

# Oregon Christmas Trees - 2005



**NATIONAL  
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**Survey highlights:** Oregon's value of Christmas tree production totaled \$108.0 million for 2005. This is down \$5.6 million from the 2003 level, but still \$9.7 million above the 2001 value. The survey is only conducted every two years. Growers shipped 6.9 million trees to consumers; the industry employed 9,652 full and part-time workers, and paid wages of \$32.2 million dollars. Oregon is the number one producer of Christmas Trees in the US. Oregon trees are shipped all over the US and the world. California receives 47 percent of the trees, while 13 percent of the trees are shipped south of the border to Mexico. Mexico is a new and expanding market for Oregon Trees. Eight percent of the trees are sold within Oregon. The average price received by growers for the trees was \$15.62 per tree, compared to the 2003 value of \$17.06 per tree. Growers with more than 100 acres of trees accounted for 80 percent of the value of production.



The two most popular trees produced are Douglas Fir, which accounts for 52 percent of the trees sold and 36 percent of the sales value, and Noble Fir, which accounts for 40 percent of all trees sold, but 56 percent of the sales value. Oregon has 62,820 acres growing Christmas Trees and the major counties of production are Clackamas, Marion, Benton, and Polk with 17,500, 12,500, and 9,000 and 7,800 acres, respectively, which represents 74 percent of the tree acres in the State.

Expected tree sales for 2006 and 2007 and historic planting data from past surveys shows that in the upcoming 2 to 3 years, the number of trees that will be available for harvest will exceed the present sales level, at 6.9 million trees, by 2 to 3 million trees each year. This points to the increasing importance of market analysis, promotion, and sales efforts in the future to expand the Christmas tree market. Indicated plantings for 2005 at 8.3 million and 2006 at 7.6 million seedlings show that growers are adjusting their plantings downward. In Oregon to grow a market sized Douglas Fir tree, it takes 7 years, while Noble Firs take 9 years to grow to market size. Plantings of trees peaked in 2001 with 10.5 million trees planted. Plantings of Douglas Fir have been decreasing since 2003, Noble Fir plantings have only decreased the past two years, and Nordmann Fir plantings have only decreased in 2006.

**Table 1 - Christmas trees: Production, sales, workers, wages, and average price per tree, by size of operation, Oregon, 2001, 2003, and 2005**

Category and year	Size of operation					All operations	
	1-14 acres	15-29 acres	30-49 acres	50-99 acres	100+ acres		
Value of sales (1,000 dollars).....	2001	6,800	2,853	4,139	5,170	79,281	98,243
	2003	5,016	4,416	5,312	7,258	91,553	113,555
	2005	7,230	3,318	4,480	6,616	86,332	107,976
Number of trees sold (1,000 trees).....	2001	532	232	273	372	4,710	6,119
	2003	328	295	365	437	5,231	6,656
	2005	464	259	300	431	5,457	6,911
Average price per tree (Dollars).....	2001	12.78	12.30	15.16	13.90	16.83	16.06
	2003	15.29	14.97	14.55	16.61	17.50	17.06
	2005	15.58	12.81	14.93	15.35	15.82	15.62
Acres growing trees (Acres).....	2001	6,344	2,412	2,948	3,439	35,827	50,970
	2003	5,745	3,776	3,884	4,476	43,225	61,106
	2005	7,165	3,689	4,060	4,713	43,193	62,820
Number of workers.....	2001	2,520	655	704	892	4,395	9,166
	2003	1,725	863	884	796	5,317	9,585
	2005	2,070	854	633	901	5,194	9,652
Wages (1,000 dollars).....	2001	1,896	655	1,096	1,890	19,053	24,590
	2003	794	815	997	1,953	24,651	29,210
	2005	995	847	1,442	1,883	27,001	32,168
Number of operations <sup>1</sup> .....	2003	970	200	110	75	95	1,450
	2005	1,130	185	112	70	93	1,590

<sup>1</sup> The number of operations was not estimated for the 2001 survey.

**Table 2 - Christmas trees: Trees sold, sales, and average price received, by species and size of operation, Oregon, 2001, 2003, and 2005**

Species and year	Number of trees sold	Total sales	Average price	Sales by size of operation				
				1-14 acres	15-29 acres	30-49 acres	50-99 acres	100+ acres
	<i>1,000 trees</i>	<i>1,000 dollars</i>	<i>Dollars</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Douglas Fir.....	2001 3,465	42,804	12.35	2,274	1,184	1,527	2,263	35,556
	2003 3,693	44,631	12.08	1,825	1,360	2,099	2,246	37,101
	2005 3,625	38,885	10.73	1,698	1,275	1,183	2,259	32,470
Noble Fir.....	2001 2,165	48,219	22.27	3,486	1,226	2,142	2,606	38,759
	2003 2,405	58,879	24.48	2,175	2,306	2,695	4,457	47,246
	2005 2,755	60,508	21.96	4,225	1,567	2,458	3,727	48,531
Grand Fir.....	2001 393	5,777	14.70	917	400	375	261	3,824
	2003 415	7,329	17.66	684	605	440	440	5,160
	2005 367	6,262	17.06	982	427	600	463	3,790
Nordmann Fir.....	2001 9	217	24.11	1	17	54	32	113
	2003 28	637	22.75	180	61	51	85	260
	2005 39	892	22.87	163	17	167	155	390
Scotch Pine.....	2001 31	205	6.61	29	4	22	6	144
	2003 45	422	9.38	43	18	13	2	346
	2005 78	558	7.15	40	7	50	2	459
Other species.....	2001 56	1,021	18.23	93	22	19	2	885
	2003 70	1,657	23.67	109	66	14	28	1,440
	2005 47	871	18.53	122	25	22	10	692
Total.....	2001 6,119	98,243	16.06	6,800	2,853	4,139	5,170	79,281
	2003 6,656	113,555	17.06	5,016	4,416	5,312	7,258	91,553
	2005 6,911	107,976	15.62	7,230	3,318	4,480	6,616	86,332

**Table 3 - Christmas trees: Trees sold and expected future tree sales, by species, Oregon, 2001, 2003, 2005, 2006, and 2007**

Species	Trees sold			Expected tree sales <sup>1</sup>	
	2001	2003	2005	2006	2007
	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>
Douglas Fir	3,465	3,693	3,625	3,880	3,735
Noble Fir	2,165	2,405	2,755	3,217	3,924
Grand Fir	393	415	367	452	476
Nordmann Fir	9	28	39	56	75
Scotch Pine	31	45	78	97	60
Other species	56	70	47	57	61
<b>Total</b>	<b>6,119</b>	<b>6,656</b>	<b>6,911</b>	<b>7,759</b>	<b>8,331</b>

<sup>1</sup> 2006 and 2007 tree sales are forecasted future sales based on data collected during the 2005 survey.

**Table 4 - Christmas trees: Acres, trees sold, sales, and price, by county, Oregon, 2001, 2003, and 2005**

County	Acres in operations			Number of trees sold			Total sales			Average price per tree		
	2001	2003	2005	2001	2003	2005	2001	2003	2005	2001	2003	2005
	<i>Acres</i>	<i>Acres</i>	<i>Acres</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Benton	8,140	11,500	9,000	1,273	1,446	1,050	21,656	25,671	17,378	17.01	17.75	16.55
Clackamas	15,200	17,700	17,500	2,201	2,438	2,500	32,360	39,008	36,875	14.70	16.00	14.75
Douglas	1,940	2,000	1,500	73	91	45	1,254	1,389	700	17.18	15.26	15.56
Lane	2,680	2,600	4,000	206	165	260	3,270	2,660	3,770	15.87	16.12	14.50
Linn	1,360	1,300	2,600	98	66	140	1,625	1,213	2,310	16.58	18.38	16.50
Marion	9,050	12,500	12,500	1,155	1,493	1,400	17,408	26,234	21,840	15.07	17.57	15.60
Polk	6,090	6,100	7,800	654	496	900	13,727	9,672	15,210	20.99	19.50	16.90
Washington	2,340	2,600	2,800	136	176	240	2,044	3,348	4,000	15.03	19.02	16.67
Yamhill	1,860	2,800	3,920	71	161	290	984	2,294	4,350	13.86	14.25	15.00
Other counties	2,310	2,006	1,200	252	124	86	3,915	2,066	1,543	15.54	16.66	17.94
<b>Oregon</b>	<b>50,970</b>	<b>61,106</b>	<b>62,820</b>	<b>6,119</b>	<b>6,656</b>	<b>6,911</b>	<b>98,243</b>	<b>113,555</b>	<b>107,976</b>	<b>16.06</b>	<b>17.06</b>	<b>15.62</b>

**Table 5 - Christmas trees: Percent of tree sales, by sales destination, Oregon, 2001, 2003, and 2005 <sup>1</sup>**

Sales destination	Douglas Fir	Noble Fir	Grand Fir	Nordmann Fir	Scotch Pine	Other species	All species
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Oregon .....	2001 6	9	15	15	11	14	8
	2003 10	9	22	25	10	16	11
	2005 8	8	16	23	9	16	8
Washington .....	2001 1	4	4	3	4	6	3
	2003 2	4	11	1	1	2	3
	2005 2	4	8	3	1	8	3
California .....	2001 40	56	46	59	46	51	46
	2003 40	57	50	43	21	52	46
	2005 36	61	45	58	17	38	47
Other Western <sup>2</sup> .....	2001 11	13	21	18	-	7	13
	2003 16	12	8	19	-	8	14
	2005 10	11	18	10	6	30	11
Midwest <sup>3</sup> .....	2001 2	3	2	1	13	2	2
	2003 1	1	-	-	-	1	1
	2005 2	2	3	1	20	7	2
Gulf States <sup>4</sup> .....	2001 12	8	7	4	2	12	10
	2003 13	9	5	1	65	4	12
	2005 10	7	4	2	39	-	9
Atlantic States <sup>5</sup> .....	2001 8	1	2	-	12	-	5
	2003 2	2	1	-	2	-	2
	2005 5	1	1	-	4	-	3
Northeast States <sup>6</sup> .....	2001 3	1	1	-	5	-	2
	2003 1	1	-	9	-	-	1
	2005 1	1	2	1	-	-	1
Canada <sup>7</sup> .....	2001 2	2	1	-	7	-	2
	2003 2	2	3	-	-	17	2
	2005 3	1	2	2	4	-	2
Mexico .....	2001 15	2	-	-	-	8	9
	2003 13	2	-	2	1	-	8
	2005 23	3	1	-	-	1	13
All other destinations .....	2001 -	1	1	-	-	-	-
	2003 -	1	-	-	-	-	-
	2005 -	1	-	-	-	-	1

<sup>1</sup> Sales percentages represent the percent of trees sold in each location for each species, not the percent of all trees sold. For example, the sum of all destination sales for Douglas Fir trees is equal to 100 percent.

<sup>2</sup> Other Western States include: AK, AZ, CO, HI, ID, MT, NM, NV, UT, WY.

<sup>3</sup> Upper Midwest States include: IA, IL, IN, KS, KY, MI, MO, NE, MN, OH, SD, WI.

<sup>4</sup> Gulf States: AL, AR, LA, MS, OK, TN, TX.

<sup>5</sup> Atlantic States: DE, FL, GA, MD, NC, SC, VA, WV.

<sup>6</sup> Northeast States: CT, MA, ME, NH, NJ, NY, PA, RI, VT.

<sup>7</sup> Canada: All provinces.

**Table 6 - Christmas trees: Number of trees planted, by species and year planted, Oregon, 1999-2006**

Species	Year planted							
	1999	2000	2001	2002 <sup>1</sup>	2003 <sup>1</sup>	2004 <sup>1</sup>	2005	2006 <sup>2</sup>
	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>	<i>1,000 trees</i>
Douglas Fir	3,624	3,865	3,522	3,591	3,340	3,323	3,018	2,980
Noble Fir	3,710	4,649	5,951	5,140	5,098	5,200	4,047	3,500
Grand Fir	494	719	706	670	927	733	611	578
Nordmann Fir	75	176	194	199	372	466	520	436
Scotch Pine	55	62	39	37	22	17	21	20
Other species	130	148	80	76	67	70	73	74
<b>Total</b>	<b>8,088</b>	<b>9,619</b>	<b>10,492</b>	<b>9,713</b>	<b>9,826</b>	<b>9,809</b>	<b>8,290</b>	<b>7,588</b>

<sup>1</sup> Revised.

<sup>2</sup> Includes trees planted or intended to be planted.

**Table 7 - Christmas trees: Workers and wages, by size of operation, Oregon, 2001, 2003, and 2005**

Category and year	Size of operation					All operations	
	1-14 acres	15-29 acres	30-49 acres	50-99 acres	100+ acres		
Full-time workers .....	2001	11	28	8	41	594	682
	2003	15	24	6	50	673	768
	2005	26	26	19	63	702	836
Season workers.....	2001	2,509	627	696	851	3,801	8,484
	2003	1,710	839	878	746	4,644	8,817
	2005	2,044	828	614	838	4,492	8,816
Total workers .....	2001	2,520	655	704	892	4,395	9,166
	2003	1,725	863	884	796	5,317	9,585
	2005	2,070	854	633	901	5,194	9,652
Total wages (1,000 dollars).....	2001	1,896	655	1,096	1,890	19,053	24,590
	2003	794	815	997	1,953	24,651	29,210
	2005	995	847	1,442	1,883	27,001	32,168
Annual average wage/worker (Dollars).....	2001	752	1,000	1,557	2,119	4,335	2,683
	2003	460	944	1,128	2,454	4,636	3,047
	2005	481	992	2,278	2,090	5,198	3,333

(Continued from front)

**About this Survey:** The *2005 Oregon Christmas Tree Survey*, conducted in the summer of 2006, was the third effort to collect accurate and detailed information for the Christmas tree industry, which traditionally has been the 6<sup>th</sup> or 7<sup>th</sup> largest agricultural commodity grown in Oregon in terms of the total value of sales. The industry feels that a biennial survey of growers provides information that is critical for making informed decisions about important issues facing Christmas tree growers, like planning future sales and marketing efforts. Plans are best made based on facts, rather than on speculation. Funding for the survey was provided by licensing fee monies from the Oregon Department of Agriculture (ODA). The mailing list originated from ODA’s list of licensed Christmas Tree Growers, plus names and addresses taken from our comprehensive list of agricultural producers. The questionnaire content and design process began in January 2006 through discussions with the ODA Christmas Tree Advisory Committee and the Pacific Northwest Christmas Tree Association. The questionnaire was mailed to 991 growers in May 2006, followed by another mailing in June. During July, additional contacts were made of non-respondents by field interviewers. The number of growers surveyed by county was: Benton 42, Clackamas 266, Douglas 24, Lane 60, Linn 25, Marion 127, Polk 38, Washington 103, Yamhill 45, and other 53. We thank the growers for their great cooperation, as over 92 percent of them participated in the survey.

**History:** There are several other sales figures available on the Christmas tree industry in Oregon. Currently, Oregon State University is estimating the 2005 value of sales at \$126 million, which is based upon information provided by Oregon’s County Extension Agents. For 2002, the Census of Agriculture reported Oregon growing 67,804 acres of Christmas trees, with sales of 6.5 million trees for that year. The results of the National Agricultural Statistics Service’s 2003 Nursery Crops Survey (growers with \$100,000+ sales, conducted in 17 States), released in July 2004, reported 4.7 million trees sold in 2003, with a gross sales value of \$82.2 million. Accurate enumeration of the Christmas tree industry in Oregon remains challenging. Challenges include developing a “complete” Christmas tree grower mailing list because of the small growers who may not be licensed or show up on any available lists. In addition, there are operator and landlord growing agreements that can make it difficult to ensure that the same production is only counted “once” in the survey.

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