission Deadline | Mailing Date |
|-----------|------------------------|--------------|
| January | --- | January 9 |
| June | May 28 | June 4 |
| September | August 27 | September 3 |

Deep-Rooted Reliable.

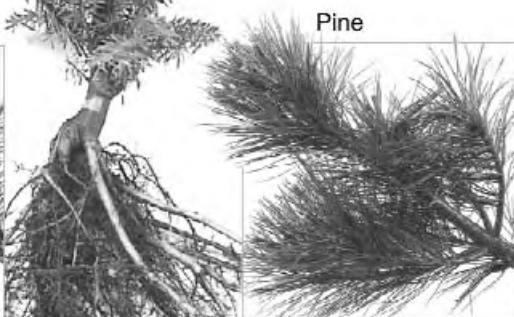
Christmas Tree stock to withstand
the most adverse conditions.



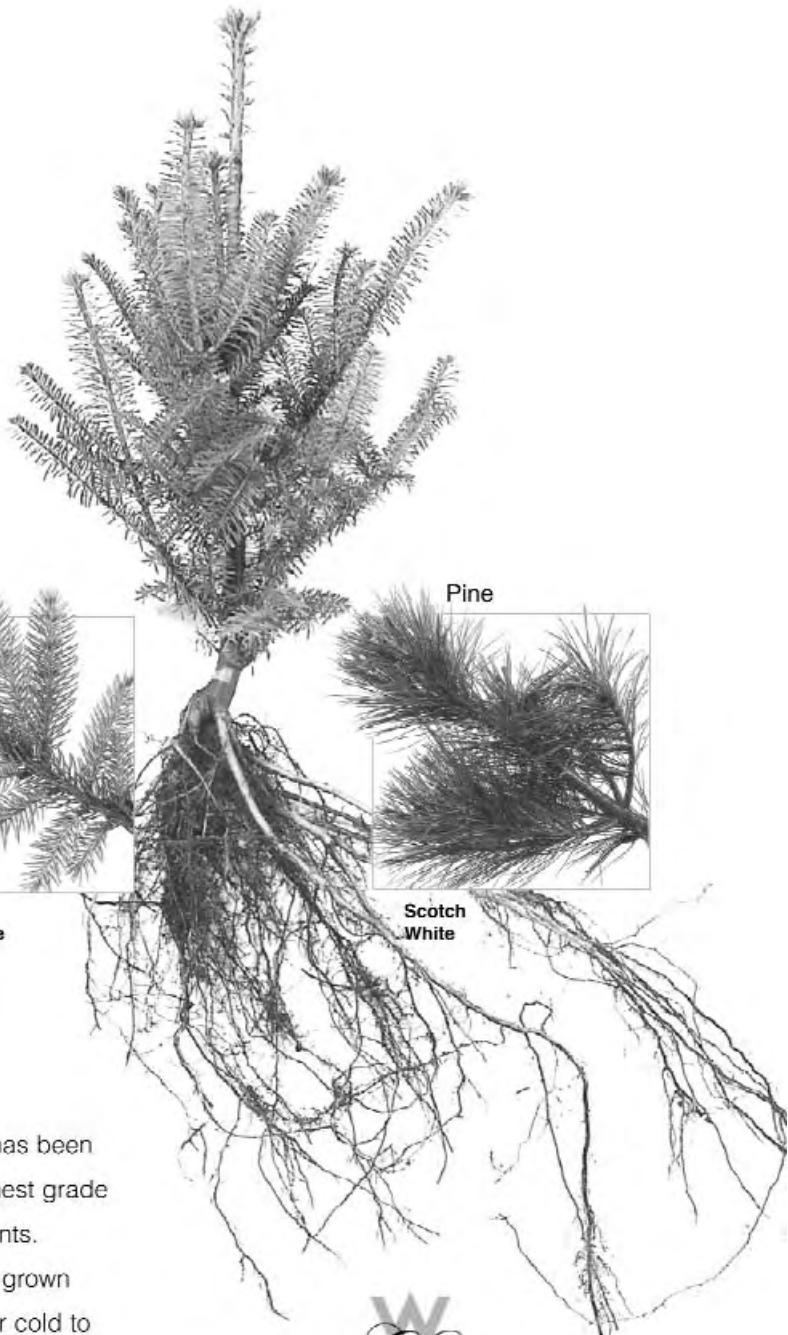
Fir
Balsam
Canaan
Concolor
Douglas
Fraser



Spruce
Black Hills
Colorado Blue
Norway
White



Pine
Scotch
White



WESTERN MAINE NURSERIES

Conifers & Woody Ornamentals
SINCE 1923

Member Tips

Topic: Equipment

When the NH-VT Christmas Tree Association resumed publication of our Tree Line newsletter this year, the main goal was to improve communication among growers. It's always educational to learn what others in this business are doing--and what they're not doing. To that end, we are beginning a new feature called "Member Tips." Each issue, we'll contact members at random to respond to a series of questions about their operation, the equipment they use, their techniques, timelines, advice and so on. ***When your number is up, please take a moment to respond!*** The topic this issue is equipment; thanks to the following growers for sharing answers to these questions, and doing their part to encourage better information exchange within the Association.

1. Brief description of your Christmas tree operation (i.e. when it was started, # of trees planted/sold per year, etc.):

It is a choose and cut operation, no wholesale. We have pre-cut trees for those that don't want to cut their own.

We planted the first trees in 1989 and have planted from 2,000 to 5,000 trees a year. Right now we have about 25,000 trees in the ground from seedlings to 14-footers. Our business has grown to more than 2,000 trees cut a year.

Last year we had to limit the number of trees we cut so as to not overcut ourselves out of business. We did this by using our customer list, that we had been compiling for a few years. Only previous customers could cut a tree.

2. Tractor(s) (if any) used in your operation (i.e. brand/model). Pro's and con's of the tractor you use (size/power, etc.):

We have three Kubota's Two yard-size (15hp) and one 27 hp. The yard tractors are used for mowing and pulling sprayers. If they had a rear discharge they would be much better for mowing.

3. Sprayer used (brand/model) (back-pack, tow-behind, PTO, etc.)

I use a back-pack sometimes and two tow-behinds the other times.

4. One piece of equipment you wish you had for your Christmas tree operation?

A good backhoe-loader like a Case 580 or a Cat 310. I keep asking Santa but he says that it won't fit under the tree or in my stocking.

*Ed Berry, Farm Manager
Indian Hill Farm
Brentwood, N.H.*

1. Brief description of your Christmas tree operation (i.e. when it was started, # of trees planted/sold per year, etc.):

Started plantation in 1971 with 1,000 trees (500 balsam and 500 Scotch pine) and planted an additional 1,000 trees the following year. Have maintained the plantation between 1,000 and 2,000 trees over the 34 years. My dad and mom have been active in the management of the plantation throughout the years. Currently have about 1,000 trees under cultivation--50 percent balsam and 50 percent Fraser fir. I wholesale about 100 trees a year to Vermont sellers.

2. Tractor(s) (if any) used in your operation (i.e. brand/model). Pro's and con's of the tractor you use (size/power, etc.):

I have my dad's pride and joy--a 1951 Framall Cub tractor with a 5-foot sickle bar that I use for mowing the fields surrounding my plantation.

3. Type of mower used (push, bush-hog, etc.).

Use a Sears 15 hp 42-inch riding lawn mower for mowing the rows between the Christmas trees.

4. Sprayer used (brand/model) (back-pack, tow-behind, PTO, etc.)

Use a Solo 425 backpack sprayer for applying pesticides.

5. One piece of equipment you wish you had for your Christmas tree operation?

I'm thinking that one of those automatic tree shearing machines you wear as a backpack with overhead hanging shearing knife or one of those basal branch tree trimmers you put on your weed wacker would be nice.

*Rich Bizzozero
Andover, Mass.*

1. Brief description of your Christmas tree operation (i.e. when it was started, # of trees planted/sold per year, etc.):

We have about 100 acres of naturally seeded Balsam Fir and 50 acres of Fraser Fir plantation with 5 acres of Blue Spruce just for fun. My father (Eugene) bought this dairy in 1946 and we have cut trees on it every year since. All the livestock was sold in 1982 and we have expanded the Christmas tree business every year.

THE ULTIMATE TREE MOWER! from OESCO, Inc.



Get attached - Get it done ...



Call for quote
and demo



With Ventrac's special grower option -
Compact Articulating Tractor. A unique
mower designed to maintain grass and small brush growth
on tree farms and nurseries, available with sprayer option!



See our website for more information



PRADINES

OESCO Christmas Tree Hand Saw Specials

Famous BAHCO (formerly Sandwick) bow saws

Order early
to make
sure you
have saws
for the
season!

Prices FOB
Conway, MA

Prices
good thru
11/15/04



BAH 331-21-51-KP
21" BAHCO Bow Saw



BAH 10-21-51
21" BAHCO Force Bow Saw



Steel bow saw, complete with a polyknuckle guard and a cold rolled steel blade. This saw has been used for years in commercial and cut-your-own tree operations.

BAH 331-21-51-KP prices

| Quantity | PRICE each |
|----------|------------|
| 1-9 | \$10.08 |
| 10-99 | 9.07 |
| 100+ | 7.67 |

BAH 10-21-51 prices

| Quantity | PRICE each |
|----------|------------|
| 1-8 | \$10.41 |
| 10-99 | 9.37 |
| 100+ | 7.92 |

Blades Only

Use BAH 51-21 (Standard
blade) for green and dry wood

Use BAH 23-21 (Raker blade)
for green wood

Blade prices

| Quantity | PRICE each |
|----------|------------|
| 1-9 | \$3.53 |
| 10-99 | 3.17 |
| 100+ | 2.69 |

ORDER
ONLINE

www.oescoinc.com

OESCO, INC. • PO Box 540 • Rte. 116 • Conway, MA 01341

800-634-5557 • 413-369-4335 • FAX 413-369-4431 • email:info@oescoinc.com



50 Years of Reliable Service to Growers, Gardeners & Groundskeeping Professionals

Member Tips...Equipment

continued from page 4

2. Tractor(s) (if any) used in your operation (i.e. brand/model). Pro's and con's of the tractor you use (size/power, etc):

We have a 784 International 4WD tractor with front end loader. At 75 hp it easily handles my sprayer on any terrain. We have a 7100 Kubota 4WD tractor for mowing and spraying in between rows. I feel we had to compromise on power and stability to get a tractor small enough to fit in between the rows (6x6-foot spacing).

3. Type of mower used (push, bush-hog, etc.).

We have a model 148 Woods bushhog for the Kubota. We have a Swisher tow-behind bush-hog with a 10 hp Tecumseh engine. I prefer to mow with the Swisher towed behind my Polaris 300 4x4 Quad. Better operator comfort for long hours and much more stable on slopes or hillsides.

4. Sprayer used (brand/model) (back-pack, tow-behind, PTO, etc.)

We have: Echo backpack pump-up sprayers, Stihl SG17 backpack mist blower; Hardi

model 80 50-gallon 3 point hitch sprayer, Hardi Combi 3 swing 200 gallon 3 PH mist blower with retractable hose reel attachment. They all work well in the proper application.

5. One piece of equipment you wish you had for your Christmas tree operation?

I would like to have a 3 point hitch cherry picker with 20-foot boom. With the proper attachments you can dig ditches, load gravel, Christmas trees or logs and firewood.

*Daniel & Chandra Beloin
Colebrook, N.H.*

1. Brief description of your Christmas tree operation (i.e. when it was started, # of trees planted/sold per year, etc.):

Before Willey's Christmas Trees was formed or even thought much about we started pruning some wild trees on the old family farm. That was about 1969. This in turn grew into some land clearing and the planting of some pull-ups we had gotten from the roadside. From there we advanced to NH State Nursery seedlings.

A series of purchases and leases gave us about 75 acres to plant and that was more than enough. We are now on the wrong side of 39 and cutting back on our planting so will be giving up the two larger leases as we don't have all of our own land planted yet. We've been harvesting around 5,000 and have had to turn away buyers.

2. Tractor(s) (if any) used in your operation (i.e. brand/model). Pro's and con's of the tractor you use (size/power, etc):

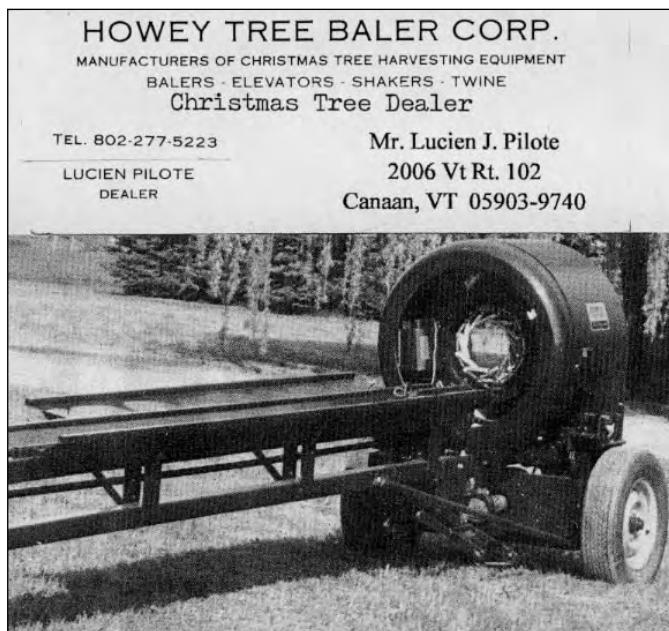
For equipment, we have the usual chain saws, brush cutter, solo sprayers, fertilizer back packs and sage trimmer (that I would like to sell along with an elevator and an all steel funnel machine). The first major piece of equipment we bought was a 26 horse Pasquali 4 wheel drive tractor. To go with it we bought a 60-gallon herbicide sprayer for banding, along with a bush hog, a 4-foot rototiller, a Vicon fertilizer spreader and shaker, all 3PH.

Our old 58 horse Russian 4 wheel drive tractor was next with a Kelco tree planter, a 200-gallon MS Cannon sprayer and two wagons that we built for hauling trees. Later we added a 26 horse 4 wheel drive Massey Ferguson and a 71 horse 4 wheel drive Kubota with a bucket and cab.

3. One piece of equipment you wish you had for your Christmas tree operation?

For my next piece of equipment I would like to have a seedling planter to complement some exceptional seed trees we have been cultivating. All are late budding (bud with fraser or later) balsam and most have a distinctive blue hue. All of them were planted from 1982 to 1985. And, finally, my wish for many of us is to be 35 years younger.

*Ken & Bev Willey
Willey's Christmas Trees
Colebrook, N.H.*



Editor's Desk

A number of newsworthy items have crossed my desk since the last issue of *Tree Line*. Until next time, happy harvesting...



Blue ribbon winners at the Haverhill Fair.

Mike Dannehy reports there were nine entries (three from Vermont and six from New Hampshire) at the North Haverhill Fair Christmas Tree Competition in July.

Five blue ribbons were awarded, along with two red and two white ribbons. The total prize money awarded in the Christmas tree competition was \$180. John

O'Brien of Orford, N.H. took home "best of show" with a Fraser fir. Walt Rockwood served as judge.

Bill Nichols has volunteered to deliver members' trees and wreaths to the Big E for judging. They need to be delivered to Bill by *early* in the morning of September 14th; trees should be baled or netted. Call Bill at (603) 353-4832.

Members of NHVTCTA came through with 21 trees for the Christmas tree exhibit outside the State building at Champlain Valley Fair, Essex Jct., Vt., August 28 - September 6, 2004. The 2003 exhibit had only nine trees. Tom and Judy Lang were 2004 judges.

Johnson's Tree Farm (thanks to the whole family for

helping with the entire exhibit!) Concord, Vt., won Best of Class and Best of Show in the fir category, as well as Best of Class in the pine class. Larry's Tree Farm, Bakersfield, Vt., won Best of Class for spruce. Paines Christmas Trees, Morrisville, Vt., took Best of Class among tabletop trees. Other farms taking blue ribbon awards were Mountain Mead Farm, Worcester, Vt., Redrock Farm, Chelsea, Vt., and White Christmas Tree Farm, Essex, Vt. Only Debbie Upham and Steph Rockwood, both of Chelsea, Vt., entered wreaths for 2004. Both were awarded a blue ribbon.

Champlain Valley Fair pays a premium based on blue (\$25), red (\$15) and yellow (\$5) ribbons awarded. Special rosettes only are given for Best of Class and Best of Show.

Got Profit?

Not only does flame retarding provide a great service, it also generates amazing profits. You can get up to 15 times your cost in additional revenues for each gallon you buy. Don't forget in some states it is mandatory that all trees placed into buildings of public assembly must be treated with a certified flame retardant.

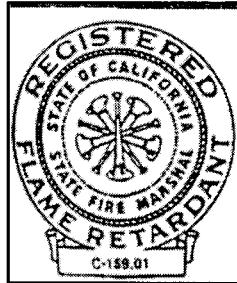
Yes it also works on Wreaths!

TREE GUARD Flame Retardant for Fresh Cut Christmas Trees



Did you see the video at the Show?

People were completely amazed with how well TREE GUARD works (blown away is more like it!). If you did not get the chance to see the video you need to talk to someone who did, be sure to ask them about the BLOW TORCH!!!



Churchill Enterprises, Inc.

1-800-858-8733

We want your Business!

www.churchillent.com

Research Report: Christmas Tree Marketing

In its June 2004 issue, *The Journal of Forestry* (a publication of the Society of American Foresters) published a report on "Christmas Tree Marketing: Product, Price, Promotion and Place Tactics." The article, by Ronald B. Larson, assistant professor at Western Michigan University's Haworth College of Business, offers a number of interesting--and potentially valuable--insights for growers.

In the article, Larson lays out four specific areas of marketing strategy: "As production specialists, many tree farmers have limited marketing knowledge. Christmas tree producers can expand their business using four marketing tools--product, price, promotion, and place--that form a useful framework for organizing marketing ideas."

Product Tactics

In this area, Larson cites several sub-categories for growers to pay attention to. Among these are "*product features*." Larson states that in one early 1990s study, researchers discovered that, "Natural tree buyers ranked fragrance, preferences,

and tradition as the top reasons for their purchase and listed shape, freshness, fullness, and color more often than price. The top concerns about natural trees were needle problems and shape. This implies that tree growers need to follow good tree shearing schedules and offer tree care instructions. Marketers should also emphasize the product attributes of natural trees--the natural fragrance; the environmental benefits; and the convenience of setup, care, and disposal (recycling). Adding a harvest date on the label of cut trees may reassure customers about freshness."

The author includes commentary on both converting artificial tree buyers and encouraging existing customers to make multiple purchases. On the latter topic, he offers this interesting suggestion: "To encourage existing customers to buy more than one tree (e.g., a formally decorated tree, a family tree, a tree for outdoor decoration), tree retailers could post signs limiting households to three or four trees and test the limits to make sure that the signs have the desired effects on sales."

On the subject of "*product assortment*," the article discusses the question of "how broad a product line should one offer?" In general, Larson explains, "Presented with two equally attractive options, people sometimes avoid making the choice. Therefore, there should be clear differences between the products in the product line. The US Department of Agriculture's Christmas tree grades include eight color-coded tree height classes. Marketers may be more successful if they focused on only three groups. The compromise effect suggests that, when consumers face a choice among three options that they can rank, most tend to choose the middle option. Thus, if a retailer had two classes of trees, adding a third super-premium class might encourage people to trade up and buy the new midgrade."

Finally, Larson advises, "Showing customers the final product, a fully decorated tree, can inspire customers to decorate their trees just like the model." The article warns that, when attempting to spur "impulse sales" by displaying items such

INNOVATIVE PRODUCTS FOR CHRISTMAS TREE AND WREATH PRODUCERS

Visit Our Website Order Online www.kelcomaine.com

- K102 WREATH MACHINE
- RED NET TREE PACKAGING
- BOW-MAKING MACHINE
- CAROLINA GARLAND MACHINE
- TP300 TREE PLANTER
- WREATH RINGS & WIRE
- RIBBON & DECORATIONS
- SHEARING KNIVES & PLANTING TOOLS
- CHRISTMAS TREE STANDS

Kelco INDUSTRIES
WE ARE YOUR COMPLETE SUPPLIER.
MILBRIDGE, MAINE 04658
Call or Write for our Catalogue
1-800-343-4057

as decorations and wreaths, it's best to avoid overloading the customer with options. Larson cites studies conducted in supermarkets that reveal customers actually purchase more when given fewer choices of duplicate items.

Price Tactics

On the important topic of price, Larson takes the following position: "Although a price increase could hurt long-term prospects by reducing the natural tree market share and changing buyers' habits, focusing on growing market share may not be a wise business objective. Tree marketers need to weigh the benefits of the higher profits from a price increase against the lifetime value of lost customers and other longer-term consequences."

Not only should growers compare their prices against their competitors, Larson also declares it "very important" to consider the prices of artificial trees.

In setting prices, Larson seems to argue against the somewhat common practice of pricing by size. "Because consumers may be unaware of the growing process, price schemes based on production costs may not be relevant." This means explaining to a customer that a tall tree has been in the field longer, requiring more shearing, fertilizer, etc., may not make as much of an impact as selling the tree based on color, grade or other easily understood factors.

Pricing signage is an important factor in sales, says Larson, who provides tips such as: Items with pricing ending in "9" (e.g. \$49) tend to have higher sales, but may also convey a less prestigious image.

In general, Larson says, research shows that fixed prices convey an image of quality, while discount pricing, if it becomes too common, can make consumers think primarily about cost, and the "sacrifice needed to make the purchase" rather than on the beauty of the tree, the joy of the season, and so on.

If temporary discounts are necessary, research shows it is more advantageous to include something (delivery, wrapping, etc.) for free rather than lowering the price of the tree. Another alternative would be "two-for" or "three-for" pricing schemes, which can prove successful, especially when using signs (such as "buy one for your neighbor") that give customers a reason to purchase more than one tree.

Promotion Tactics

In regard to promotions, Larson cites prior research showing that "knowledgeable consumers were generally willing to pay more for natural trees and suggested that tree marketers invest more in educational campaigns on tree species." This can be effectively and relatively easily accomplished, he says, by developing relationships with the local media and providing reporters information on how Christmas trees are produced, how to recycle the trees, etc.

In terms of advertising, Larson notes: "Attention to outdoor advertising tends to be higher if the ad contains artwork instead of photographs and if it is placed near highway signs or exits and usually on the right side of the road. Clear signage, detailed maps, and directions that list mileage and landmarks can help make trips to tree retailers more pleasant."

Creative and unique promotions can be the most effective, implies Larson, citing this example: "A promotion in New Orleans involved 20 cut-your-own growers and a pizza delivery specialist. The pizza restaurant chain advertised on television that each delivery would include a map showing the 20 local growers and a \$1 discount coupon for a tree purchase. Average sales at 10 farms increased 13.7 percent over the prior year. Of the 20,000 coupons printed, about 2.4 percent. This promotion helped diversify each farm's customer base. If growers were able to convert new customers into loyal buyers, the promotion also produced long-term sales gains."

Place Tactics

When it comes to the selling site, Larson says that selecting and partnering with retailers is important. For those selling at the farm, smooth traffic patterns and general convenience are keys.

He adds, "Customers needs may influence the mix of services provided. In some areas, simplifying transportation (e.g., bagging trees, offering delivery) may be important. Tree farms can make their facilities family-friendly by offering kennels for pets, tree mazes, petting zoos, or other attractions." Making your farm welcoming is itself marketing.

Thanks to Dana Blais for recommending this article.

Containerized Evergreen Planting Stock

Over 30 Years Nursery Experience

*Source-Identified Seed
Seedlings & Transplants*

Fir

Fraser
Canaan
Douglas
Concolor
Grand

Spruce

Colorado Blue
White
Meyer
Serbian

Pine

White



HARTIKKA TREE FARMS

262 Wylie School Rd. • Voluntown, CT 06384
Phone 860-376-2351 or 800-508-5099 • Fax 860-376-8963

The Tree Industry: Up or Down?

continued from page 1

real tree has dropped from one in two to one in four over the past few years. Are we insulated in the Northeast from this national trend?

I believe that we are because of population base and customs of using real trees, however this may alter with time.

So I propose that we get on board with the marketing scheme that the NCTA has devised and jointly raise the awareness and use of the real tree.

Warner Brother's found the NCTA through a Web search which ended at www.realchristmastrees.org. We all have invested to create and support that Web site, which pays off in so many ways but has really pulled through with this cooperative marketing venture.

Warner Brothers is making a film of the Polar Express with Tom Hanks and they want to market it with the real tree industry. "If you believe celebrate Christmas with a real tree."

The film company will pour millions of dollars into advertising and real trees will be marketed at the same time. Also a nationwide photograph and story competition will take place to promote the real trees with substantial prizes (\$5,000).

Read the information sent to you from NCTA--it is the only way to get on board with this industry promoting, advertising, and PR initiative.

I will be doing a presentation at the fall meeting and can answer questions then.

By Nigel Manley

Trading Post

Members may advertise goods and services related to the tree and wreath industry for no charge. Nonmembers may advertise items for \$10. Submit ads/questions to the *Tree Line* editor.

For Sale: Vermeer tree spade, model TS-20, very good condition, 3 pth mount, currently on Ford 800. Digs 20-inch diameter root ball, great for live Christmas trees or hardwood shrubs, \$2,500. Contact Russell Reay at (802) 492-3323 or dcreay@sover.net.

For Sale: 4 year old model 8200 Bachtold Champion Weed and Brush Mower, with add-ons for Christmas Tree use. Paid \$2,000; will sell for \$1,150. Used about 50 hours - in great shape. Call Dave in Keene, N.H., at (603) 352-7892.

For Sale: Howey tree baler. Experienced, well-maintained machine. \$1700.00. Steve Moffatt 802-586-6900 or ssmoffatt@hotmail.com.

"Profitable Christmas Tree Retailing"

Updated For The New Millenium

You Can Now Order The Updated Version Of The Most Widely Endorsed Book For Christmas Tree Retailing

80 pages • Spiral Bound



Order Yours Today! Only \$29.99

NO Risk To You!
30 Day Money Back Guarantee

We want your business



We're closer ...

Than you think!

Save On Freight ~ Net, Paint, Rebar Stands, Wood Stands, Flock Tree Bags, Shakers etc.

We Have Warehouses In California, Georgia, Illinois and Oregon

GROWER SUPPLIES • LOT SUPPLIES • RETAIL ITEMS

Our Prices Are Lower Than Our Competitors, for the Same Merchandise.

Why Pay More?

Call Today For Your Free Catalog

1-800-858-8733

We are Distributors for Kirk, Tie Net, Tim Mitchell, Felco, Excalibar, Brush King, Cleary, Flock-O-Matic, Tree Guard, Cinco, Gunnard, Holiday Sales & Shelton

Shop Online! www.churchillent.com

57 Years!
1947 to 2004

New Hampshire-Vermont Christmas Tree Association

Fall Meeting September 25, 2004

Redrock Farm, Chelsea, VT

| | |
|---------------|--|
| 8:30-9:30 | Registration, coffee |
| 9:30- 10:15 | Business meeting |
| 10:15-10:30 | Introduction to Redrock Farm - Rich Rockwood |
| 10:30-11:00 | Crop Insurance - Bryce Gagne & Jack Singer, Farm Country Insurance, St Johnsbury |
| 11:00- 11:15 | Update on shipping procedures - Fedex representative |
| 11:15 - 12:00 | Canaan fir: What is it, where does it come from, site requirements, pest problems and management solutions, herbicide tolerance, marketing opportunities and challenges - George Kosco, Canaan Fir Co, and a panel of experienced growers |
| 12:00- 1:00 | Lunch- Memphis BBQ Pork - Stephanie Rockwood, chef |
| 1:00-2:30 | Field sessions - 30 minutes each <ul style="list-style-type: none">· Canaan fir- evaluation and discussion of 10-year-old trees - George Kosco· Monitoring for insect populations and other elements of Integrated Pest Management (IPM) - Ron Kelley, Insect and Disease Specialist, VT Dept Forests and Parks· Mail Order Process- from tree selection to the customer's smile - Rich Rockwood |

Directions to Redrock Farm

- From southern NH and Connecticut River valley- take I-89 to exit 2 (Sharon), follow Route 14 to South Royalton, take Route 110 north through Tunbridge. At the Welcome to Chelsea sign turn right onto Jenkins Brook Road, Redrock Farm is two miles on the left.
- From I-89 north, get off at exit 3 (Bethel), and take Route 14 to South Royalton, and proceed as above.
- From northern NH and VT, come to Chelsea on Routes 110 or 113. Going south from the village look for ball fields on your left. At the end of the ball fields, turn left onto Jenkins Brook Road.

Bring lawn chairs. Pesticide credits have been approved.

Redrock Farm To Host Fall Meeting

continued from page 1

Redrock Farm prides itself in shipping only premium Christmas trees and wreaths, and because of that, buys premium trees and wreaths from other NHVTCTA members during the season. One of Rich and Steph's primary goals is to grow enough premium trees on the farm so they don't have to buy from others...and they're slowly getting there. But it's tough because mail order tree and wreath sales have increased every year. Last year Redrock shipped 400 premium trees and 300 wreaths.

Redrock Farm has partner-

ships with a number of local inns that send their guests to Redrock Farm to pick their Christmas tree and have it shipped to them

at Christmas. In 2003, nearly 50 trees were chosen and shipped to guests of these local inns. Rich and Steph want to expand on the tourist aspect of the farm and are

exploring ways to get more visitors.

In addition to mail order, last year Redrock sold 250 trees to local choose and cut customers, and 400 trees wholesale to local retailers.



Last year, Redrock sold 400 trees via mail-order and 250 to local customers.

Locally, the farm sells choose and cut (and some pre-cut) balsam fir, Fraser fir, white and blue spruce, as well as balsam fir wreaths, Christmas balls, centerpieces, and garland. Redrock also has tree stands and other amenities for the Christmas season.

All the farm work is done by Rich and Steph, with help from Walter at Christmastime, and whenever he's needed. Rich and Steph take pride in "showing off" the beauty of the farm and try their best to make visits a high quality experience. They plan to continue the friendly service and high quality products that were the trademark of Beverly and Walter.

Redrock Farm is located off Route 110 south of Chelsea and 1.4 miles up Jenkins Brook Road on the left. The proprietors, Rich and Steph Rockwood, can be reached at 802-685-4343 (toll free 866-685-4343).

By Rich Rockwood



Richard I Cole III
Sales Representative

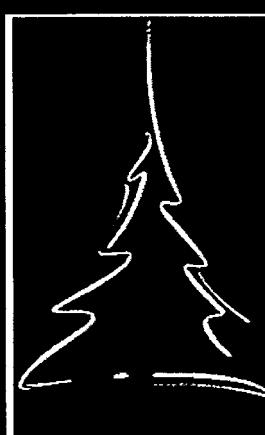
721 Gulf Road
Belchertown, MA
Mob: 413-374-7754
Res: 413-323-5720
Email:
ColeD@helenachemical.com

HELENA CHEMICAL COMPANY
101 Elm Street
P.O. Box 220
Hatfield, MA 01038
Bus: 413-247-3126
Fax: 413-247-3253

\$ave \$erious 

Take advantage of the NH-VT
Christmas Tree Association's
Group Buying programs.

Contact Jim Horst at (802) 447-1900



Competitive Pricing
and Speedy Delivery

**Being a Christmas
tree grower means:**

| | |
|------------|-------------|
| planting | digging |
| mowing | fertilizing |
| spraying | pruning |
| harvesting | selling |

**We have the
products you need to
profitably get you from
seedling to sale!**

*Ask for our wholesale Catalogs
filled with products that
will help you grow, maintain
And sell your trees!*

To request your Free catalogs call:

1-800-242-2019

**THE
CAMPBELL
CO.**

P.O. Box 780
Highway 21 East
Wautoma, WI 54982



Office 920-787-4653
Fax 920-787-3696