

Listing on NCCTA website	<p>\$16,000 design cost / 3 years = \$5,333 5 domains @ \$12 each = \$60 annual maintenance = \$800 hosting \$15 month x 12 months = \$180 Labor \$17.50 per hour x 800 hours = \$14,000 Total - \$20,373 / 113 growers listed on website = \$180.29</p>
Legislative	<p>\$25,000 annual salary of contract lobbyist \$25,000 / 228 members = \$109.65</p>
Research	<p>\$107,000 / 228 members = \$469.30 *From Jeff Owen - In 2015, NCCTA spent \$7,000 on research grants to NC State University faculty. This leveraged \$100,000 in labor and expenses from university personnel dedicated to Christmas trees.</p>
Annual Buy-Sell Listing	<p>\$5,000 production costs (print, design) postage @ \$1.78 each x 1,000 = \$1,780 5,000 postcards = \$150 printing, \$1,375 postage \$1,385 purchase of distribution list labor @ \$20 per hour x 175 hours = \$3,500 \$13,190 / 102 farms listed in book = \$129.31</p>
Annual Choose & Cut Listing	<p>\$7,000 production costs (print, design) Rack card printing (80,000) \$2,500 Rack card distribution \$4,000 Shipping \$1,000 Labor @ 125 hours x \$20 per hour = \$2,500 \$17,000 / 46 growers listed in book = \$369.57</p>
Advertising	<p>\$230,000 / 5 years = \$46,000 annually \$46,000/ 113 members paying FF Asses. = \$407.08</p>
Promotional Materials	<p>\$43,050 / 5 years = \$8,610 \$8,610/ 75 people utilizing = \$114.80 per person</p>
Membership in professional and trade oriented associations	<p>\$25 NC Farm Bureau \$180 High Country Host \$300 NCTA \$500 Ag Alliance \$250 NC Agribusiness Council \$175 NCNLA Total = \$1,430</p>

SHOW	Cost	Description	Work
Southern Christmas Show	\$6,000.00	Booth	
	\$500.00	rentals	
	\$740.30	hotel	\$67.30 x 11 nights
	\$208.44	mileage	386 miles x .54/mile
	\$416.90	meals	\$37.90 x 11 days
	\$2,550.00	Labor	102 hours x \$25/HR
Southern Christmas Show	\$10,415.64		
PMA	\$3,500.00	Booth	
	\$360.00	hotel	\$120 x 3 nights
	\$318.60	mileage	590 miles x .54/mile
	\$113.70	meals	\$37.90 x 3 days
	\$400.00	Labor	16 hours x \$25/HR
PMA	\$4,692.30		
NGA	\$5,000.00	Booth	
	\$1,600.00	rentals	
	\$1,200.00	Shipping	
	\$880.00	hotel	\$220 x 4 nights
	\$500.00	Flight	
	\$96.12	mileage	178 miles x .54/mile
	\$162.00	meals	\$40.50 x 4 days
	\$350.00	Labor	14 hours x \$25/HR
NGA	\$9,788.12		

NC State Fair	\$1,280.00	Booth	
	\$740.30	hotel	\$67.30 x 11 nights
	\$208.44	mileage	386 miles x .54/mile
	\$379.00	meals	\$37.90 x 10 days
	\$3,575.00	Labor	143 hours x \$25/HR
NC State Fair	\$6,182.74		
Mountain State Fair	\$0.00	Booth	
	\$740.30	hotel	\$67.30 x 11 nights
	\$121.50	mileage	225 miles x .54/mile
	\$379.00	meals	\$37.90 x 11 days
	\$3,325.00	Labor	133 hours x \$25/HR
Mountain State Fair	\$4,565.80		
Green & Growin'	\$25.00	Booth	
	\$100.00	rentals	
	\$240.00	hotel	\$120 x 2 nights
	\$162.00	mileage	300 miles x .54/mile
	\$113.70	meals	\$37.90 x 3 days
	\$400.00	Labor	16 hours x \$25/HR
Green & Growin'	\$365.00		
TOTAL	\$36,009.60		
		\$36,009.60/113 growers	\$318.67

Quantified NCCTA Research Impacts

Prepared by Jeff Owen

In 2015, NCCTA spent \$7,000 on research grants to NC State University faculty. This leveraged \$100,000 in labor and expenses from university personnel dedicated to Christmas trees. These positions represent in excess of \$300,000 in personnel expenses but only a portion of their time is specifically dedicated to NCCTA projects. By providing these funds, the NCCTA has insured university personnel are focused on growers' research priorities. Results include:

- Pesticide trials for elongate hemlock scale and balsam wooly adelgid provide new treatments and recommended rates for pest control. The value of elongate hemlock control products being applied correctly is in excess of \$300,000 a year.
- By monitoring populations of beneficial insects such as honey bees and parasitic wasps, we have a greater understanding of the effects of pesticides in Christmas trees. Monitoring data has already been used to successfully defend a grower in a lawsuit.
- By developing a spray treatment to control stress-related cones on Fraser fir, growers have the potential to save thousands of dollars a year spent manually pulling cones from trees. If 100 growers could avoid paying 5 workers \$400 per week for 2 weeks of cone pulling, together they would save \$400,000. While this research is ongoing, a recommendation appears close.
- NCCTA has funded research into the control of Roundup-resistant weeds. In 2015, four growers saved \$60,000 in labor associated with manually spraying problem weeds in Christmas tree fields. Instead they applied these new herbicides in tractor-mounted sprayers.
- By monitoring temperatures of Christmas tree pallets, a practice initiated in NCCTA-funded research, 10 growers saved an average of 20 pallets of trees from overheating damage for an estimated savings of \$140,000