

The Real Christmas Tree 2023 Wildfire Fact Sheet



Context for media who cover the season
and reassurance for consumers who need
one less thing to worry about

Despite speculation to the contrary, leading scientists and research experts who work with Christmas tree farms have not seen any evidence of negative effects on Christmas tree production from recent Canadian wildfires.

Bottom Line for 2023

- Canadian wildfires have not impacted real Christmas tree supply.
- There's a real Christmas tree for everyone who wants one.
- Supply remains steady – again.
- The industry didn't run out of trees last year, the year before that, or any previous year, and it won't this year either.
- 85% of respondents to a 2023 survey say they found the tree they wanted at the first place they went last year.¹

Canadian Wildfires: Overall Market Supply

- Real Christmas trees are grown in every state and many trees sold in the U.S. also come from Canada.
- There is no change this year in the volume of Christmas trees coming into the U.S. from Canada.
- There are no reports of Canadian-grown real Christmas trees being impacted or destroyed by wildfires—either from the fires directly or resulting smoke.

Wildfire Smoke: Insights from Third-Party Experts²

- University experts agree that wildfire smoke does not impact real Christmas tree production.
- According to three well-respected Christmas tree industry experts from three separate universities, real Christmas tree production is not impacted by smoke from wildfires, such as the Canadian wildfires experienced this past summer.
- Dr. Bert Cregg, Dept. of Horticulture, Michigan State University and Dr. Justin Whitehill, Forestry and Environmental Resources, North Carolina State University both agree that there is no reason to speculate that smoke from Canadian wildfires would have any measurable impact on Christmas tree production.
- Dr. Cregg and Dr. Whitehill also report seeing no signs of any such impacts when visiting Christmas tree farms in their respective regions—two of the largest real Christmas tree producing states in the country.
- Dr. Gary Chastagner, Dept. of Plant Pathology, Washington State University agrees that he has never heard of wildfire smoke impacting conifers.

¹ABOUT THE 2023 CONSUMER SURVEY

TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,499 Americans adults ages 21 to 54 years. All survey respondents either celebrate/observe Christmas or display a Christmas tree. Respondents were required to either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey was fielded from August 21 to September 6, 2023. The survey has a margin of error of ±2.5% and higher for subgroups.

²ABOUT THE EXPERTS

The experts referenced, Dr. Cregg, Dr. Whitehill and Dr. Chastagner are generally regarded among the top researchers and instructors of Christmas tree production in the U.S. They are not employed by the Real Christmas Tree Board, however each has received research funding from the RCTB.