

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.



The number, variety and size of real Christmas trees may vary regionally this season, but trees will be available across the country in 2021.

THE FACTS:

- While the number, variety, and size of real Christmas trees may vary retailer by retailer this season, trees will still be available across the country.
- According to multiple growers in major production regions of the country, even though supply has been tightened by a variety of factors, including bad weather and supply chain issues, warnings of mass shortages are unwarranted.
- Despite some media reports to the contrary, the industry did not run out of trees in 2016, 2017, 2018, 2019 or 2020.

REAL CHRISTMAS TREE SHOPPING TIPS:

- For the greatest selection and availability, shoppers are encouraged to find their tree in the first two weeks of the Christmas tree shopping season, which traditionally starts the day after Thanksgiving.
- **If shoppers are flexible, they can expect to go home with a real Christmas tree. Some consumers may not find the exact tree that they're looking for in the exact place they look for it, but there will be trees available within shopping distance.**
- If a particular location doesn't have the type of tree you're looking for, visit [ItsChristmasKeepItReal.com](https://www.ItsChristmasKeepItReal.com) and use our interactive Retail Locator 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.