

These statements have been developed for the industry to use in consumer or media communications **only if this particular question is asked**. These statements are not meant to be communicated proactively or posted publicly.



## **There's a real Christmas tree for everyone who wants one in 2020.**

### **THE FACTS:**

- Concerns in the media about the availability of trees are unwarranted and unnecessary.
- Similar concerns in past years proved unfounded. The industry did not run out of trees in 2016, 2017, 2018 or 2019 and does not expect to run out of trees in 2020.
- There was a tree available for everyone who wanted one last year and no one should be concerned about the availability of real Christmas trees this year either.

### **REAL CHRISTMAS TREE SHOPPING TIPS:**

- If a particular location doesn't have the type of tree you're looking for, visit [ItsChristmasKeepitReal.com](https://www.ItsChristmasKeepitReal.com) and enter your zip code in our interactive tree finder to find a real Christmas tree buying option near you.

### **HOW YOU CAN HELP:**

- The best way to ensure a healthy supply of real Christmas trees is to support tree farmers every year.
- With an average growing time of seven years for a typical Christmas tree, farmers need to plan their crop years in advance. By purchasing a real Christmas tree each year, you will help drive demand that ensures there will be a healthy supply of real Christmas trees in the years to come.
- Plus, 100 percent of real Christmas trees sold in the U.S. are farmer planted and hand-harvested right here in North America.