

1st weekend (Nov. 27-29, 2009)
Roundup Quotes

Neenah, WI
Schroeder's Forevergreens
Sue Schroeder

It's been a long couple of days. Our retail sales are up a pinch from the same period last year...hope that trend holds for the rest of the season.

Polk City, IA
Kidman Tree Farm
Mike & Renee Kidman

Christmas Tree Sales set all time records the three opening days of the season for the farm. We think alot was due to the extremely nice weather, with temps in the 50's and the shorter season than usual. Heard from several other growers here in Iowa and all set records.

Elgin, TX
Evergreen Farms Christmas Trees
Beth Walterscheidt

The weekend at Evergreen Farms saw our sales up by 20%. We were overwhelmed and caught by surprise by the crowds. Families are looking for an experience for their families and tree cutting provides that.

Centreville, MD
Blue Heron Farm
Harriet and Ed Caporin

So far surprisingly better than last year with about one-third new customers.

Norman, OK
Goddard Tree Farm
Merrill Snider

Tree sales went very well the first weekend. Sunday afternoon was wet and yucky and we still had reasonably good traffic. Better sales than last year.

Youngsville, NY
Pine Farm
Fred Likel

Sales on Fri and Sat were down slightly from last year, but we believe that was primarily weather related. Sunday was beautiful and sales were the best in the past 5 years. In total we are about equal with last year. Looking forward to a couple more good weekends.
Upperco, MD

Davidson Christmas Tree Farm
Bruce Davidson

The first 3 days after Thanksgiving were up 25%, over last year, but last years Sunday was a bust due to bad weather. This year, weather has cooperated, so far.

Lincoln, NE
Spilker's Pine Ridge Tree Farm
Don Spilker

We had an outstanding opening 3 days. I think it must have been up by at least 10 percent from last year. Many new customers, formerly customers of the local nursery.

Newport, VA
Joe's Trees
Sue Bostic

Overall our 3 day weekend sales were on target with last year. Friday was up slightly and Sunday was down slightly. But it all averaged out on target. We expect a BIG weekend Dec 5&6!

Fort Worth, TX
Mainstay Farm
Jim Wilson

Thanksgiving weekend Mainstay Farm sold 6.6 percent more trees than same weekend last year. Friday, November 27 set a record in number of families coming to the farm on a single day. Fifty-eight percent of the trees sold were cut by families from the fields. Forty-two percent of trees sold were pre-cut Fraser Fir. Our guests were 70 percent return customers, and over 90 percent had children in their group.

Hawkinsville, GA
Our Cotton Pickin' Christmas Tree farm
Jim Wilson

We have doubled last year's sales! We have had several people that have had artificial trees in the past but decided on a real tree this year. People have been cheerful and seem to be enjoying finding a tree.

New London, WI
Mosquito Hill Christmas Tree Farm
Lori Vorachek

Sales were up Thanksgiving weekend compared to last year. We will have a better idea after the weekend of the December 4th how sales will be overall compared to 2008.

Montrose, CO
Colorado Conifers Christmas Trees
Gary Riessen

We were more than surprised to have the first weekend of sales to be our best ever. Large tree sales 10-16 feet (surprise) and wreaths showed the greatest increase. In talking with customers the response seems to be things are difficult but family and tradition are stronger. Our early and ongoing wholesale has been up from last year. After 27 years of wholesale Christmas trees this one on one family experience is pure pleasure.

Vancouver, WA
Thorntons' Treeland
Glen Thornton.

Our farm sales were identical to 2008, for Thanksgiving weekend. Prices are comparably the same as 2008. Our main change is that we are trying credit cards for the first time. However, I feel CC has no impact on sales.

Covington, GA
Berry's Tree Farm
Chuck Berry

Our first weekend sales were up about 160% over the same time last year.

Downers Grove, IL
Ide Christmas Trees
Charles Ide

Sales seem about average. Not a great difference from last year for Friday & Saturday. Sunday rained on and off all day so sales were about 1/2. We are a u-cut farm only, so bad weather really affects us.

Wichita, KS
Prairie Pines Tree Farm
Bob Scott

We have had the best opening weekend in many years, up over 15%. Mood seems to be upbeat, more optimistic, more laughter. All conditions were good including weather, so will know more after next weekend. We have the FedEx Trees for Troops pick up this Friday.

Spring Grove, IL
Richardson Christmas Trees
George Richardson

Sales steady with last year. Weather was excellent Friday and Saturday; light rain Sunday

morning, Bears game in the afternoon - they sucked, but guys still wanted to watch them suck. We had 42% of our expected sales- 35% of hoped for sales - depends a lot on weather coming up.

Easton, CT
Maple Row Tree Farm
J. Scott Edwards

Clear skies and unseasonably warm weather followed a washed out opening Friday to make the weekend an overall success. Sales were consistent as a poor economy encouraged people to partake in the real value found in a Christmas Tree Cutting outing. We look forward to a continued strong sales season.

Mt. Cory, OH
Kaleidoscope Farms
Dave and Jan Reese

We have a pre cut section on our choose and cut farm. Trees from both areas are selling well. We had the best opening weekend of our 19 year history of selling trees. Better than last year's record selling year. Good weather contributed greatly. Greenery and gift shop items sold equally well.

Simi Valley/Thousand Oaks, CA
Christmas Ranch Tree Farms
Don Cameron

Our Thanksgiving weekend sales were good -at least as strong as the last two seasons. Our lot sales were especially good. We were doing just fine at this time last year too!! Negative media reports on consumer spending and the sinking economy killed the middle and end of our sales season last year. Our customers seem to be optimistic and up-beat.

Port Orchard, WA
Christmas Traditions Tree Farm (Formerly Snowy Owl Trees)
Scott and Gail Kiele

Farm sales were up 10 - 15% for us this past weekend, compared to the past couple of years. This is great news and we are hoping the trend continues, since we suffered some at the end of last year with more snow and cold than normal.

Santa Barbara, CA
Anthony's Christmas Trees and Wreaths
Anthony Dal Bello

Sales down about 10% on Saturday and up 7% on Sunday compared to last year. Weather has been on the warm side in California and maybe been a reason for not getting into the Christmas Spirit.

Concord, OH
Mountain Creek Tree Farm
Ken Reeves

Black Friday was a huge disappointment at our cut your own farm. Sales for that day compared to last year was off ~30%. Saturday and Sunday picked up nicely but we are still down ~15% year over year. This is somewhat expected as we have 10% less sale-able trees versus last year. The coming weekend will be the tell all. I expect that our sales will be down from last year ~5-8%.

Paradise, CA
Mountain View Trees
Joe McNally

Despite a rainy start, we've had a good weekend of sales, and honestly CA needs the rain so no complaints. We are even with last year at this time, and that was a record year.

Nome, TX
Beavers' Christmas Tree Farm
Bob and Sue Beavers

Have been open a week and sales are up 25% over previous years. Increase mainly due to trees recovering from no hurricanes this year, as in 05 & 08. Also fewer farms in area due to hurricanes.

Berryville, VA
Oakland Tree Plantation
Peter Cook.

The three days after Thanksgiving saw strong sales of taller trees, both pre-cut and choose and cut, together with good sales of wreaths and roping. Total number of customers was similar to this time last year, but dollar sales were up almost 20%, indicating substantially greater spending per customer. Three days of beautiful weather undoubtedly helped sales.

Chesterland, OH
Sugar Pines Farm
Glenn Battles

We have been in the choose and cut Christmas Tree business for 30 years and this years opening weekend Tree sales were the best ever. We were busy all three days. The weather was beautiful and people were really in the Holiday shopping mood. The quest for real trees, Christmas joy and fun with family consistently penetrated the atmosphere. We had as much fun as our customers.

Amecameca, Mexico
Bosque de los Árboles de Navidad
Ernesto Maurer

Sales at the Bosque de los Árboles de Navidad (the Christmastree Forest) were down about 20% the first few days. Last weekend though, the gap is beginning to close. We expect a good season.

Newburgh, ME
Piper Mountain Christmas Trees
Jim Corliss

Bad weather Friday and worse on Saturday (wind driven rain). Fine Sunday but you can't make up the two lost days. Down 20% for weekend, same at retail lot.

Landenberg, PA
Schmidts Tree Farm
Ellis Schmidt

Tree sales were up slightly this year over last year. The weather Saturday and Sunday was nice and a welcome relief from the rain and drizzle we have been having. Customers seemed to be in a good mood and had an enjoyable visit to our farm.

Cambridge, MN
Wolcyn Tree Farms & Nursery
Nick Wolcyn

We have a choose and cut as well as tree lot in the Twin Cities area. Our St. Paul Lot is right on pace with where we were last year on the first weekend and our choose and cut which is 50 miles north of the Twin Cities was about even as well.

Atlanta, GA
Big John's Christmas Trees
Jimbo Livaditis

Up about 2.2% from last year, but that's with 3 additional locations. Week of Dec. 1 starting slow - could be weather related. Or not.