

NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

Buy-Sell Guide

NORTH CAROLINA
FRASER FIR



Christmas Tree
Association

We Proudly Feature

**NORTH CAROLINA
FRASER FIR**

The Perfect Christmas Tree



www.NCchristmastrees.com

1.800.562.8789



Seth & Lidjea Andrews
691 Hoppers Dairy Road
Sparta, NC 28675
andrewstreefarms.com
andrewstreefarms@gmail.com
336-372-1657

**Premium Quality Fraser Firs,
Wreaths, Garland, and a wide
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- 
- Fraser Fir Christmas Trees
 - Wreaths and Garland
 - Landscaping Trees and Shrubs

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Christmas Tree Hill

NURSERY

1-800-648-2815

www.christmastreehillnursery.com

christmashill@bellsouth.net

Owner: Kurt Vance
P.O. Box 399
1881 Millers Gap Hwy.
Newland, North Carolina 28657
Cell: (828) 387-0228
Home: (828) 733-4814

*"No order too large
or too small."*

North Carolina Fraser Fir

The Perfect Christmas Tree



Grown in its native
home of the NC
mountains



Soft, pleasant-to-touch,
dark green needles



Long-lasting
pleasant aroma



Incomparable
needle retention



Strong yet pliable
branches that hold even
the heaviest ornaments



1-800-562-8789

NCchristmastrees.com



(828) 262-5826 • (800) 562-8789
(F) (828) 265-1558
email: info@NCchristmastrees.com
NCChristmasTrees.com

OFFICERS AND DIRECTORS FOR 2023

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Treasurer:	James Pitts PO Box 136 Plumtree, NC 28664 (828) 765-0019	Imm. Past Pres.:	Amber Scott 160 Hewed Log Gap Fleetwood, NC 28626 (336) 877-2672
2nd Vice Pres.:	Alex Church 160 Hewed Log Gap Fleetwood, NC 28626 (828) 877-4237	Fraser Fir Prom. Comm. Chair:	Jeff Vance PO Box 399 Newland, NC 28657 (828) 733--4814

Executive Director: Jennifer Greene
577-3 George Wilson Rd • Boone, NC 28607
(828) 262-5826

National Directors:	Wilson Barr PO Box 3 Crumpler, NC 28617 (336) 982-3013	Pat Gaskin PO Box 135 Laurel Springs, NC 28644 (336) 372-4193
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Directors:	Dee Clark Rodney Buchanan Wilson Barr Barry Campbell Nathaniel Johnson	Amber Scott Alex Church Greg Ashley Garrett Clawson Carrie McClain Harry Yates, Advisor	James Pitts Jeff Vance Renee Beutell Earl Deal Brad Wishon
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Advisors:	Jeff Owen, NC CES Anna Hollifield, NCFS Dr. Dale Monks, NCSU	Tony Haywood, NCDA & CS Harry Yates, NCCTA Dr. Justin Whitehill, NCSU
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The Mission of the North Carolina Christmas Tree Association is to promote "real" farm-grown Christmas Trees through marketing and education. We will contribute to the success of the Christmas Tree Industry by providing ethical, professional, and visionary leadership.

The Buy-Sell Directory is an annual publication of the North Carolina Christmas Tree Association and is designed to encourage contact between member-growers and tree buyers. All information listed in the directory was supplied to the association by firms or individuals on standard forms prepared by the Association.

Including this grower-supplied information does not constitute a warranty nor imply obligation on the part of the Association for either the accuracy of the information supplied or the reliability of those listed. The Association assumes no responsibility for accuracy or validity of claims in advertising.



Evaluating Tree Freshness on Retail Lot

To check how your trees are holding up on the retail lot, make the following observations:

Christmas trees are perishable. Their freshness can be lost rapidly during a severe drying event or slowly over time through neglect. As a retailer, you should periodically evaluate the freshness of your product. Your decisions on how to handle and market your trees should rely on the information you collect from your evaluation. If you find that your trees are losing their freshness on the lot, you might be able to identify the conditions that are hurting your trees and better control them. If you are confident that your trees are holding up, you can help your customers to better appreciate their freshness.

There is a direct relationship between the amount of water in a tree and its freshness. Researchers use a couple of different methods to measure the amount of moisture in Christmas tree foliage, but they are time consuming. You can use several tree characteristics as a rough and ready indicator of tree freshness. These include tree color, needle retention, foliage temperature, branch and needle flexibility, and even tree weight.

How is the color of the tree? Dry trees tend to lose color and develop a paler green or washed out appearance compared to fresh trees.

Does the tree hold its needles when you brush branches or shake the tree? If more than a few current season needles drop, there could be a freshness problem with the tree. Losing some internal (older) needles is normal, but a tree should hold onto all of its younger needles on the outside of the tree. Needle loss is complex and can result from genetic variation, temperature extremes, high salt content in the tree aggravated by moisture loss, or a lack of dormancy of the tree resulting from unseasonably warm autumn weather.

Does the foliage of the tree feel cool to the touch? A fresh tree with good water content will feel cooler than room or ambient outdoor temperature. A dry tree will feel warm in comparison. Of course, foliage in direct sunlight will be warmer, so be sure to compare foliage under similar conditions. You might do this early or late in the day when conditions will be more uniform from tree to tree.

Are the needles and branches pliant and flexible? The needles on a fresh tree will bend with your touch and return to their normal position without breaking. The branches on a fresh tree will also easily bend and spring back to their resting position. Dry branches are stiff. Dry needles are brittle such that needle loss on dry trees is often from needle breakage.

How heavy is the tree compared to its neighbors? Weight can be misleading if you are comparing different size or density trees. However, if the trees are similar, a dry tree will weigh less than a fresh tree flush with water. If other tree characteristics are pointing to a dry condition, then lifting it up can confirm your evaluation.



GROWERS LISTED BY COUNTY

NORTH CAROLINA

ALLEGHANY COUNTY

Seth Andrews
Mitchell Bottomley
Earl Deal
Patricia Gaskin
Kathy Shore
Bruner Sides
Randall Sides
Scott Smith
James Vestal
Johnny Wishon

ASHE COUNTY

Scott Ballard
Rusty Barr
Andy Cheek
John Chefas
Cline Church
Roger Critcher
Russell Estes
Sanford Fishel
Joe Freeman
Steve Leath
Mitchell Poe
Clark Reavis
Greg Sexton
Daniel P. Shatley
Conrad Steinhart
Charles Sturgill
Jason Sturgill
Tommy Wagoner
John Weaver
Maurice Woodie

AVERY COUNTY

Waightstill Avery
Dale Benfield
David Cartner
Clay Cuthbertson
John Dellinger
Mark Gay
Matthew Horney
Daniel Johnson
James Pitts
Robert Reece
Anna Trivett Hollifield
Jeff Vance

BUNCOMBE COUNTY

Curtis Hawkins

HAYWOOD COUNTY

David Boyd
Robbie Hunt

JACKSON COUNTY

Thomas Beutell
Charles Fowler
Jerry McAbee
Scott Pressley

MADISON COUNTY

Donna Jones

MITCHELL COUNTY

Rodney Buchanan
John L. Wilson

WATAUGA COUNTY

Dale Cornett
Rob Hunt
Scott Taylor
Charles C. Wilcox

YANCEY COUNTY

Sherry Peele

VIRGINIA

BLAND COUNTY

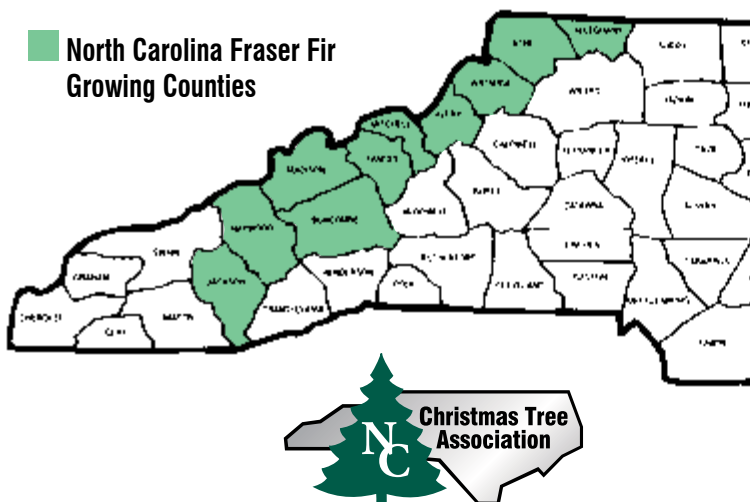
Daniel Guthrie

CARROLL COUNTY

Michael Gatchell

GRAYSON COUNTY

James M. Shatley



Contents

Officers & Directors	3	Buyers	44
County Listings	5	Farm Name Cross Reference	50
Contest Winners	7	Allied Businesses	52
Growers	9	Contract Services	55
Nurseries	40	Advertiser Index	55

WHY North Carolina Fraser Fir?



- ▲ Agricultural Crop Grown in and Native to Western North Carolina Mountains
- ▲ Soft, Pleasant-to-touch, Dark Green Needles
- ▲ Incomparable Needle Retention
- ▲ Long Lasting Traditional Christmas Aroma
- ▲ Pliable, Yet Strong, Branches for the Heaviest of Ornaments
- ▲ Environmentally Friendly, Recyclable after Christmas
- ▲ 14 Times Voted National Grand Champion Christmas Tree and displayed in the White House



**"Keeping Christmas
Real Since 1959"**

Winners of the 2022 NCCTA Tree & Wreath Contest

CONGRATULATIONS!



FRASER FIR

Grand Champion *
Alex Church & Amber Scott,
Cline Church Nursery



DECORATED WREATH

1st Place *
Sherry Peele,
Carolina Wreath Company



UNDECORATED WREATH

Grand Champion *
Sherry Peele,
Carolina Wreath Company

**Eligible to enter the National Christmas Tree Association Contest*

Fresh NORTH CAROLINA FRASER FIR



The Perfect Christmas Tree

... The key to satisfied customers

Keep your trees shaded

Store trees in a shaded area. The North or east side of a building may work well too. Awnings, lathe houses, or shade cloth structures may be used if natural shade is unavailable. Do Not leave baled trees in full sun

Store Trees Upright

Trees stored standing up have less exposure to sunlight and lose less water

Keep your trees moist

Store trees upright on wet sawdust or mulch to help retain water. Mist stored trees periodically to reduce temperature and minimize moisture loss

Display Trees in Shade, and/or water

Trees displayed this way lose far less water and sell faster

Put a fresh cut on the stump for your customer

If possible. This will insure that the tree will take up water

Provide customers with tree care information



Visit us on the web at nccchristmastrees.com



GROWERS

NUMBER OF TREES FOR SALE BY SPECIES

GROWER	B&B = Balled & Burlapped FF = Fraser Fir NF = Nordmann Fir LC = Leyland Cypress		WP = White Pine BX = Boxwood CD = Cedar		WREATHS, ROPING & BOUGHS
	FRASER FIR		OTHER		
Andrews, J. Seth & Lidjea Andrews Tree Farms & Nursery LLC 691 Hoppers Dairy Road Sparta, NC 28675 andrewstreefarms@gmail.com andrewstreefarms.com (336) 372-1657 Alleghany County Est. 1991 See our ad on Inside Front Cover	2,000	Available	B&B Available		Wreaths: 100,000 FF, WP, BX, CD, NF; Single & double face; All sizes Roping: 100,000 FF, WP, BX, CD, NF; All lengths Boughs: FF, WP
Avery, Waigsttill Avery Farms/Trinity Tree Company PO Box 190 Plumbtree, NC 28664 averyfarms3@gmail.com averychristmastrees.com (828) 733-5052 (828) 737-0056 (F) Avery County Est. 1952 Farm located at 615 Avery Lane, Plumbtree, NC 28644	500	5-6	Mail Order: Trees & Wreaths		Wreaths: FF; Single face; All sizes Boughs: FF, WP
Ballard, Scott West End Wreaths PO Box 29 West Jefferson, NC 28694 sales@westendwreaths.com westendwreaths.com (336) 384-4440 (336) 620-2650 Ashe County Est. 2003 Farm located at 5983 194 N, Warrensville, NC 28693			Mail Order: Wreaths		Wreaths: 100s FF; Single face; 6 - 48"



Coco Elegance Wreath

FRASER FIR
CHRISTMAS
TREES, WREATHS
& GARLAND
FROM THE
MOUNTAINS OF
NORTH CAROLINA
AVAILABLE
IN LARGE
QUANTITIES



Blue Christmas Wreath



European Country Wreath



Santa Clara Wreath

OUR COMPANY
KEEPS UP WITH THE
LATEST RESEARCH AND
DEVELOPMENTS, AND
GOES TO THE HIGHEST
MEASURES TO PROVIDE
A HIGH QUALITY TREE
TO YOU FRESH AND
ON TIME, SO YOUR
BUSINESS WILL BE A
SUCCESS!



European Country Urn

PROUD TO BE THE
THIRD GENERATION IN
OUR FAMILY BUSINESS,
WITH A COMBINED 80
YEARS OF EXPERIENCE
GROWING HIGH
QUALITY FRASER FIR
CHRISTMAS TREES.



European Country Basket



Three Mix Kissing Ball

336-657-7585
kathyshorenursery@skybest.com

<div>GROWER</div>	<div> <div> B&B = Balled & Burlapped FF = Fraser Fir NF = Nordmann Fir LC = Leyland Cypress </div> <div> WP = White Pine BX = Boxwood CD = Cedar </div> </div>		<div>WREATHS, ROPING & BOUGHS</div>
	FRASER FIR	OTHER	
Barr, Rusty & Melissa and Wilson and Avery Barr Evergreens of NC, LLC PO Box 3 Crumpler, NC 28617 rusty@barrevergrees.com barrevergrees.com (336) 982-3013 (336) 982-3017 (336) 982-3015 (F) Ashe County Est. 1960 Farm located at 321 East Healing Springs Road, Crumpler, NC 28617		Blue Spruce Concolor Fir Norway Spruce White Pine Other Species Available Balled & Burlapped Available Nursery Landscape Materials	Wreaths: 10,000 FF, Arborvitae, CD, Noble Fir, WP; Single & double face; 8, 12, 16, 24, 36, 48" Roping: 2,000 FF, Arborvitae, CD, WP; 25 & 75' rolls
Benfield, Dale & Diane and Colby Santa's Choice Tree Farm 97 Sam Brewer Road Newland, NC 28657 santaschoicetrees@gmail.com (828) 733-7392 (828) 260-1488 (828) 733-2389 (F) Avery County Est. 1976 Farm Located at 800 Cole Hollow Road, Newland, NC 28657			
Beutell, Thomas C. & Joan A. and Renee B. and Barry Campbell Wolf Creek Tree Farm & Nursery, Inc PO Box 2 Tuckasegee, NC 28783 wctf@frontier.com wolfcreektreefarm.com (828) 293-5115 (828) 293-3534 (828) 293-5852 (F) Jackson County Est. 1949 Farm located at 8833 Hwy 107, Cullowhee, NC 28723 See our ad on Back Outside Cover			

Cartner's *Blue Ridge* Fraser Firs of North Carolina



P.O. Box 74
One Balsam Drive
Newland, North Carolina 28657
Telephone: **(828) 733-1641**
Fax: (828) 259-9465

www.CarolinaFraserFir.com
Email: Cartner@CarolinaFraserFir.com

*Member:
National Christmas
Tree Association*

SERVING AMERICA'S HOMES & GARDEN CENTERS SINCE 1959

PROMOTE YOUR NC FRASER FIR!



FREE Promotional Materials!

YOU ONLY PAY FOR SHIPPING CHARGES!

- ☒ Banners: "We Proudly Feature NC Fraser Fir" outdoor vinyl 36x55"
- ☒ Tree Care Pads: 50/pad
- ☒ Real Trees Make Scents Brochures



Call 800-562-8789



Promotional materials provided through NCDA & CS Specialty Crop Block Grant Program

NUMBER OF TREES FOR SALE BY SPECIES

GROWER

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 NF = Nordmann Fir
 LC = Leyland Cypress

WP = White Pine
 BX = Boxwood
 CD = Cedar

**WREATHS,
 ROPING
 & BOUGHS**

FRASER FIR

OTHER

Bottomley, Mitchell and Mike Wagoner

Bottomley Evergreens & Farms
 140 S. Sparta Parkway
 Sparta, NC 28675
 mike@bottomleys.com
 bottomleys.com
 (336) 372-5252
 (336) 572-2408
 (336) 372-5262 (F)
 Grayson, VA
 Est. 1995
 See our ad on Back Inside Cover

Boyd, David

Boyd Mountain Christmas Tree Farm
 143 Boyd Farm Road
 Waynesville, NC 28785
 trees@boydmountain.com
 boydmountainchristmastreefarm.com
 (828) 926-8888
 Haywood County
 Est. 1982

Buchanan, Rodney

Buck's Tree Farm
 3127 Hwy 80
 Bakersville, NC 28705
 rodbuck@yahoo.com
 buckstrees.com
 (828) 766-8277
 (828) 688-2136
 Mitchell County
 Est. 1980
 See our ad on page 14

Cartner, David, Jim P. and Sam C., and Ronnie Beam

Cartner Christmas Tree Farm
 PO Box 247
 Newland, NC 28657
 cartner@carolinafraserfir.com
 carolinafraserfir.com
 (828) 733-1641
 (828) 252-9908
 Avery County
 Est. 1959
 Farm located at 901 Balsam Drive,
 Newland, NC 28657
 See our ad on page 12

Serving Satisfied Customers for Over 40 Years



BUCK'S TREE FARM

NC Hwy 80N

Bakersville, North Carolina 28705

Broadleaf Evergreens

Fraser Christmas Trees 6' through 12'

(828) 766-8277 or (828) 688-2136

Website: ~.buckstrees.com / E-mail: rodbuck@yahoo.com

Randy & Rodney, Owners

Member NCCTA / Mitchell Co. Assn. of Christmas Tree Growers & Nurserymen

**Jackson County
Fraser fir**
The Best of the Best

**Visit our website
for links to our
Wholesale and
Choose & Cut Farms**

**Jackson County
Christmas Tree Association**

JCCTA.org | 828-743-8034 | info@jacksoncountytrees.com

GROWER

15

PREMIUM FRASER FIR

ALL SIZES
AVAILABLE

White
Pine
and
Norway
Spruce
Also
Available



BRUNER SIDES NURSERY

68 Reeves Ridge Road • Sparta, NC 28675 • E-mail: sidesrk@skybest.com



Home & Office (336) 372-8224

Loading Yard (336) 372-2260

Fax (336) 372-2159



100+ years of
Sustainable Growing



Visit Kirk for all your U-Cut and Tree Lot Supplies
(800) 426-8482 www.kirkcompany.com

Snow Flock



Tree Baler and
Netting



Wreath Rings



Scented
Pine cones



Tree Care Kit

What's Inside:
(tree not included)



Removal Bag



Same Great Product-
New Package!

Kolors by Kirk



Tree Life/Keeps It Green!
Tree Hydrator



Same Great Product-
New Package!



Twine available
in 4 colors



NUMBER OF TREES FOR SALE BY SPECIES

[illegible]



Points to Make with your Customers

Most customers want more than just the price of a tree from your sales staff. Many customers want to know about the tree — where it was grown, how old it is, or when it was cut. Others may want some reassurance about the freshness or quality of your trees. It can help sales to have answers ready for typical questions.

For a valuable product that is 10 to 15 years in the making from seed, you might even consider making a “story” about the trees you sell — where they are native to, a little about the farm or farmer that grew the trees, the year the seed was planted to be ready this year, even the amount of snow that typically falls where it came from. What you and your sales staff share with customers can give value and meaning to this important seasonal purchase. Make their experience with you memorable, and they will be back next year.



Life History of a Fraser Fir

- Fraser firs are native to the highest peaks of the Southern Appalachian Mountains.
- A typical seven foot Fraser fir Christmas tree started in a seedbed about twelve years ago. It grew eight or nine inches in three years. It then spent two years in a transplant bed where it doubled in size. Now it was transplanted to the field where it grew for the next seven years.
- Every year the grower fertilized it, pruned and shaped it, managed weeds and insects, and even protected it from deer.
- Each tree was the recipient of more than 100 cultural practices during its life.

Freshness and Durability of a Fraser Fir

- Fraser firs are adapted to a southern high-elevation climate that is quite changeable.
- Not only do they survive extreme winter cold and high winds, but must contend with greater temperature changes than trees grown in Northern States.
- As a result, Fraser fir holds up exceptionally well to the stresses of the harvest and retail season.
- Dormant Fraser firs will hold their needles for months.

Tree Care

- Consumers can do a lot to keep their trees fresh.
- Always keep the tree cool, dark, and watered until it is decorated.
- Store a tree in full shade where it can be kept cool.
- Put the trunk in a water bucket or pan if it is going to be more than a few hours before it is put up.
- If more than 2 days go by before it is put in a stand, a fresh cut of at least ½ inch should be made off the base of the tree.
- The tree should be displayed in a stand with at least a 1 gallon capacity.
- The water level should be checked daily and refilled as needed.
- Display the tree away from direct sunlight or any heat source.

The Environmental Choice

- North Carolina Fraser fir growers lead the industry in their efforts to take care of their land. Fraser firs are grown on steep mountain-sides that are at high risk of erosion and require utmost care.
- NC growers have had to develop sustainable practices that are gentle to soil, water, and wildlife.
- Growers use Integrated Pest Management techniques to manage pests and maintain quality with minimum inputs.

GROWER

19



Cornett Carolina Trees

*Customer Satisfaction & Service
Our Top Priority Since 1979*



Dale Cornett

P.O. Box 172

2230 Mountain Dale Rd.

Vilas, NC 28692

828-964-8463

828-386-4191

dalecornett@gmail.com

www.CornettCarolinaTrees.com



NUMBER OF TREES FOR SALE BY SPECIES

GROWER

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NF = Nordmann Fir
LC = Leyland Cypress

WP = White Pine
BX = Boxwood
CD = Cedar

**WREATHS,
ROPING
& BOUGHS**

FRASER FIR

OTHER

Fowler, Charles & Rebecca

Windy Gap Tree Farm, Inc.
PO Box 84
Glennville, NC 28736
charles@windygaptrees.com
windygaptrees.com
(828) 507-8863
Jackson County
Est. 1988
Farm located at 1027 Nettie Mountain
Road, Tuckaseegee, NC 28783

Freeman, Joe

Mistletoe Meadows
583 Burnt Hill Road
Laurel Springs, NC 28644
mistletoem@skybest.com
mistletoemeadows.com
(336) 465-9754
Ashe County
Est. 1988

500 White Pine	5-6	Wreaths: 10,000 FF, LC, BX; Single & double face; Roping: 2,000 WP, FF, LC, BX; 15, 25, 30, 50, 75' rolls Boughs: Boxwood 10,000 lbs;
500 White Pine	6-7	
500 White Pine	7-8	
200 White Pine	8-9	
250 White Pine	B&B	

Gaskin, Patricia B.

Laurel Springs Nursery, LLC
PO Box 135
Laurel Springs, NC 28644
lsxtf2@skybest.com
laurelspringsnursery.com
(336) 372-4193
(336) 372-4168 (F)
Alleghany County
Est. 1972
Farm located at 7491 Hwy. 18 South,
Laurel Springs, NC 28644
See our ad on page 34

200	12-14
200	14+

Wreaths:
Made to order
FF, WP, BX, Other;
Single & double face;
16 - 48"

Roping:
Made to order
FF, WP, BX, Other;
25 & 75' rolls

Gatchell, Michael

Santa's Trees
1451 Nester School Road
Dugspur, VA 24325
landman66@yahoo.com
santastreestasurecoast.com
(561) 662-9140
Carroll County, VA
Est. 2002

Sold Out

Growing Traditions for you and your customers.

Specializing in quality Fraser Firs, wreaths and garland in all shapes and sizes for over 40 years.



571 Baldwin Road • PO Box 985
West Jefferson, North Carolina 28694
Phone: 336-846-2976 • Fax: 336-846-3368
Email: cardinaltree@skybest.com
Website: www.cardinaltreefarm.com



COUNTRYVIEW NURSERY, INC.
Specializing in Seedlings and Transplants

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Allendale, Michigan 49401

Phone: (616) 892-4090

Fax: (616) 892-4290

Email: brian@boschsnursery.com
www.boschsnursery.com



Fraser Fir Transplants

FRASER FIR

Age	Size	Per 100 Rate	Per 1,000 Rate
(3-1, PL+1)	8-14"	\$125.00	\$920.00
(2-2, PL+2)	10-18"	\$160.00	\$1350.00
(P+2, P+3)	12-22"	\$175.00	\$1500.00



Norway Spruce Transplants

CANAAN FIR

Age	Size	Per 100 Rate	Per 1,000 Rate
(2-1, P+1)	8-14"	\$125.00	\$960.00
(2-2, P+2)	10-18"	\$165.00	\$1350.00
(P+2, P+3)	12-22"	\$180.00	\$1550.00

For a complete list call or write us.

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 BX = Boxwood
 CD = Cedar

**WREATHS,
 ROPING
 & BOUGHS**

FRASER FIR

OTHER

Gay, Mark

Buck Hill Tree Farm
 PO Box 1288
 Linville, NC 28646
 cogmog@charter.net
 buckhilltreefarm.com
 (828) 387-0366
 (828) 733-9916
 Avery County
 Est. 1976
 Farm located at 8669 Linville Falls
 Hwy, Newland, NC 28657

Sold Out

Wreaths:
 Made to order
 FF;
 Single face;
 All sizes

Guthrie, Daniel

Guthrie & Co., LLC
 PO Box 6355
 Hickory, NC 28603
 dguthrie05@gmail.com
 guthrieandco.com
 (828) 310-3560
 Bland County, VA
 Est. 2005
 Farm located at Dry Hollow Road,
 Bland, VA 24315

Wreaths:
 Made to order
 FF/WP;
 Single face;
 6-54"
 Roping:
 Made to order
 FF, WP, Mixed;
 15' & 30' rolls

Hawkins, Curtis & June and Dale

Sandy Hollar Farms
 63 Sandy Hollar Lane
 Leicester, NC 28748
 sandyholmf@aol.com
 sandyhollarfarms.com
 (828) 683-3645
 (828) 230-8118
 Buncombe County
 Est. 1969

500 5-6
 500 6-7

200 White Pine 7-8

Wreaths:
 Call for sizes and
 availability
 FF
 Roping:
 Call for availability
 WP;
 25' rolls

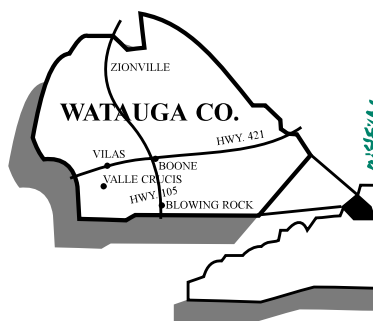
Horney, Matthew

G & S Trees
 PO Box 686
 Elk Park, NC 28622
 gstrees@att.net
 gstrees.com
 (828) 733-3174
 (828) 737-6922 (F)
 Avery County
 Est. 1994
 Farm located at 6051 N US 19E,
 Newland, NC 28657

Come to the High Country for your Christmas Trees!



**WATAUGA COUNTY
CHRISTMAS TREE ASSOCIATION**
~wataugachristmastrees.org



971 West King Street
Boone, NC 28607
(828) 264-3061

NORTH CAROLINA

GROWERS OF QUALITY

- FRASER FIR
- WHITE PINE, HEMLOCK, SPRUCE
- SEEDLINGS, TRANSPLANTS
- B&B PLANTS
- FRESH WREATHS, ROPING, GARLAND
- WHOLESALE & RETAIL

ANNUAL CHOOSE AND CUT DAYS

- THANKSGIVING THROUGH MID-DECEMBER

ANNUAL FRASER FIR FIELD DAY

- LAST THURSDAY OF JULY

FACTS

- ENVIRONMENTALLY OPTIMUM CONDITIONS
- AVERAGE SNOWFALL / 57"
- AVERAGE RAINFALL / 57.5"
- AVERAGE TEMPERATURES
JANUARY / 29 DEGREES
JUNE / 59 DEGREES
- SOUTHEAST'S LARGEST SKIING COUNTRY
- 35 + MOTELS
- 100 + RESTAURANTS



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(828) 264-1299

CALL OR WRITE FOR FREE BUYERS GUIDE AND CHOOSE AND CUT BROCHURE

NUMBER OF TREES FOR SALE BY SPECIES

GROWER

B&B = Balled & Burlapped
 FF = Fraser Fir
 NF = Nordmann Fir
 LC = Leyland Cypress

WP = White Pine
 BX = Boxwood
 CD = Cedar

**WREATHS,
 ROPING
 & BOUGHS**

FRASER FIR

OTHER

Hunt, Rob

High Country Christmas Trees
 PO Box 1595
 Boone, NC 28607
 highcountrytrees@gmail.com
 highcountrychristmastrees.com
 (828) 262-1096
 (828) 268-4099
 Watauga County
 Est. 1977

Sold Out

Hunt, Robbie

Smoky Mountain Christmas Tree
 Farm
 756 Hemphill Road
 Waynesville, NC 28785
 (828) 400-2933
 Haywood County

Mail Order Wreaths

Organic trees

Johnson, Daniel W. and Herbie

Johnson Brothers Nursery
 PO Box 37
 Crossnore, NC 28616
 danielwj@hotmail.com
 johnsonbrothersnursery.com
 (828) 733-9520
 (828) 773-2273
 (828) 733-9640 (F)
 Avery County
 Est. 1970
 Farm located at 5261 Linville Falls
 Highway, Newland, NC 28657

500 5-6
 500 6-7
 300 7-8

Jones, Donna

Frosty Mountain Christmas Trees
 13623 Hwy 212
 Marshall, NC 28753
 frostymountainchristmastrees@gmail.com
 frostymountainchristmastrees.com
 (828) 656-8100
 (828) 206-0113
 (828) 656-2548 (F)
 Madison County
 Est. 1979
 See our ad on page 32

50 Tabletops
 50 14+

Wreaths:
 Made to order
 FF, FF&WP, FF&LC;
 Single face;
 8-48"

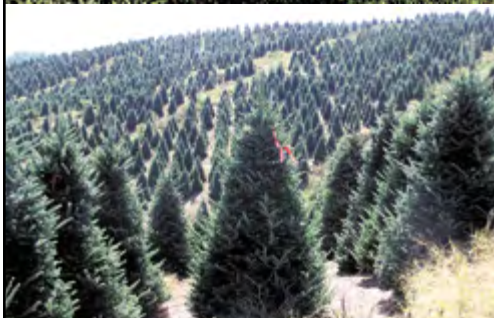
Roping:
 Made to order
 FF, FF&WP, FF&
 WP&LC;
 10 & 25' rolls

CRITCHER BROS. PRODUCE, INC.

Growers of Quality Fraser Fir

7467 Old 421 South
Deep Gap, NC 28618
Phone 828-264-2669
Fax 828-264-1255

Website www.critcherbrothers.com
Email: mough@critcherbrothers.com



Transportation Available

NUMBER OF TREES FOR SALE BY SPECIES

GROWER	B&B = Balled & Burlapped WP = White Pine FF = Fraser Fir BX = Boxwood NF = Nordmann Fir CD = Cedar LC = Leyland Cypress		WREATHS, ROPING & BOUGHS
	FRASER FIR	OTHER	
Leath, Steve & Janet and Eric S.	100 5-6		
Steve Leath & Sons	500 6-7		
PO Box 615	200 7-8		
Jefferson, NC 28640	100 8-9		
steve@steveleathandsons.com			
steveleathandsons.com			
(336) 982-2207			
(336) 999-4304			
Ashe County			
Est. 1997			
Farm located at 2014 Low Gap Road,			
Jefferson, NC 28640			
McAbee, Jerry			
Bear Valley Farm			
Whittier, NC 28789			
jerry@bearvalley.com			
bearvalley.com			
(828) 736-1405			
Jackson County			
Est. 2014			
Farm located at 231 Bee Tree Road,			
Glenville, NC 28736			
Pitts, James & Helen	300 6-7		Wreaths: Made to
Sugar Plum Farm	100 9-10		order
PO Box 136			FF,
Plumtree, NC 28664			Single face;
sugarplumfarm@att.net			Any sizes
sugarplumfarms.net			
(828) 765-0019			Roping: Made to
(828) 387-6782			order
Avery County			Any size rolls
Est. 1970			
Farm located at 1263 Isaacs Branch			
Road, Newland, NC 28657			
Peele, Sherry & Sharpe, Ricky			Wreaths: Made to
Carolina Wreath Company			order
PO Box 820			FF, WP, Cypress,
Sharpsburg, NC 27878			Juniper
speele@wilsoncountync.gov			Single face;
sherrypeele54@yahoo.com			10, 12, 14, 16, 18,
carolinawreath.com			20, 24, 36"
(919) 437-6546			
Yancey County			Roping: Made to
Est. 2003			order
Farm located at Charlie Deyton Road,			FF, WP, Cypress,
Green Mountain, NC 28740			Juniper
			Any size rolls
			Boughs:
			FF



Clamp-Type Wreath Frames & Machines



Shakers and Other Equipment



Cinco, Yule Tree, Gunnard & More



Polyurethane Balers & Netting

WAGONER'S fraserknoll

SUPPLIES + EQUIPMENT

We select and offer the best-working products!

BALERS • NETTING • WREATH-MAKING SUPPLIES
SHAKERS • TREE STANDS • TAGS • BANNERS
SHEARING MACHINES • REMOVAL BAGS & MORE

As an experienced grower and retailer, we can help you
select products for a more productive and profitable business.

www.fraserknoll.com

1-877-352-7355

384 BURNT HILL ROAD • LAUREL SPRINGS, NC 28644 • PHONE/FAX: 336-982-3517

GROWER

[illegible]



160 Hewed Log Gap Rd.
Fleetwood, NC 28626
Office: 336-877-4237
Fax: 336-877-4238
clinechurchnursery@gmail.com
www.clinechurchnursery.com



Established in 1977

Christmas Trees & Greenery

B&B Nursery Stock includes White Pine,
Norway Spruce, multiple varieties of
Arborvitae and Dogwood

Proud Supporter:
NCCTA, NCTA, NCNLA, American Hort

CHRISTMAS TREE
NURSERY
LANDSCAPE

TOOLS & SUPPLIES

Hand Pruners • Replacement Parts • Shearing Knives • Gloves
Long-arm Pruners • Flagging Tape • Apparel • Backpack Sprayers
Landscaping Tools • Labels & Printing • Digging Supplies



Greenscape Tools, Inc.
160 Hewed Log Gap Rd.
Fleetwood, NC 28626
Toll-Free: 888-314-2672
Fax: 336-877-2673

www.greenscapetools.com • greenscapetools@gmail.com

**MOST ORDERS
SHIP SAME DAY!**



NUMBER OF TREES FOR SALE BY SPECIES

GROWER	B&B = Balled & Burlapped FF = Fraser Fir NF = Nordmann Fir LC = Leyland Cypress		WP = White Pine BX = Boxwood CD = Cedar		WREATHS, ROPING & BOUGHS
	FRASER FIR		OTHER		
Shatley, Daniel P. Shatley Farms, LLC PO Box 697 West Jefferson, NC 28694 shatleyfarms@skybest.com shatleyfarms.com (336) 982-9462 (336) 982-9464 (F) Ashe County Est. 1975 Farm located at 3509 US Highway 221 North, Jefferson, NC 28640	6,000 Available Tabletops 5-6 6-7 7-8 8-9 9-10 10-12 12-14		Others Upon Request		Wreaths: Made to order
Shatley, James M., and Emaline and Orrin Carolina Fraser Fir Company, LLC 2617 Potato Creek Road Mouth of Wilson, VA 24363 info@carolinafraser.com carolinafraser.com (276) 579-7733 Grayson County, VA Est. 1987					Wreaths: 100,000 Single face Roping: Made to order; 15, 20, 25, 75' rolls Boughs: 100,000 lb. FF
Shore, Katherine Kathy Shore Nursery, LLC 1731 US Hwy 21 South Sparta, NC 28675 kathyshorenursery@skybest.com kathyshorenursery.com (336) 372-5324 (336) 745-1774 (866) 400-1084 (F) Alleghany County Est. 1996 See our ad on page 10	15 1,248 8,936 14,428 7,356 2,474 737 126	Tabletops 5-6 6-7 7-8 8-9 9-10 10-12 12-14			Wreaths: 10,000+ FF, WP; Single face; All sizes Roping: 1,000 each FF, WP; 25 & 75' rolls
Sides, Bruner & Linda and Dillon Bruner Sides Nursery 68 Reeves Ridge Rd Sparta, NC 28675 sidesnursery@skybest.com (336) 372-8224 (336) 372-2260 (336) 372-2159 (F) Alleghany County Est. 1971 See our ad on page 16	Sold Out				

Wishon EVERGREENS



"We Bring Christmas To Your Home"

Johnny & Linda Wishon

908 Independence Rd.

Sparta, NC 28675

Phone: (336) 372-7086

Fax: (336) 372-5530

E-mail: wishontrees@skybest.com

Web: wishonevergreens.com

**Premium Fraser Fir Christmas Trees
Roping and Single Faced Wreaths**



Frosty Mountain Christmas Trees



QUALITY TREES

FAMILY OWNED FARM SINCE 1978

Fraser Firs • Wreaths • Roping

Donna & Chipper Jones

13623 Hwy 212 • Marshall, NC 28753

www.FrostyMountainChristmasTrees.com

HOME & BUSINESS: (828) 656-8100

(828) 656-2548 (Fax)

North Carolina Fraser Fir Christmas Trees



www.NCchristmastrees.com



**PROMOTE YOUR
NC FRASER FIR!**

**FREE Promotional
Materials!**

YOU ONLY PAY FOR SHIPPING CHARGES!

Call 800-562-8789

Promotional materials
provided through NCDA
& CS Specialty Crop Block
Grant Program



NUMBER OF TREES FOR SALE BY SPECIES

GROWER

GROWER	B&B = Balled & Burlapped FF = Fraser Fir NF = Nordmann Fir LC = Leyland Cypress				WP = White Pine BX = Boxwood CD = Cedar		WREATHS, ROPING & BOUGHS
	FRASER FIR		OTHER				
Sides, Randal & Kimberly	Sold Out						Wreaths:
Randal & Kimberly Sides Nursery							Made to order
1169 New Haven Road							Single face;
Sparta, NC 28675							All sizes
sidesrk@skybest.com							
christmastreenc.com							Roping:
(336) 372-2526							Made to order
(336) 572-2128							75' rolls
(336) 372-7934 (F)							
Alleghany County							
Smith, Scott & Alanna	200	6-7					Wreaths:
Scott's Tree Farm	400	7-8					Made to order
PO Box 661	400	8-9					FF, WP, BX;
Sparta, NC 28675							Single face;
scott@scottsn.com							8, 12, 16, 24, 30,
(336) 657-0545							36, 48"
(336) 372-1626							
(336) 372-2211 (F)							Roping:
Alleghany County							Made to order
Est. 1998							FF, WP, BX;
Farm located at 446 Hickory View							25' rolls
Drive, Sparta, NC 28675							
Steinhart, Conrad and Kyle Wilkes	10,000	3-5	5,000	Balsam Fir	5-6		Wreaths:
Contact: Charity Goodman	5,000	5-6	10,000	Balsam Fir	6-7		Please call for infor-
Happy Holiday Christmas Trees	7,000	6-7	5,000	Balsam Fir	7-8		mation regarding
954 NC Hwy 194 N			3,000	Balsam Fir	8-9		wreath options
West Jefferson, NC 28694			1,000	Balsam Fir	9-10		
charityg@hhxt.net							
cubby@hhxt.net			5,000	Douglas Fir	5-6		
kyle@hhxt.net			15,000	Douglas Fir	6-7		
(336) 846-2214			10,000	Douglas Fir	7-8		
(866) 846-2216 (F)			3,000	Douglas Fir	8-9		
Ashe County							
Est. 1980			2,000	Noble Fir	5-6		
			5,000	Noble Fir	6-7		
			3,000	Noble Fir	7-8		
Sturgill, Charles and Josh Johnson	Call for Availability						Wreaths:
Sturgill Tree Farms	Tabletops						Call for inventory
1344 NC Hwy 88W	5-6						Single face
West Jefferson, NC 28694	6-7						8 - 54"
trees@sturgilltreefarms.com	7-8						
sturgilltreefarms.com	8-9						Roping:
(336) 246-4343	9-10						Call for inventory
(336) 977-2036	10-12						25' & 75' rolls
(336) 846-4069 (F)	12-14						
Ashe County	14+						
Est. 1970	B&B						
See our ad on page 34							



NC County Christmas Tree Associations

Ashe County CTA

PO Box 966
Jefferson, North Carolina 28640
ashcountychristmastrees.com

Jackson County CTA

5378 Pine Creek Road
Cullowhee, North Carolina 28723
jccta.com
See our ad on page 10

Mitchell/Yancey County Association of Christmas Tree Growers and Nurserymen

PO Box 366
Bakersville, North Carolina 28705
866-688-4811

**THANK YOU FOR
YOUR MEMBERSHIP
AND SUPPORT**

Watauga County CTA

971 West King Street
Boone, North Carolina 28607
wataugachristmastrees.org
See our ad on page 20



Laurel Springs Nursery, L.L.C.



Patricia Gaskin
Laurel Springs, NC 28644

**Fraser Fir Christmas trees,
wreaths & garlands**

Wholesale, retail & mail order.

Price List Available

(800) 851-2345

Email: lsxtf2@skybest.com
Member National Christmas Tree Association



Sturgill Tree Farms offers a large selection of premium Christmas trees as well as wreaths and garland. Our family takes great pride in our business and feels we are competitive in price, but most importantly, we offer a quality product. All of our products are guaranteed as stated.

Charles Sturgill: 336-977-2036

Office: 336-246-4343

Fax: 336-846-4069

Email: trees@sturgilltreefarms.com

www.SturgillTreeFarms.com

GROWER

35

THE ENVIRONMENTAL CHOICE

Real vs. Fake Christmas Trees

Real Christmas Trees

- ✓ Real Christmas trees are plantation grown on American family farms, making an important economic contribution to many rural communities in the United States.
- ✓ Real Christmas trees absorb carbon dioxide and other harmful "greenhouse" gasses and release fresh oxygen into the air. A Real Christmas tree has a fragrance beyond compare.
- ✓ One acre of Christmas trees provides the daily oxygen requirement for 18 people. There are about 500,000 acres of Christmas trees in the United States which collectively provide oxygen for 9 million people daily. Young, fast-growing trees like Christmas trees release more oxygen than mature forest trees.
- ✓ For every Real Christmas tree harvested, another one is planted in its place to ensure a steady supply year after year. Christmas tree fields support turkey, quail, songbirds, rabbits and deer.
- ✓ When planted outside after the Holidays, balled and burlapped Real Christmas Trees temper winds, suppress loud sounds, filter dust, moderate temperature, and dissipate odors.
- ✓ Real Christmas trees are an all-American renewable, recyclable resource. After the holidays, Real trees are chipped into biodegradable mulch, which replenishes soil in landscapes, parks, and schools. Most communities offer recycling programs.
- ✓ Recycled Real Christmas trees are also used as wind and water barriers at beaches and river beds to fight sand and soil erosion. They protect our water supplies, and provide refuge for wildlife. When sunk in ponds, they provide excellent refuge and feeding areas for fish.
- ✓ Real Christmas trees can be used as a feeding station and winter shelter for songbirds in your yard.
- ✓ Some consumers are allergic to dust that accumulates on surfaces of Real trees grown outside. You can wash most allergens off by spraying the tree with water before bringing it inside.
- ✓ The safest Christmas tree is a fresh, well-watered tree. A Real tree has never started a fire. Faulty Christmas lights, candles, and fireplaces can start tree fires.

Fake Christmas Trees

- ✗ Fake Christmas trees are made in Korea, Taiwan, or China. Importing artificial trees contributes to the US trade deficit.
- ✗ Fake Christmas trees are made from non-renewable plastics. The manufacture of petroleum-based plastics use up natural resources. Once used, they are gone forever.
- ✗ Furthermore, the manufacture of both plastic and metal components in the tree consume energy and create pollution.
- ✗ The average use of a Fake Christmas tree is only 6 or 7 years. Eventually, they all go to the landfill as garbage.
- ✗ Fake Christmas trees are not biodegradable. The plastics and metals that they contain, including lead, will remain in our landfills for centuries.
- ✗ Three Asian wood-boring beetle species have been imported to America on the wooden trunks of Fake trees. Undetected, these insects could attack native forest trees and lumber.
- ✗ Some consumers have suffered an allergic reaction to materials in their Fake tree.
- ✗ When a Fake Christmas tree catches fire, it releases dangerous toxic fumes into the home.



**Choose a Real Christmas Tree.
The Environmental
& Traditional Choice!**

Visit www.NCchristmastrees.com for more information.

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GROWER

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 NF = Nordmann Fir
 LC = Leyland Cypress

WP = White Pine
 BX = Boxwood
 CD = Cedar

**WREATHS,
 ROPING
 & BOUGHS**

FRASER FIR

OTHER

Vestal, James

Fir Ridge Christmas Tree Farm
 1700 Mt. Zion Church Road
 Sparta, NC 28675
 vestaljm@alleghany.k12.nc.us
 firridge.com
 (336) 469-7943
 Alleghany County
 Est. 1977

500 6-7
 500 7-8

Wagoner, Tommy

Fraser Knoll
 610 Burnt Hill Road
 Laurel Springs, NC 28644
 sales@fraserknoll.com
 fraserknoll.com
 (336) 982-3517
 (877) 352-7355
 (336) 982-7355 (F)
 Ashe County
 Est. 1967
 See our ad on page 28

Sold Out

Weaver, John W. & Suzanne N.

Weaver Tree Farms, Inc.
 417 Weaver Farms Road
 West Jefferson, NC 28694
 weaverfarms@skybest.com
 weavertreefarms.com
 (336) 246-7951
 (336) 977-1429
 (336) 846-7950 (F)
 Ashe County
 Est. 1984

Wilson, John L.

and Chelsea Wilson Thayer
 Snow Creek Christmas Trees
 302 Slagle Road
 Bakersville, NC 28705
 jlwilson513@gmail.com
 snowcreekchristmastrees.snappages.com
 (828) 385-2388
 (828) 688-2376
 Mitchell County
 Est. 1968
 Farm located at 447 Wilson Road,
 Bakersville, NC 28705

470 5-6
 1,200 6-7
 1,200 7-8
 50 8-9
 40 9-10

Why Should I Become a Member of the North Carolina Christmas Tree Association?



To promote the traditions and memories of celebrating Christmas with a Real Tree.



To protect and grow your business. NCCTA works to stop legislation and regulations that are negative to you and others growing, wholesaling and retailing Real Christmas Trees and to support beneficial legislation and regulations.



To be part of a community of Christmas Tree professionals and share the knowledge and experiences of thousands who share your concerns, questions and needs.



Special Benefits for NCCTA Members

- **First Pioneer Insurance Agency:** Offers a special worker's compensation insurance program.
- **LifeStore Insurance:** Insurance discounts offered to members for property and liability coverage, workers compensation and health plan options.
- **First Benefits:** NCCTA members are eligible for workers' compensation coverage with no other membership requirements. (LifeStore Insurance and First Pioneer Insurance represent First Benefits Insurance at their respective agencies in the High Country).

Membership Benefits



- ✓ Listing with link to your own website on NCchristmastrees.com where over 92,000 visitors search for Christmas trees annually.
- ✓ Annual listing in the Buy-Sell Guide that promotes REAL trees to thousands of buyers
- ✓ Annual listing in the Choose and Cut Directory that promotes REAL trees to thousands of consumers
- ✓ You will receive an annual subscription (two issues) of Limbs & Needles Magazine; keeping you up-to-date on association news, technical information, Christmas tree research information, and industry updates and marketing & management tips.
- ✓ Updated tree inventory listing available on website after September 1
- ✓ Retail lot listing on website with Google location services
- ✓ Access to NCCTA's Online Member Center, with resources such as classifieds, wholesale buyer mailing list, choose & cut promotional mailing list, and digital archived copies of Limbs & Needles
- ✓ Attention to relevant legislative issues on State and National Level
- ✓ NCCTA funded research projects through NCSU & NCDA&CS are beneficial for success and growth.
- ✓ Local, regional, state, and national advertising
- ✓ Expanded promotional opportunities and organizational planning through Specialty Crop Block Grants obtained by the NCCTA
- ✓ Access to free retailer promotional materials provided through grant funding
- ✓ Representation at Industry Trade Shows and Consumer Shows where the Buy-Sell and Choose & Cut Memories publications are distributed.
- ✓ Use of the NCCTA logo and the NCCTA trademark design "North Carolina Fraser Fir, The Perfect Christmas Tree"
- ✓ Representation with educational and governmental organizations
- ✓ Access to experts in the field – speakers, other members, sponsors
- ✓ Provides great opportunities to meet and network with industry peers
- ✓ Reduced registration rates for annual Winter and Summer meetings where industry leaders share information and insights, and growers interact and share their individual experience.
- ✓ NCTA T.I.P. benefits
- ✓ You will be a part of North Carolina's voice for the Christmas tree industry. Whether that means presenting a Christmas tree to the Governor, meeting with legislators regarding concerns for our industry, or participating in promotional opportunities in the media, NCCTA members have visibility and a voice.

NUMBER OF TREES FOR SALE BY SPECIES

GROWER

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 NF = Nordmann Fir
 LC = Leyland Cypress

WP = White Pine
 BX = Boxwood
 CD = Cedar

**WREATHS,
 ROPING
 & BOUGHS**

FRASER FIR

OTHER

Wishon, Johnny and Brad

Wishon Evergreens
 535 Napco Road
 Sparta, NC 28675
 johnny@wishonevergreens.com
 wishonevergreens.com
 (336) 372-7086
 (336) 372-5530 (F)
 Alleghany County
 Est. 1985
 See our ad on page 32

1,000	White Pine	5-6
1,000	White Pine	6-7
1,000	White Pine	7-8
500	White Pine	8-9

Wreaths:
 Made to order
 FF
 Single face;
 All sizes

Roping:
 Made to order
 FF, WP
 25 & 75' rolls

Woodie, Maurice

Windy Ridge Tree Farm
 1250 Old County Line Road
 Laurel Springs, NC 28644
 mwccconst@yahoo.com
 (336) 657-2148
 Ashe County
 Est. 2009

Fan Us or follow us!



Visit Our Website To Link To Us

North Carolina Christmas Tree Association

NCchristmastrees.com

NURSERIES

SELLER	SPECIES	TRANSPLANTS SEEDLINGS, OR SEED	BUYING OR SELLING	SIZE	AMOUNT
Andrews, J. Seth Andrews Tree Farms & Nursery 691 Hoppers Dairy Road Sparta, NC 28675 andrewstreefarms@gmail.com christmastreecompany.com (336) 372-1657 (336) 380-6766 (336) 372-1427 (F) Alleghany County See our ad Inside Front Cover	Fraser Fir	Transplants Seedlings Seeds	Selling Selling Selling	2-2, 2-3, 3-1, 3-2 2-0, 3-0	200 lbs.
Avery, Waightstill Avery Farms/Trinity Tree Company PO Box 190 Plumtree, NC 28664 averyfarms3@gmail.com averychristmastrees.com (828) 733-5052 (828) 737-0056 (F) Avery County Farm located at 615 Avery Lane, Plumtree, NC 28644	Fraser Fir	Seeds	Selling		
Barr, Rusty & Melissa, Wilson and Avery Barr Evergreens of NC, LLC PO Box 3 Crumpler, NC 28617 rusty@barreverdegreens.com barreverdegreens.com (336) 982-3013 (800) 991-3326 (336) 982-3015 (F) Ashe County Farm located at 321 East Healing Springs Road, Crumpler, NC 28617	Fraser Fir Fraser Fir	Transplants Seedlings	Selling Selling	Plug + 1, + 2 Plugs	
Berkey, Duane Berkey's Nursery PO Box 215 Spartansburg, PA 16434-0215 info@berkeysnursery.com berkeysnursery.com (814) 654-7513 (814) 694-9200 (814) 654-7503 (F) Farm located at 44251 Rogers Road, Spartansburg, PA 16434 Assorted Evergreens	Bare Root Transplants	& Seedlings	Selling	Call for sizes	

SELLER	SPECIES	TRANSPLANTS SEEDLINGS, OR SEED	BUYING OR SELLING	SIZE	AMOUNT
Bosch, Brian Bosch's Countryview Nursery 10785 84th Aveune Allendale, MI 49401 brian@boschsnursery.com boschsnursery.com (616) 892-4090 (616) 892-4290 (F) See our ad on page 22	Fraser Fir	Transplants & Seedlings	Selling	2-2, P+2	TBD
Freeman, Joe Mistletoe Meadows 583 Burnt Hill Road Laurel Springs, NC 28644 mistletoem@skybest.com mistletoemeadows.com (336) 465-9754 (336) 982-9754 (336) 982-8694 (F) Ashe County	Fraser Fir	Transplants	Selling	2-1, 2-2	40,000
Gatchell, Michael Santa's Trees 1451 Nester School Road Dugspur, VA 24325 landman66@yahoo.com santastreestasurecoast.com (561) 662-9140 Carroll County, VA Est. 2002	Fraser Fir	Transplants	Selling		20,000
Hollifield, Anna Trivett Linville River Nursery/NC Forest Service 6321 Linville Falls Highway Newland, NC 28657 anna.hollifield@ncagr.gov buynctrees.com (828) 733-5236 (828) 387-1587 (828) 733-9399 Avery County	Fraser Fir	Seedlings	Selling		600,000
Johnson, Daniel W. and Herbie Johnson Brothers Nursery PO Box 37 Crossnore, NC 28616 danielwj@hotmail.com johnsonbrothersnursery.com (828) 733-9520 (828) 773-2273 (828) 733-9640 (F) Avery County Est. 1970 Farm located at 5261 Linville Falls Highway, Newland, NC 28657	Fraser Fir	Transplants	Selling	Plug + 2	

Working With Your Grower for Increased Sales

Growers and retailers share a mutually dependent relationship as they each work to provide consumers with high quality Christmas trees. Retailers depend on growers for fresh trees of the quality and grade they paid for. Growers depend on retailers to maintain tree quality until the trees are sold with the hope that satisfied customers will come back next year.

Just like any other important relationship, communication is key. Both parties should be clear about their expectations and the details that need to be planned. Numbers of trees by grade and size, delivery dates, transportation, deposit and full payment dates all need to be spelled out. It doesn't hurt to have it in writing or even formalized as a contract. Be sure to talk about contingencies that could arise such as winter weather or transportation problems.

Retailers have a unique connection to the consumer. You know what they bought. Surveys sponsored by the National Christmas Tree Association tell us that consumers want convenience, less mess, less weight, a product that holds up well (is fresh), and one that is environmentally friendly. If you are worth your salt as a retailer, you heard their requests, their complaints, and know who they are. Use a written survey or card, a suggestion box, or an informal exit interview to find out what customers really think. Ask about tree quality, freshness, tree species mix, customer service, or other needs that they have. Share this information with your grower so that he can also adjust his practices to meet your customer's needs. The whole point is to find out what will make your customers come back to your lot year after year.

For most customers, the closest they come to a Christmas tree farm is the row of trees on your retail lot. Give them the best possible experience. For some that will mean convenience. For others, make it feel like a traditional Christmas. For all of them, make sure the real tree you sell them is in the best possible condition. Shake your trees to dislodge needles that naturally shed each fall. This can be done on the farm or at the lot. Use tree bags or netting so customers won't have to vacuum their vehicle or their house. Be sure to make a fresh cut on that tree trunk before it leaves the lot. Do what it takes to make the Christmas tree buying experience exciting, convenient, and full of tradition.

Points to Discuss With Your Grower

Tree numbers by size & grade

- Height standards
- Grade standards
- Presence of handles

Other products

- Wreaths, roping
- B&B trees

Written contract

- Delivered quantity
- Retail tree care
- Death of either party
- Legal venue
- Arbitration

Payment

- Certified check
- Percent down
- Schedule

Transportation

- Arranged by
- Number of deliveries
- Shipping dates

Customer Service

- Tree care literature
- NCCTA retail materials
- Tree shaking

Contingencies

- Weather
- Transportation

BUYERS

TYPES OF TREES TO BE PURCHASED

BUYER	FF = Fraser Fir WP= White Pine BX = Boxwood CD = Cedar	
	FRASER FIR	OTHER
Andrews, J. Seth & Lidjea Andrews Tree Farms & Nursery 691 Hoppers Dairy Road Sparta, NC 28675 andrewstreefarms@gmail.com christmasreecompany.com (336) 372-1657 (336) 380-6766 (336) 372-1427 (F) Alleghany County Est 1991 See our ad Inside Front Cover	5,000 Tabletops 1,000 5-6 10,000 6-7 10,000 7-8 10,000 8-9 5,000 9-10 1,000 10-12 500 12-14 200 14+	Roping: 50,000 FF, WP, CD; All lengths Boughs: 100,000 lbs. FF, WP, CD, BX
Barr, Rusty & Melissa and Wilson and Avery Barr Evergreens of NC, LLC PO Box 3 Crumpler, NC 28617 rusty@barrevergrees.com barrevergrees.com (336) 982-3013 (336) 982-3017 (336) 982-3015 (F) Ashe County Est. 1960	500 5-6 2,000 6-7 2,000 7-8 1,000 8-9 100 9-10	White Pine Canaan Fir Concolor Fir Norway Spruce Turkish Fir
Beutell, Thomas C. & Joan A. and Renee B., Barry Campbell Wolf Creek Tree Farm & Nursery, Inc PO Box 2 Tuckasegee, NC 28783 wctf@frontier.com wolfcreektreefarm.com (828) 293-5115 (828) 293-5852 (F) Jackson County Est. 1949 Farm located at 8833 Hwy 107, Cullowhee, NC 28723 See our ad on Back Outside Cover	10,000 6-7 10,000 7-8 5,000 8-9 2,500 9-10	

BUYER	FF = Fraser Fir WP = White Pine BX = Boxwood CD = Cedar			
	FRASER FIR		OTHER	
Bosch, Brian Bosch's Countryview Nursery 10785 84th Avenue Allendale, MI 49401 brian@boschsnursery.com boschsnursery.com (616) 892-4090 (616) 892-4290 (F) See our ad on page 22	4,000	Tabletops		
Bottomley, Mitchell and Mike Wagoner Bottomley Evergreens & Farms 140 S. Sparta Parkway Sparta, NC 28675 mike@bottomleys.com bottomleys.com (336) 372-5252 (336) 572-2408 (336) 372-5262 (F) Grayson, VA Est. 1995 See our ad on Back Inside Cover	10,000	Tabletops	Boughs: 100,000+ lbs. FF	
	10,000	5-6		
	10,000	6-7		
	10,000	7-8	Boughs: 100,000+ lbs. WP	
Cuthbertson, Clay Snowy Mountain Christmas Tree Farm PO Box 81 Crossnore, NC 28616 snowymtn@yahoo.com nowymountainchristmastreefarm.com (828) 733-9589 (828) 737-9313 Avery County Est. 1977	1,000	10-12		
Deal, Earl and Buddy & Della Smokey Holler Tree Farm, LLC 3452 Meadowfork Road Laurel Springs, NC 28644 info@smokeyhollertreefarm.com smokeyhollertreefarm.com (336) 372-2756 (919) 218-1660 (336) 372-7006 (F) Alleghany County Est. 1972	Any	Tabletops	Blue Spruce Exotic Firs Korean Fir Norway Spruce White Pine	Any size and quantity Any size and quantity Any size and quantity Any size and quantity Any size and quantity
	Any	5-6		
	Any	6-7		
	Any	7-8		
	Any	8-9		
	Any	9-10		
	Any	10-12		
	Any	12-14		
	Any	14+		

BUYER

[illegible]

[illegible]

TYPES OF TREES TO BE PURCHASED

BUYER

FF = Fraser Fir
WP = White Pine
BX = Boxwood
CD = Cedar

	FRASER FIR		OTHER
Poe, Mitchell & Kim	1,000	Tabletops	
Cardinal Tree Farm, LLC	5,000	7-8	
PO Box 985	5,000	8-9	
West Jefferson, NC 28694	5,000	9-10	
cardinaltree@skybest.com	1,000	10-12	
cardinaltreefarm.com			
(336) 846-2976			
(336) 877-7185			
(336) 846-3368 (F)			
Ashe County			
See our ad on page 22			
Shatley, Daniel P.	Any	Tabletops	
Shatley Farms, LLC	Any	5-6	
PO Box 697	Any	6-7	
West Jefferson, NC 28694	Any	7-8	
shatleyfarms@skybest.com	Any	8-9	
shatleyfarms.com	Any	9-10	
(336) 982-9462	Any	10-12	
(336) 982-8733			
(336) 982-9464 (F)			
Ashe County			
Est. 1975			
Farm located at 3509 US			
Highway 221 North, Jefferson,			
NC 28640			
Shatley, James M., and Emaline and Orrin	20,000	6-7	
	20,000	7-8	
Carolina Fraser Fir Company, LLC	5,000	8-9	
267 Potato Creek Road	5,000	9-10	
Mouth of Wilson, VA 24363			
info@carolinafraser.com			
carolinafraser.com			
(276) 579-7733			
Grayson County, VA			
Est. 1987			
Vance, Jeff	1,000	6-7	
Christmas Tree Hill Nursery, Inc.	1,000	7-8	
PO Box 399	1,000	8-9	
Newland, NC 28657			
christmashill@bellsouth.net			
christmastreehillnursery.com			
(828) 733-4814			
(828) 385-0432			
(828) 733-4846 (F)			
Avery County			
Est. 1981			
Farm Located at 1881 Millers Gap			
Hwy, Newland, NC 28657			
See our ad on page 1			

[illegible]

FARM NAME CROSS REFERENCE

Andrews Tree Farm & Nursery LLC

J. Seth & Lidjea Andrews

Avery Farms/Trinity Tree Farm

Waightstill Avery III

Appalachian Evergreens

Charles C. & Melanie Wilcox

Barr Evergreens of NC

Rusty, Melissa, Wilson
and Avery Barr

Bear Valley Farm

Jerry McAbee

Bottomley's Evergreens & Farms, Inc.

Mitchell Bottomley
and Mike Wagoner

Boyd Mountain Christmas Tree Farm

David Boyd

Bruner Sides Nursery

Bruner & Linda and
Dillon Sides

Buck Hill Tree Farm

Mark Gay

Buck's Tree Farm

Rodney Buchanan

Cardinal Tree Farm, LLC

Mitchell & Kim Poe

Carolina Fraser Fir Co, LLC

James M., Emaline
and Orrin Shatley

Carolina Wreath Company

Sherry Peele & Ricky Sharpe

Cartner Christmas Tree Farm

David, Sam C., Jim Cartner
and Ronnie Beam

Cheek Brothers Tree Farm

Andy Cheek

Christmas Tree Hill Nursery

Jeff Vance

Clark's Evergreens

Clark Reavis

Cline Church Nursery

Cline, Ellen and Alex Church

Cornett Carolina Trees

Dale E. Cornett

Critcher Brothers Produce

Roger Critcher

Fir Ridge Christmas Tree Farm

James Vestal

Fraser Knoll

Tommy Wagoner

Frosty Mtn. Christmas Trees

Donna Jones

G & S Trees

Matthew Horney

Grouse Ridge Christmas Tree Farms

Sanford Fishel

Guthrie & Co. LLC

Daniel Guthrie

Happy Holiday Christmas Trees

Conrad Steinhart & Kyle Wilkes

Hart-T-Tree Farms

John & Kathy Chefas
and Carrie McClain

High Country Christmas Trees

Rob Hunt

Johnson Brothers Nursery

Daniel W. and Herbie Johnson

Kathy Shore Nursery

Kathy Shore

Laurel Springs Nursery, LLC

Patricia B. Gaskin

Mile High Tree Farm

Jason & Brooke Sturgill

Mistletoe Meadows

Joe Freeman

Peak Farms

Russell and Beau Estes

Pressley Tree Farm, LLC

Scotty Pressley

Randal & Kimberly Sides Nursery

Randal & Kimberly Sides

Reece Farm & Nursery

Robert Reece

FARM NAME CROSS REFERENCE

Sandy Hollar Farms

Curtis & June and Dale Hawkins

Santa's Choice Tree Farm

Dale & Diane and
Colby Benfield

Santa's Trees

Michael Gatchell

Scott's Tree Farm

Scott & Alanna Smith

Sexton Farms

Greg & Robin Sexton

Shatley Farms, LLC

Daniel P. Shatley and
Matt Peters

Shepherd's Way Farms

Tim & Bonnie Moser

Smokey Holler Tree Farm

Earl, Buddy & Della Deal

Smoky Mountain

Christmas Tree Farm

Robbie Hunt

Snow Creek Christmas Trees

John L. Wilson and
Chelsea Thayer

Snowy Mountain Christmas Tree Farm

Clay Cuthbertson

Steve Leath & Sons

Steve & Janet and Eric Leath

Stone Mountain Farms

Scott & Tracy Taylor

Sturgill Tree Farms

Charles Sturgill and
Josh Johnson

Sugar Plum Farm

James & Helen Pitts

Trivett Tree Farm

Anna Trivett Hollifield

Two D's Nursery

John Dellinger

Weaver Tree Farms

John W. & Suzanne Weaver

West End Wreaths

Scott Ballard

Windy Gap Tree Farm

Charles & Rebecca Fowler

Windy Ridge Tree Farms

Maurice Woodie

Wishon Evergreens

Johnny and Brad Wishon

Wolf Creek Tree Farm & Nursery

Thomas C. & Joan A.
and Renee B. Beutell
and Barry Campbell



ALLIED BUSINESSES

AgSouth Farm Credit

Jocelyn Roten

PO Box 1827

Statesville, NC 28687

(704) 761-2897

jocelyn.roten@agsouthfc.com

agsouthfc.com

Whether you're a farmer or just want to live a country lifestyle, AgSouth Farm Credit, formerly known as Carolina Farm Credit, can help with loans and services for farms, homes, agribusinesses and more. We understand agriculture, and we have the best tools to help our local rural community members finance their farms and lives.

Berkey's Nursery

Duane T. Berkey

PO Box 215

44251 Rogers Road

Spartansburg, PA 16434

(814) 654-7513

or (814) 694-9200

(814) 654-7503 (F)

info@berkeysnursery.com

berkeysnursery.com

Wholesale grower of bare root evergreen seedlings and transplants.

Bosch's Countryview Nursery

Brian Bosch

10785 84th Avenue

Allendale, MI 49401

(616) 892-4090

(616) 892-4290 (F)

brian@boschsnursery.com

boschsnursery.com

Wholesale grower of evergreen seedlings, transplants and tabletop Fraser fir.

See our ad on page 22

Carolina Soil Company

Ken Brown

PO Box 1140 (28503)

1504 Cunningham Road

(28501)

Kinston, NC

(252) 523-9300

(252) 523-3691 (F)

kbrown@carolinasoil.com

carolinasoil.com

Carolina Soil Company produces custom blended soilless media.

DMJPS CPAs & Advisors

Maria Pilos

1675 Blowing Rock Road,

Suite 301

Boone, NC 28607

(828) 262-0997

maria.pilos@dmjps.com

dmjps.com

How will the new tax law effect you and your business? JPS accounting firm specializes in Christmas tree farms, helping clients be best positioned to manage change. Offices in Boone, Marion, and Asheville.

First Pioneer Insurance Agency

C. Wayne Matthews

1901 N Poplar Street

Aberdeen, NC 28315

(910) 944-2848

agency@pioneerinsurance.com

pioneerinsurance.com

First Pioneer offers a workers compensation insurance program for NCCTA members.

Our agency is ready to help with all of your business, individual, agriculture, health and life insurance needs.

First Security Insurance Agency

Matthew Rumfelt

212 3rd Avenue NW

Hickory, NC 28601

(336) 620-6288

or (828) 322-4171

mrumfelt@firstsecuritycompany.com

firstsecuritycompany.com/

about-our-agency

We are an independent insurance agency focusing on personal insurance and business insurance solutions with a special focus on home insurance, auto insurance, business owners insurance, hospitality insurance, manufacturer insurance, and contractor insurance, among many others.

Fraser Knoll

Tommy Wagoner

610 Burnt Hill Road

Laurel Springs, NC 28644

sales@fraserknoll.com

FraserKnoll.com

(336) 982-3517

or (336) 877-6097

(336) 982-7355 (F)

sales@fraserknoll.com

fraserknoll.com

Complete provider of equipment and supplies for growers and retail/choose & cut operators. Grower supplies such as shearing machines, knives, sprayers, rain suits, and flagging. Retail supplies such as wreath frames, netting, stands and banners. Call for a free catalog.

See our ad on page 28

ALLIED BUSINESSES

Gra-Mac Irrigation

Jason Graham
2310 NC Hwy 801 North
Mocksville, NC 27028
(800) 422-3560

gramacirr@yadtel.net
gramacirrigation.com

We offer irrigation consulting, design, sales, and installation. Complete irrigation systems for all your tree, nursery, and greenhouse needs.

Granite Insurance Agency Inc.

Nathaniel Johnson
PO Box 620
56 North Main Street
Granite Falls, NC 28630
OR

895 State Farm Road
Suite 402

Boone, NC 28607

(828) 977-9062

njohnson@graniteinsurance.com
graniteinsurance.com

Granite Insurance provides comprehensive risk management for Christmas tree providers nationwide. We would love to help with any of your insurance questions or concerns.

Greenscape Tools, Inc.

Amber Scott

160 Hewed Log Gap
Fleetwood, NC 28626
(336) 877-2672

or (888) 314-2672

(336) 877-2673 (F)

greenscapetools@gmail.com
greenscapetools.net

Tools and supplies for Christmas tree, nursery and landscape businesses. Professional quality and service. Located in the heart of tree country.

See our ad on page 30

H&H Farm Machine Co., Inc.

Brian Nance
7916 Unionville-Brief Road
Monroe, NC 28110

(704) 753-4919

(704) 753-4324 (F)

info@hhspray.com

hhspray.com

Agricultural sprayers, air blast sprayers, pumps, tanks and all kinds of parts. We also service sprayers.

Itasca Greenhouse

Dan Nielsen

PO Box 414

26385 Blackwater Road

Cohasset, MN 55721

(800) 538-8733

or (218) 398-1654

info@itascagreenhouse.com

itascagreenhouse.com

We are a wholesale evergreen plug grower that has been in business for over 30 years.

We produce trees in plugs to 3 gallon containers for Christmas tree and nursery liners.

Kirk International Inc.

Kim Duvall

PO Box 547

Beavercreek, OR 97004

(503) 632-7829

(503) 632-7021 (F)

kduvall@kirkcompany.com

kirkcompany.com

Kirk offers the highest quality, freshly harvested Christmas trees; complete line of grower and lot products. Visit our website to see the various products that we offer.

See our ad on page 16

LifeStore Insurance

Greg Ashley

PO Box 825

West Jefferson, NC 28694

(336) 219-1065

or (336) 372-3510

(336) 219-1180 (F)

gashley@golifestore.com

christmastreeinsurance.com

We are a full service independent insurance agency offering workers compensation, commercial auto, farm owners equipment coverage, etc.

Linville River Nursery

Anna Hollifield

NC Forest Service

6321 Linville Falls Highway

Newland, NC 28657

(828) 733-5236

anna.hollifield@ncagr.gov

buynctrees.com

We produce millions of tree and native grass seedlings each year for NC land owners.

We've been in business for over 75 years. Whether you want to reforest timberland, improve wildlife habitat or just enjoy the other benefits that trees provide, we hope we can serve you.

Mycorrhizal Applications

Graham Hetland

710 NW E Street

Grants Pass, OR 97526

(541) 476-3985

inquiries@mycorrhizae.com

mycorrhizae.com

We offer MycoApply, Mycorrhizal fungi for resilience and uniformity, ConShape PGR for leader growth control, and ProCone for cone/seed formation.

ALLIED BUSINESSES

Miller Insurance Agency

Chris Miller
PO Box 390
West Jefferson, NC 28694
(336) 246-7151
chris@millerinsurance.org
millerinsurance.org
We strive to treat customers like family. Miller Insurance was established in 1950 and has been family owned and operated ever since. We offer car, life, commercial, RV & home lines of coverage.

Nature's Light Candles, LLC

Chuck and Ann Rice
PO Box 948
West Jefferson, NC 28694
(704) 900-4014
(704) 900-4015
ann@natureslightcandles.com
natureslightcandles.com
Wholesale Christmas scented soy candles for grower's retail locations.

Nutrien Ag Solutions - Jefferson

Scott Henson
PO Box 1716
1616 Highway 16 South
Jefferson, NC 28640
(336) 846-3339
or (336) 977-0310
(336) 846-2483 (F)
scott.henson@nutrien.com
nutrien.com
Nutrien is a provider of most products necessary for Christmas tree operations including fertilizer, crop protection chemicals, equipment, tools and supplies for growing, harvesting and retailing. We offer a knowledgeable, hard-working staff interested in partnering for success with Fraser fir producers.

Nutrien Ag Solutions - Newland

Wade Johnson
PO Box 597
2421 Millers Gap Highway
Newland, NC 28657
(828) 733-6001
or (800) 648-6453
(828) 733-3210 (F)
wade.johnson@nutrien.com
nutrien.com
Nutrien is a provider of most products necessary for Christmas tree operations including fertilizer, crop protection chemicals, equipment, tools and supplies for growing, harvesting and retailing. We offer a knowledgeable, hard-working staff interested in partnering for success with Fraser fir producers.

Parsons Farms & Supply LLC

Donald Joe Parsons, Jr.
PO Box 389
West Jefferson, NC 28694
(336) 977-2354
(336) 246-4949 (F)
parsonsfarms@skybest.com
Agri-supply business that offers fertilizer, lime, spray equipment, implements and tractors.

PRT USA Inc.

Sylvain Montpelier
4653 Bishop Lake Road
Howell MI 48843
(807) 371-0126
sylvain.montpelier@prt.com
prt.com
North America's Largest containerized seedling nursery, specializing in forestry and Christmas tree species, with over 5 billion seedlings grown since 1988.

Southern Agricultural Insecticides, Inc.

Mike Grover
PO Box 85
395 Brookhollow Road
Boone, NC 28607
(828) 264-8843
or (828) 264-5236
(828) 264-5236 (F)
mike.grover@southernag.com
southernag.com
Complete line of plant protection products for the Christmas Tree Industry.

Sunbelt Rentals

Ted Randolph
3620 N Patterson Avenue
Winston-Salem, NC 27105
(336) 773-1717
pcm47@sunbeltrentals.com
sunbeltrentals.com
With our wide offering of forklifts and skid steers and 24/7 emergency support, Sunbelt Rentals can help keep you Christmas tree operations running smoothly. Call 1-800-NOSWEAT to learn more.

Vans Pines Nursery

Evan Van Slooten
14731 Baldwin Street
West Olive, MI 49460
(800) 888-7337
info@vanspinesnursery.com
vanspinesnursery.com
Propagators of evergreens and deciduous trees and shrubs. Offering one-year and two-year jiffy plugs, bare root transplants & potted liners. Growing your business faster since 1934.

ALLIED BUSINESSES

Weyerhaeuser Company

Sue Woodall
16014 Pletzer Road SE
Turner, OR 97392
(503) 931-5971

sue.woodall2@weyerhaeuser.com
myseedlings.com

Weyerhaeuser is the premier grower of Christmas seedlings on the East and West Coasts, specializing in bareroot and container Fraser Fir, Canaan Fir, Balsam fir, Nordmann fir and Turkish fir seedlings. Annually we grow over 4MM Fraser fir for growers in Ashe, Alleghany, and Avery Counties.



CONTRACT SERVICES

Andrews Tree Farm & Nursery, LLC

Seth Andrews
(336) 380-6766
andrewstreefarms@gmail.com
*Contract Tree Baling, Fertilizing,
Land Clearing, Planting, Shearing,
Spraying*

Carolina Wreath Company

Sherry Peele
(919) 437-6546
sherrypeale54@yahoo.com

Cheek Brothers Tree Farm

Andy Cheek
(336) 977-6866
cheekfarms@hotmail.com
*Fertilizing, Land Clearing, Planting,
Shearing, Spraying, Forestry
(Mulching Available)*

Christmas Tree Hill Nursery

Jeff Vance
(828) 385-0432
jkvance7@gmail.com
Shearing, Harvesting

Clark's Evergreens and Landscaping

Clark Reavis
(336) 877-7615
clarksevergreens@yahoo.com
Harvesting, Shearing, Fertilizing

Guthrie & Co LLC

Daniel Guthrie
(828) 310-3560
Daniel@Guthrieandcolc.com
*Fertilizing, Ground Cover
Management, Mist Blowing
Services for Insect and Weed
Control Including Fertilizer, Spraying*

Licklog Farms

Jerrold Moody
(828) 387-6816
licklogfarms@gmail.com
Spraying

Mistletoe Meadows

Joe Freeman
(336) 465-9754
mistletoem@skybest.com
*Planting, Fertilizing, Shearing,
Spraying*

Scott's Tree Farm

Scott Smith
(336) 657-0545
scott@milesnc.com
Land Clearing, Tree Baling

Sugar Plum Farm

James Pitts
(828) 387-6782
sugarplumfarm@att.net
Large Tree Decorating

Advertisers By Business/Farm Name

Andrews Tree Farms & Nursery, LLC	Inside Front Cover
Bosch's Countryview Nursery.....	22
Bottomley Evergreens & Farms.....	Inside Back Cover
Bruner Sides Nursery	16
Buck's Tree Farm	14
Cardinal Tree Farms	22
Cartner Christmas Tree Farm.....	12
Christmas Tree Hill Nursery	1
Cline Church Nursery	30
Cornett Carolina Trees	20
Critcher Brothers Produce, Inc.....	26
Fraser Knoll	28
Frosty Mountain Christmas Trees.....	32
Greenscape Tools, Inc.....	30
Jackson County Christmas Tree Assn	14
Kathy Shore Nursery	10
Kirk International, Inc.	16
Laurel Springs Nursery, LLC.....	34
Sturgill Tree Farms	34
Watauga County Christmas Tree Association.	24
Wishon Evergreens	32
Wolf Creek Tree Farm & Nursery	Back Cover

RETAIL LOT PLANNING CALENDAR

WINTER

Review customer demographics for target area

Review local and state laws (Permits, right-of-ways, signage)

Identify potential lot sites

Identify & contact landowners

Identify possible charity partners



SPRING

Initial contact with tree suppliers

Sign lease with landowner

Develop or review business plan

Secure pre-approval for financing Summer

Make a deposit on tree order

Identify sources for:

- Freight
- Liability insurance
- Local bank account
- Tent rental
- Port-a-johns
- Fencing if needed
- Lodging / camper
- Security
- Utilities
- Telephone



October

Finalize all contracts & permits

Hire employees

Order uniforms, jackets, or t-shirts

Order point-of-sale materials



Early November

Finalize tree delivery

Set up retail lot, storage, & displays

Review inventory & accounting systems

Review parking & traffic flow

Initiate advertising



Mid / Late November

Train & motivate employees

Properly store & display trees

Monitor inventory & cash

Survey customer satisfaction

Visit competing lots in target area December

Maintain quality of inventory & service

Cull dry trees-Do not sell at bargain prices

Conduct employee exit interviews

Make deposit on site for next year



EARLY FALL

Touch base with:

- Landowner
- Tree grower / supplier
- Charity partner

Advertise for employees

Order signs, banners





**Bottomley
Evergreens & Farms**
6460 Glade Valley Road
Ennice, NC 28623

140 South Sparta Parkway
Sparta, NC 28675

800-504-3347

336-372-5252

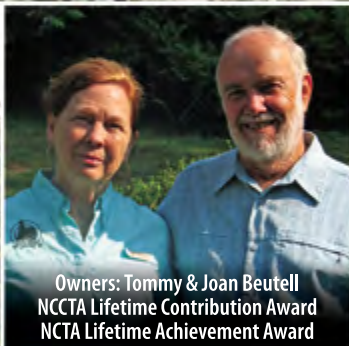
bottomleys.com

NC Christmas Tree Association
577-3 George Wilson Rd
Boone, North Carolina 28607

Growing Quality Fraser Fir Since 1949

Consistent Quality & Dependability

Quantity Discounts Available
Call, Write or Email
For Price List



Owners: Tommy & Joan Beutell
NCCTA Lifetime Contribution Award
NCTA Lifetime Achievement Award

FRESH CUT TREES & WREATHS

Fraser Fir: 5-14'
Wreaths: 18-48"



www.WolfCreekTreeFarm.com

E-mail: wctf@frontier.com

828-293-5115

Toll-Free: 888-293-5116

P.O. Box 2 • Tuckasegee, NC 28783