



## President's Message



Chris Nicholson

Hello again. It seems like just yesterday I was writing my spring message. Time sure does fly. I have noticed the days are getting shorter, fall is right around the corner.

It has been a year of extremes. High heat for a few days followed by heavy rains and humidity. The west coast seems to have gotten hit by extreme heat and wildfires. A late frost in Michigan and Wisconsin. These weather related issues and many other factors will put more pressure on an already serious Christmas tree shortage. The shortage is real. I speak every day with growers from all around the country and in Canada. What is going to happen is pretty much what happened last year. Retail locations will run out of trees early and not be able to get a resupply. This will make what we have at our farms more valuable than ever. It is the perfect time to bring in new customers, and also the perfect time to raise your prices. I have dealt with a wholesale grower for the last 15 years, he sells me my pre cut fraser fir for sale in my lot. I almost had a heart attack when I looked at his price list. Just three years ago he was selling me premium 8' frasers for \$34.00 each. This year the price is at \$52. That's \$52 for a wholesale tree if bought in bulk, at least 100 trees. Let this be your guide when you set your prices this year. We all work too hard to give away our trees for less than they are worth.

Our twilight meeting was one of the best in a very long time. It was held at Tim and Mim Dunne's Woodsedge Tree Farm in Belvidere. We had a great turnout. Rich Buckley was in attendance from the Rutgers diagnostic lab, as well as a few county extension agents. Their trees are beautiful and they are living proof that one does

*continued on page 2*

## Four Lessons from Covid-19 for the Future of Christmas Tree Marketing

By: Bridget Behe and Trey Malone

*Reprinted from the Michigan State Nursery and Christmas Tree Extension News*

The 2020 Christmas season was unlike any other. COVID-19 protocols such as social distancing, work-from-home protocols, and travel restrictions collided with warm memories of family, friends, food, fun, and festivities throughout the holiday season. Because of this unique Christmas tree shopping environment, we took the opportunity to delve into how U.S. consumers were confronting the holiday season with in order to glean some information about how their purchasing choices might look in the future. This article describes some of our findings.

**Who responded to the survey?** We contracted with Qualtrics to obtain a representative sample of U.S. households from November 18-30, 2020. Of the 2,173 collected responses, 1,350 completed the survey entirely. Overall, the sample was representative of the U.S. population on average, similar to what might be found in the U.S. Census with 51% identifying as female. Average age was 45-54 years old (18% of respondents and median age category), yet 29% fell into the 25-34 year old category and 18% were in the 55-64 year old category. They were distributed among the Midwest (20%), Northeast (20%), South (38%), and West (21.8%). Only 4% of the respondents were from



Michigan, though the data from Michigan respondents was not substantially different from the responses of the rest of the United States. Respondents indicated that their average household income was between \$60,000 and \$79,999. Of all the responses, 70% identified as Caucasian/white, 14% as Black/African-American, 5% Hispanic, and 6% Asian. While 18% had completed a 4-year college degree, 50% had achieved less than that level of education. Nearly 28% had children ages 17 years or under in their home.

**How did respondents celebrate Christmas?** We asked the survey respondents about some family traditions, celebrations, and events attended during the Christmas season. The first tradition was how long had they been purchasing a tree from a

*continued on page 4*

## Summer Meeting!

Check out page 10 for information about our Summer Meeting!  
A registration form can be found on page 11!

# NJCTGA Grower Reports in From Down Under

**New Jersey grower Chris Geckeler of Chris' Trees in Princeton sent an update to our Executive Secretary and Treasurer Donna Cole about his experiences in Australia and with COVID there this past year. Donna wanted to share with all of you.**

*I realize that I should have written to you about my trip to the local Choose and Cut Christmas tree farm in outback Australia. You may be amused at the differences we experience here.*

*When I was confined to Australia in 2020 because of the Covid -19 pandemic and wasn't allowed to fly back to the States for harvest on my farm, I went to the closest tree farm to me called "Santa's Shaped Christmas Trees" in Gundaroo, NSW. Its about 45 minutes from Canberra - the Australian national capitol. You can find their website with a bit of help from Google.*

*To put matters in perspective - its DRY here. Christmas harvest season is in SUMMER. Its typically 90 degrees and often touching 100. There's always a heat wave.*

*This farmer plants Radiata Pines (Monterey Pine) - generally used for house framing or wood chips. They grow to 6 ft or more in 3 to 4 years here. He plants without irrigation and takes his chances. He claims he has between 60% and 80% success rates - depending on the year. The trees have to be sheared several times to get a cone shape for harvest - so its labor intensive.*

*Trees are planted in single straight rows in 5 or 6 different fields to provide a staggered rolling crop. These single rows are wider apart than a truck, so that customers DRIVE along the rows to select their tree. Nobody walks the fields during a heat wave. Once you pick a tree, you call the farmer who comes on his quad-bike, cuts your tree and chucks it in your truck (or trailer).*

*Customers can buy a Christmas tree for the 2021 harvest TODAY for \$55. The price goes up from now until Christmas when trees sell for about \$75-80/tree (for a 6 footer). Larger trees are priced accordingly. This payment today entitles you to one tree from the stock*

*available - not a tagged tree that's pre-selected. Pre-selection would be useless since the trees will be sheared at least once more before Christmas. Nevertheless, it gives the farmer some cash-flow during the year.*

*This farm is also offering trees to be cut in a few weeks for "Christmas in July" celebrations. These celebrations are popular here since its cold now. Before Covid, some restaurants would put up Christmas lights and offer special Christmas roast menus. Nostalgic for those of us used to the Northern climate. Again, a bit of perspective - my fireplace heater has been going all May and will continue until early September.*

*For me the experience at this farm in the outback was fun because it was so different. The tree - well it was dense, it looked nice when decorated, and it didn't go brown until just after Christmas. The tree wouldn't win any prizes at any of our contests, but it was enjoyable for the family - which what its all about (and it was real - not plastic).*

*All the best to you and sorry I can't attend any meetings at present.*  
- Chris



## President's Message

*continued from page 1*

not need large acreage to run a profitable farm.

The summer meeting is being held at Alger Tree farm on September 25. Please join us all for a memorable and fun day. We have lots planned to make a successful meeting.

As much as trees are in short supply so are transplants for next spring. My orders are in but I had to use several different suppli-

ers to fulfill my needs. Many growers are already sold out. Now is the time to order, if you wait you won't get what you want next spring.

I am also being told that stands and netting will be in short supply. Order NOW if you need supplies. The global pandemic has our supply chain turned upside down. I hope every artificial tree gets stuck in China. But if they don't the price of an artificial tree should skyrocket due to the

trade relations and shipping issues our country is faced with. Our farm grown trees have never been worth more money and the experience we all offer will be in high demand this upcoming season.

Good luck to all on your shearing and fall applications. Get your farms and trees ready. This year will most likely be our best ever.

Christian Nicholson

Published by the New Jersey Christmas Tree Growers Association  
**[njchristmastrees.org](http://njchristmastrees.org)**

Contact Donna Cole, Exec. Secretary, at (908) 735-4658 or email [execsecretary@njchristmastrees.org](mailto:execsecretary@njchristmastrees.org)

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## June Twilight Meeting a Big Hit!

More than 50 growers attended the Association twilight meeting at Woodsedge Tree Farm in Warren County on June 17 on a beautiful late spring evening. Rich Buckley from Rutgers Plant Diagnostic Lab attended and provided comments about Christmas tree pests and diseases. Several other Rutgers County Agents discussed their work on Phytophthora effecting Christmas trees and a representative from the USDA Natural Resources Conservation Service discussed NRCS conservation programs to help farmers and protect natural resources. Pesticide license continuing education credits were offered.

A nice dinner was provided by NJCTGA and members got to chat with each other and compare notes about the unique 2020 sales season and the 2021 growing season so far. It had been about 18 months since we had an in-person meeting and growers were all thrilled to get out and tour a farm. Tim and Mim Dunne had most of their farm's equipment out to view, and they gave a walking tour of the farm and discussed their operation.



*NJCTGA members discuss issues with newly planted transplants and plugs at Woodsedge Tree Farm at the June twilight meeting.*



*Fred Castenschiold demonstrates the "Alamo Ridge Runner" remote-controlled mower, used for mowing steep hillsides and wetlands such as in detention basins at the June twilight meeting.*

## 2021 Pennsylvania Meeting Close-by in Northeastern PA

### DON'T MISS THE 2021 PCTGA SUMMER MEETING!

**August 19 – 21, 2021 | J. C. Hill Tree Farms, Inc.**

Have you registered yet? We are planning a great meeting in Orwigsburg, Pa. at J. C. Hill Tree Farms, Inc.! Get together with fellow growers to exchange ideas, gain knowledge, earn pesticide credits and do business. Hear from industry experts and visit with these exhibitors (as of 7/27/21):

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Cherokee Manufacturing

Christmas Spirit Foundation –  
Trees for Troops Program

Deer Country Farm & Lawn, Inc.

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*For more information, contact the Pennsylvania Christmas Tree Growers Association:*

Pennsylvania Christmas Tree Growers Association | 2207 Forest Hills Drive | Harrisburg, PA 17112  
communications@christmastrees.org | (717) 238-9765 | (717) 238-9985 | www.christmastrees.org

## Four Lessons from Covid-19 continued from page 1

farm? Of the 245 responses to the question, 42% had been purchasing a tree from a farm for 10 years or more yet only 9% had made their tree purchase from a farm for the very first time. Nearly one third had not attended a Christmas party in 2019, one-third attended one party, and the remainder attended two or more parties. Forty-five percent did not attend a Christmas religious services while 31% attended one with the remainder participating in two or more. Three-fourths had not attended a Christmas musical events but 15% attended one and the rest attended two or more.

**Take-Home Message #1:** Remind them about decoration opportunities outside the home. Places where events are hosted need to be decorated, too. If your customers attend these events, some may help in the planning. Is there a way to remind them on social media or through direct mail pieces that you have items for Christmas decorations for those events, too?

**How did respondents plan to decorate for the Christmas 2020 holiday?** Our survey suggests that only seven in ten planned on decorating for the 2020 Christmas holiday – fewer than the 77% who reported decorating for Christmas in 2019. Of these households, 36% decorated both inside and outside their home, 31.0% decorated inside only, and 5% decorated outside only (28% did not respond). As expected, most households reported decorating themselves with only 1% hiring help and not decorating themselves and 2% decorating themselves *and* hiring help.

There were 38% respondents who purchased an artificial garland, 36% who purchased a potted flowering plant (e.g. poinsettia, chrysanthemum, other), 24% who purchased a fresh garland, 31% who purchased a fresh wreath, and 35% who purchased an artificial wreath. Lights were purchased by 51%, outdoor decorations

(e.g. reindeer, snowman, etc.) were purchased 33%, and centerpieces for tables were purchased by 34%. Furthermore, 26% purchased porch pots or containers for a porch/patio, 47% purchased an indoor decoration not listed in the survey.

**Take-Home Message #2:** Since indoor and outdoor decorations are both popular, Christmas tree farms might consider promoting the matching indoor and outdoor decoration items that they sell.

**Who planned to purchase a Christmas tree?** When asked whether they would purchase a Christmas tree in 2020, almost half said yes. Of those 493 respondents, 39% said they would buy

*continued on page 5*

	Average number of items purchased (of purchasers only)	Number in sample who purchased	Percent purchasing
Wreaths	1.64	547	40.5%
Garland	2.15	535	38.1%
Tree	1.39	592	43.9%
Fresh cut		431	31.9%
Container		313	23.2%
Artificial			39.5%
Centerpieces	2.01	492	36.4%
Porch pots	2.35	387	28.7%

Statement	Percent who agreed or strongly agreed	Percent who neither agreed nor disagreed	Percent who disagreed or strongly disagreed
Our family has a tradition of decorating a Christmas tree together.	60.1	19.4	20.5
Live Christmas trees are harder to carry home than artificial trees.	63.5	25.9	10.6
Live Christmas trees are better than artificial trees.	45.0	28.6	26.4
Purchasing a live Christmas tree is environmentally friendly.	36.3	38.6	25.1
Cutting a tree for Christmas decoration is not environmentally responsible.	39.2	38.5	22.3
Live Christmas trees are harder to decorate than artificial trees.	35.1	30.6	34.3
Live Christmas trees are more dangerous than artificial trees because they can catch on fire.	55.0	31.0	14.0
Live Christmas trees are messy.	44.8	19.5	35.7
Live Christmas trees are more expensive than artificial trees.	50.7	32.7	16.6



## Four Lessons from Covid-19 continued from page 4

an artificial tree; 50% said they would buy a fresh-cut tree, and 12% said they would buy a live tree in a container.

Of those who purchased a cut tree (431 respondents), 81% purchased it in person, 19% purchased it online, and 7% purchased it by telephone. There were 313 households who purchased a live Christmas tree in a container. Of those, 65% purchased it in person, 26% purchased it online, and 9% purchased it by telephone. A total of 533 respondents purchased an artificial tree; of those 70% purchased it in person, 21% purchased it online, and 8% purchased it by telephone.

**What do they think about fresh-cut trees?** Six in ten agreed that their family has a tradition of decorating a tree together yet fewer (45%) believed that live trees are better than artificial trees. Many also find live trees harder to bring home. The environmental and safety impacts make live trees appear to be less popular. In addition, the majority of respondents believed that live Christmas trees are harder to carry home than artificial trees.

**Take-Home Message #3:** It appears that many Americans believe that fresh-cut trees are not as good for the environment. Because of this common misconception, emphasizing the environmental benefits of fresh-cut trees may be an effective strategy for long-term sales. Your state association has information to help you adjust that perception, which will take time and much repeating of the message, but still a worthwhile strategy. These environmental benefits are likely to be especially interesting for younger consumers, who are often more likely to note environmental concerns as an important purchasing characteristic. Be sure to include eco-friendly messages in your social media and direct mail pieces.

In addition, online sales might represent a potential growth opportunity for your business. Because a common frustration at Christmas tree farms is overcrowding during peak times, there might be some opportunity to take advantage of burgeoning online sales by offering delivery or pick-up.

**Where did they make their purchases?** Most Christmas tree purchases were made from mass-merchants, yet – at least for Christmas trees – the third most popular outlet for purchases was the Christmas tree farm. Garden centers were the second most popular location for tree, wreath, and garland purchases. Note that Christmas tree farms ranked as a distant last option for wreath and garland.

**Take-Home Message #4:** Though Christmas trees are still central to indoor holiday decorations, you might also find some great selling opportunities by bundling Christmas tree complements such as wreaths and garlands. For example, consider three “package” sizes: Santa’s bag, Santa’s Sleigh, and Mrs. Claus’ Dream. Santa’s bag may have a tree and a wreath. Santa’s Sleigh may have a tree, two garlands, and one wreath. Mrs. Claus’ Dream might contain the items in the Santa’s Sleigh plus two porch pots. To the customer, a bundle might be worth a savings of 10% or 15%, but to you, building can increase that customer’s overall expenditure at your farm.

In summary, the opportunities for Christmas tree farms to help Americans decorate for and celebrate Christmas do not stop at the tree. That said, the industry is working toward alleviating some of the negative attitudes about mess and eco-friendliness before and during decorating season. Our big takeaway message, though, is that bundling products might entice some consumers to increase their spending at your farm, especially if you offer delivery.

## Why Remove Fir Cones?

*Reprinted from Steigerwaldt Tree Farms*

Many tree professionals and Christmas tree buyers are not aware of how important it is to remove cones from fir trees. Species such as Fraser fir can begin cone production only five or six years after planting, when trees are about six feet tall. Often, cones develop when trees are seven to ten feet tall. Fir cones grow vertically in the top portion of a tree, and can be about three inches tall by the end of the summer. There can be hundreds of cones present. In 2015, we found one large tree with over 900 cones!

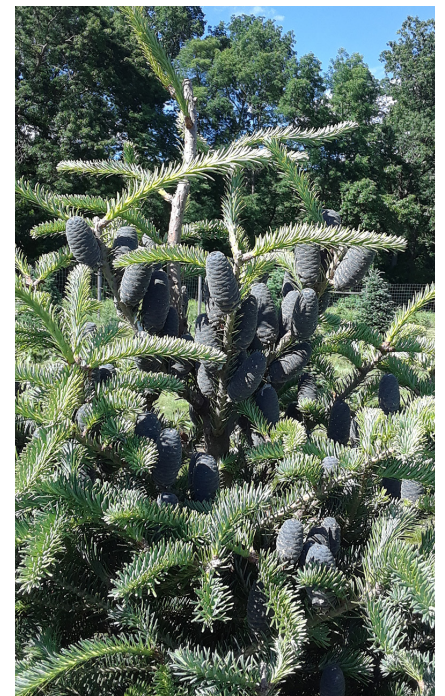
There are two main problems relating to cone production for Christmas tree growers. Biologically, a tremendous amount of energy goes into cone development, and accordingly, tree growth is lessened, particularly for sides and tree tops. Christmas tree growers want maximum new growth to help develop tree shape and density. These fir cones are a detriment.

The other concern is that fir cones disintegrate in the fall; if they are not removed, large holes or gaps are left where the cones were. This degrades Christmas trees by creating big openings that are not desirable.

Cone removals require field workers to visit every tree, typically in late May, and hand pick every cone; you can imagine what this might cost. This is a significant part of our annual budget.

To summarize why we pick cones:

- Promotes increased side and top tree growth
- Eliminates unsightly gaps in Christmas tree tops
- Results in dense, high-quality trees that are appreciated by Christmas tree purchasers



*Numerous cones are present on this 7 year old Canaan fir*



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## Welcome New Members!

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and Vinny Russomanno**

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## NJCTGA Newsletter Ad Sizes & Rates

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7.75" wide x 9.875" high..... \$100

### HALF PAGE

7.75" wide x 4.863" high..... \$60

### QUARTER PAGE

3.795" wide x 4.863" high..... \$35

If possible, ads should be submitted  
in PDF format. Contact Exec. Secretary  
Donna Cole for additional details.

**N J C H R I S T M A S T R E E S . O R G**



# Northwest Heat Wave Scorched Christmas Trees, Too

By: Mark Puleo, AccuWeather Staff Writer

Reprinted from AccuWeather.com

The historic heat wave that roasted the Northwest last month is threatening to Ebenezer Scrooge future holiday seasons, and it's hitting tree farmers right on their most valuable crop. "How devastating will it be? I mean, that's our crop," Cubby Steinhart told AccuWeather in an exclusive interview. "There isn't really another crop," he continued, adding, "We're hopeful that we can stay within 10% of our projected goals for the harvest this year. We're going to lose some trees, and if we just lose this year's crop even with our attempts, it'll be over a million dollars just on this year's crop alone."

Steinhart is the co-owner of McKenzie Farms and Happy Holiday Farms, a wholesale Christmas tree provider that ships about 800,000 trees to stores and lots across the United States and Mexico, according to the Portland Tribune.

Located in Estacada, Oregon, the trees at McKenzie Farms took a calamitous hit from the record-shattering heat wave that broiled the Northwest in late June. Estacada is located about 30 miles southeast of Portland.

"I never like to be an alarmist, but I said right away it was probably the most devastating thing I've seen in my 40-plus years in the Christmas tree business," Steinhart said.

From June 26-28, daily high temperatures in Estacada reached 109 degrees Fahrenheit, 112 F and 116 F, respectively, essentially torching the growth of Christmas trees. The heat shattered high-temperature records throughout the state, threatening to ransack the country's Christmas tree supply in the process.

The trickle-down of this year's Christmas tree doom could be felt in minor ways this season, but the hiked-up prices would be more likely felt in future years if the trees don't bounce back as farmers hope they do.

Oregon is the country's largest producer of Christmas trees, with varieties such as the Douglas fir and the Nordmann fir considered some of the most desirable trees. Data from 2014 shared by the Ag Marketing Resource Center showed Oregon far

outpacing every other state with 8.5 million trees produced, more than 42% of the country's output.

According to the National Christmas Tree Association, approximately 25-30 million real Christmas trees are sold each year, with about 350,000 total acres of land in the U.S. dedicated to tree production.

Damage from the heat manifests in two primary ways, Steinhart explained: on the sides and to the tops of the trees.

The impact will likely leave a mark on the 2021 Christmas season, particularly for growers in the Portland area, where the heat was most intense. Steinhart, however, said many trees from this year's harvest could potentially be salvaged by favorable weather conditions in the coming months.

"When the top has been brown, we can't harvest those trees. You can't shave it off and have nothing," he said. "The other part of it is, in all the species, if we're planting 4-8 inches of growth -- of lateral growth,

*continued on page 8*



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# News from the Christmas Tree Promotion Board

## Retail Locator – Time to Sign Up

The temperatures say “Summer,” but the calendar reminds us that the busy Christmas tree selling season is quickly approaching and it is time to begin preparations.

Choose & Cut Christmas tree farms are urged to sign up for the Retail Locator, prominently featured on the CTPB’s consumer website: [www.itschristmaskeepitreal.com](http://www.itschristmaskeepitreal.com). This invitation is also extended to Christmas tree producers who manage their own retail locations. In fact, ANY location selling real Christmas trees is welcome to sign up for the locator – at NO charge!

For those who were featured on the locator last season, you will receive an email to renew your listing. You will not have to complete a new sign-up form, however, you will need to indicate that you

want to be listed and you will have the opportunity to make any needed changes. You will receive that email the week of August 2.

The value of having all retail locations listed is the number of choices that can be provided to consumers wanting to purchase a tree. Also, this locator provides the option for those listed to add a “Closed for the Season” message if they have to close early, saving time and frustration by consumers.

Last season, the website had more than 150,000 visitors and the Retail Locator was the most popular page!

Ready to sign up? Visit [www.CTPB.info](http://www.CTPB.info). You will also find other great resources for EVERYONE who retails real Christmas trees!

## Northwest Heat Wave *continued from page 7*

that’s down the sides -- we only end up with two? Instead of getting 12 inches of growth on top, we get 6? It’s really going to set us back a year.”

Steinhart estimated that 30% to 40% of the trees will be set back at least one year in the growth process, and maybe another 10% to 15% over two years.

The bigger effect, however, may not be felt until next year and the years that follow.

But Steinhart thinks this year’s crop will not be as hard hit as future crops will be at his farm. “What got hit the worst for everybody was the 2021 plantings.”

Steinhart explained that one of the most impacted plantings would be of the seeds for the Noble fir species. Those seeds come from high elevation areas such as Mount Saint Helens and are therefore more vulnerable to high temperatures, he said, compared to the seeds of a Douglas fir.

“The Noble fir [trees] are all brown right now,” he said. “Anywhere north of Corvallis, pretty much everyone’s transplants look brown,” he said, referring to a town that is about 80 miles southwest of Portland and closer to the Pacific coast than Estacada. “But they’re not dead yet.”

Firs generally take seven to 10 years to reach full maturation, while the older trees are more likely to bounce back, despite the heat impacts.

The two types of heat-wave-related damage that can affect trees are heat damage – which affects the inner needles – and

sunscalding, or essentially a sunburn for a tree. Fir sunburn can affect the aesthetics of a tree in how it browns the new growth on the outside, but that damage can be sheared off. Inner-needle damage, on the other hand, can be fatal.

For the older Noble firs, the 5-year-old to 9-year-old trees, Steinhart said almost all the damage from the heat was sustained exclusively on the outside, which is encouraging for McKenzie Farms. However, it will still take another few weeks and months to see how the trees respond and if healthy growth returns.

More than anything, Steinhart simply said that tree farmers could use some rain. He said surviving until the start of the rainy season, which he anticipates coming by mid-September, will be crucial.

Another heat wave, however, would be crushing. Or as Steinhart said, it would “devastate this industry for many years to come.”

“If we get 95s and up to 100 again in August, then we may lose a lot of this year’s harvestable crops and that would be devastating even more financially,” he said. “We’re having enough trouble meeting the demand right now because we’re in kind of a short supply to begin with.”

That short supply could be felt by consumers as well.

While McKenzie Farms made a promise to its large customers, big-box accounts such as garden centers, that it would not raise prices this year because of the heat, the

losses will need to be recouped in coming years.

With that, he said that he hopes that the trees his farm sells to big box stores won’t be overpriced to customers in advance of future years’ increases. Right now, he said, the market is in a very good spot, and there should still be enough supply, thanks to the trees coming out of the Midwest, Canada and the mid-Atlantic.

Thanks to that healthy supply, customers’ wallets aren’t likely to feel the sting of a shortage this year.

For future years, Steinhart reiterated that he hopes stores wouldn’t take advantage of this year’s heat wave to increase tree prices.

“But it’s just going to increase the demand for trees back East and up in the North if we’re not able to come up with all the trees we need to out West,” he said.

Overall, Steinhart said he trusts the industry to continue thriving as it has in decades past. The need for a Christmas tree will never wane as long as Dec. 25 remains on the calendar. Plus, there are the environmental perks of Christmas-tree growing -- Steinhart said one tree provides enough oxygen for 18 people -- that make the industry environmentally important.

“It’s a great industry. We’ll survive. This hurts, it’s pretty painful, took a few days to recover,” he said. “And then like any farmers in any industry, we get up off our butts and go fight it the best we can. And we’ll be OK.”





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# SUMMER MEETING

## Saturday, September 25, 2021

**Registration 8:15 am | Breakfast 8:15 – 9:00 am | Meeting 9:00 am – 3:00 pm**

Katrina Alger and staff are graciously hosting this year's meeting and trade show! The Alger Farm is an 18 acre farm with 6 acres of Christmas trees consisting mainly of concolor fir, Douglas fir, blue spruce, and Norway spruce. The Christmas tree farm has been in business since 1966.

### A G E N D A

- 8:15-9:00** Registration, Breakfast, Visit with Vendors
- 9:00-9:15** Welcome by NJCTGA Exec. Secretary/Treasurer, Donna Cole, and President, Chris Nicholson
- 9:15-9:30** Farmers Against Hunger: Elise Yerrapathruni
- 9:30-10:15** Introduction to Alger Tree Farm Operations: Katrina Alger
- 10:15-10:45** Break, Networking, and Visit with Vendors
- 10:45-11:45** Pesticide Safety: Dr. George Hamilton, Chair Dept. of Entomology, Rutgers University
- 11:45-1:15** Lunch, Networking, and Visit with Vendors
- 1:15-3:00** Farm tour with the Alger staff

Rich Buckley, Director Plant Diagnostics Lab, Rutgers University will be joining us for questions, one-on-one conversations, and the tour.

**Pesticide credits will be available!**

*For directions to the meeting visit our website or:*

**7 Beacon Light Road • Califon, NJ 07830 • 856-468-5949**

**A picnic fare luncheon will be provided by the NJCTGA and the Alger**



# THE NEW JERSEY CHRISTMAS TREE GROWERS ASSOCIATION

## SUMMER MEETING

### Saturday, September 25, 2021

at  
**ALGER TREE FARM**

7 Beacon Light Road • Califon, NJ 07830 • 908-310-8205

## REGISTRATION FORM

PLEASE REGISTER EVERYONE WHO PLANS TO ATTEND.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Farm Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

	Number Attending	Meeting Price	Amount
<b>MEMBER</b> (Per Person)	_____	\$45.00	\$ _____
<b>NON-MEMBER</b> (Per Person)	_____	\$70.00	\$ _____
		<b>TOTAL ENCLOSED</b>	\$ _____

LIST PEOPLE ATTENDING. For name tags, give first name preference. PLEASE PRINT.

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**PLEASE RETURN REGISTRATIONS BY SEPTEMBER 18, 2021 TO:**

NJCTGA – Donna A. Cole, Exec. Secretary/Treasurer  
478 County Road 579, Milford, NJ 08848  
Phone: 908-735-4658