

The Real North Carolina Christmas Tree Industry

LMI Tuesdays
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Facts about the Christmas Tree Industry



- It is huge!
 - 25-30 million trees sold each year
 - 350 million real Christmas trees are growing in the US in all 50 states
 - About 15,000 farms employing over 100,000 workers
 - The farms cover about 350,000 acres
- It is sustainable
 - It takes between 4 and 15 to grow a 6-7 ft tree (average is 7 years)
 - 1 to 3 seedlings are planted to replace each harvested tree
 - There are more than 4,000 local tree recycling programs in the US
- The top producing states are Oregon, North Carolina, Michigan, Pennsylvania, Wisconsin and Washington

Source: <https://realchristmastrees.org/education/quick-tree-facts/>

Focus on North Carolina Industry

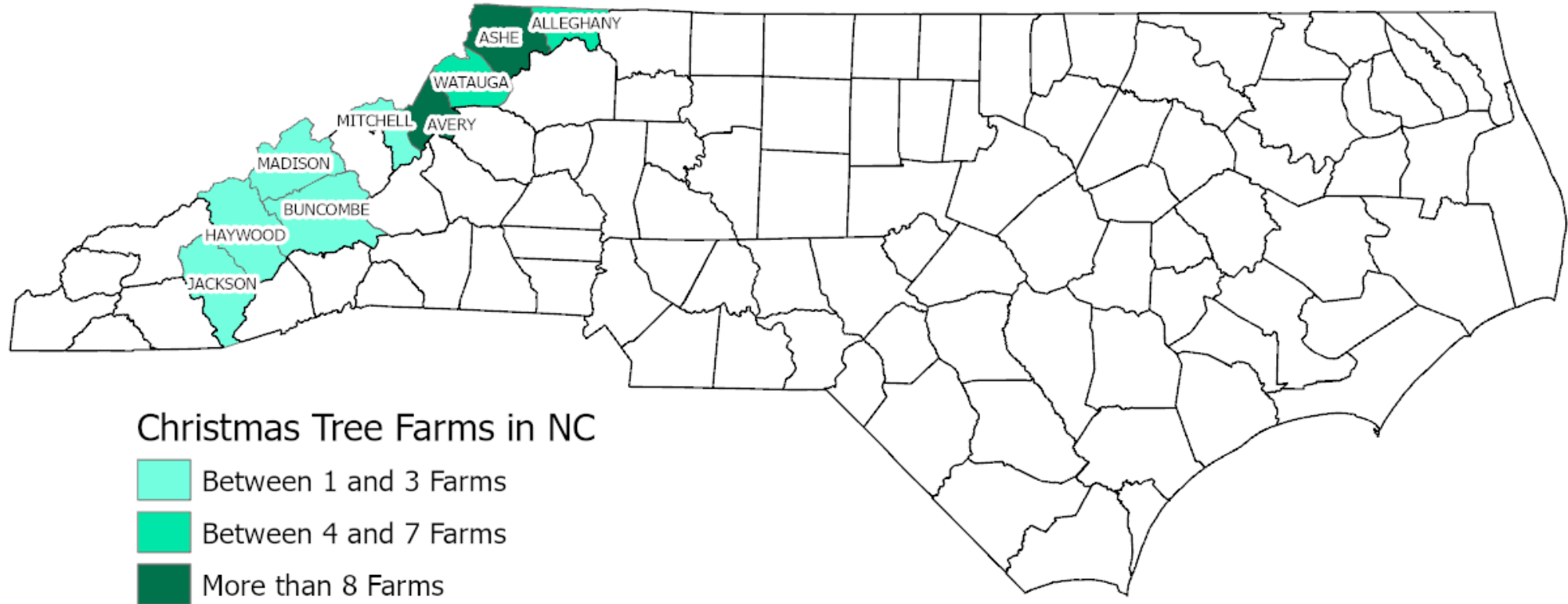


- 5-6 million trees harvested annually (around 20% of US)
 - #2 US behind Oregon
- \$100 million annual wholesale value (around 40% of US)
- \$25 million estimated retail of value-added products (wreaths, roping, table décor, etc.)
- 40,000 acreage statewide (around 12% of US acreage)
- 1,300 growers across the state

Sources: <https://christmastrees.ces.ncsu.edu/christmastrees-nc-christmas-trees-by-the-numbers/>;
<https://carolinademography.cpc.unc.edu/2020/12/21/nc-in-focus-the-2020-holiday-season/>



Where are the NC Growers?



<https://ncchristmastrees.com/business-type/wholesale-growers/page/2/>

What types of occupations are here?

- Step 1: What is the NAICS code?
 - <https://www.census.gov/naics/?input=christmas&year=2022>

Search Results

2022 NAICS Definition

T = Canadian, Mexican, and United States industries are comparable.

Search results for: christmas

Number of records found: 17

111421	Christmas tree growing
327212	Christmas tree ornaments, glass, made in glass making plants
327212	Ornaments, Christmas tree, glass, made in glass making plants
327215	Christmas tree ornaments made from purchased glass
327215	Ornaments, Christmas tree, made from purchased glass
333132	Christmas tree assemblies, oil and gas field-type, manufacturing
335139	Christmas tree light bulbs manufacturing

What types of occupations are here?

- Step 1: What is the NAICS code? (continued)
 - <https://www.census.gov/naics/?input=christmas&year=2022>

Search Results

335139	Christmas tree lighting sets, electric, manufacturing
335139	Ornaments, Christmas tree, electric, manufacturing
339999	Christmas tree ornaments (except electric, glass) manufacturing
339999	Christmas trees, artificial, manufacturing
339999	Ornaments, Christmas tree (except electric, glass), manufacturing
424990	Artificial Christmas trees merchant wholesalers
424990	Christmas ornaments merchant wholesalers
424990	Christmas trees (e.g., artificial, cut) merchant wholesalers
444240	Christmas trees, cut, direct selling
459420	Christmas stores

What types of occupations are here?

- Step 2a: Can we find a staffing pattern for 111421?
 - <https://d4.nccommerce.com/OESSelection.aspx>

Occupational Employment and Wages in North Carolina (OEWS) ?

Occupation:

00-0000 - Total All occupations
11-0000 - Management Occupations
13-0000 - Business and Financial Operations Occupations
15-0000 - Computer and Mathematical Occupations
17-0000 - Architecture and Engineering Occupations
19-0000 - Life, Physical, and Social Science Occupations
21-0000 - Community and Social Services Occupations
23-0000 - Legal Occupations

Industry:

000000-Cross-industry, private, federal, state, and local
11 -Agriculture, Forestry, Fishing & Hunting
113 -Forestry and Logging
1133 -Logging
115 -Agriculture & Forestry Support Activity
1151 -Support Activities for Crop Production
1152 -Support Activities for Animal Production
21 -Mining

What types of occupations are here?

- Step 2b: Can we find a staffing pattern for 111421?
 - <https://www.bls.gov/oes/tables.htm>

May 2022

- [Occupation Profiles](#)
- National ([HTML](#)) ([XLS](#))
- State ([HTML](#)) ([XLS](#))
- Metropolitan and nonmetropolitan area ([HTML](#)) ([XLS](#))
- National industry-specific and by ownership ([HTML](#)) ([XLS](#))
- All data ([XLS](#)) ([TXT](#))
- [Research estimates by state and industry](#)
- [Additional OES data sets](#)
- [Featured Tables](#)

What types of occupations are here?

- Step 2b (continued): Can we find a staffing pattern for 111421?
 - <https://www.bls.gov/oes/current/oesrci.htm#11>

 - [Sector 11 - Agriculture, Forestry, Fishing and Hunting](#)
 - [NAICS 113000 - Forestry and Logging](#)
 - [NAICS 113300 - Logging](#)

What types of occupations are here?

- Step 3: What do we do now?
 - Results from Googling 'staffing pattern 111421' did not work well
 - Perhaps try to find jobs with 'Christmas' in title?

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 - Occupational Outlook Handbook from BLS:
 - <https://www.bls.gov/ooh/a-z-index.htm>

<https://www.bls.gov/ooh/a-z-index.htm#C>

- [Chiropracist](#), see: [Podiatrists](#)
- [Chiropractic Assistant](#), see: [Medical assistants](#)
- [Chiropractic Doctor](#), see: [Chiropractors](#)
- [Chiropractic Physician](#), see: [Chiropractors](#)
- [Chiropractors](#)
- [Choir Director](#), see: [Music directors and composers](#)
- [Choirmaster](#), see: [Music directors and composers](#)
- [Choir Member](#), see: [Musicians and singers](#)
- [Chopper Feeder](#), see: [Hand laborers and material movers](#)
- [Chop Saw Operator](#), see: [Woodworkers](#)
- [Chorus Master](#), see: [Music directors and composers](#)
- [Christmas Tree Farm Manager](#), see: [Farmers, ranchers, and other agricultural managers](#)
- [Chrome Plater](#), see: [Metal and plastic machine workers](#)

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 - Census Bureau Occupation Indexes
 - <https://www.census.gov/topics/employment/industry-occupation/guidance/indexes.html>

What types of occupations are here?

2018 Census Occupation Index			
Last updated 13 December 2019			
For crosswalking purposes, these codes are based on the 2018 Census Occupation Code List and the 2017 Census Industry Code List - http://www.census.gov/people/io/methodology/ 2018 Census Occupation Codes with Crosswalk Census 2017 Detailed Industry Code List			
Description	2017 Industry Restriction	2018 Census Occupation Code	2018 SOC Code
98 Crew boss christmas tree farm	(0170)	6005	45-1011
17 Manager Christmas tree farm	(0170)	6005	45-1011
37 Supervisor christmas tree farm		6005	45-1011
58 Christmas tree farm worker	(0170)	6120	45-4011
59 Christmas tree farmer	(0170)	6120	45-4011
60 Christmas tree grader	(0170)	6120	45-4011
61			

20191213 Occupation (web) 6 of 32953 records found Accessibility: Investigate

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 - Why not NCcareers.org?
 - <https://nccareers.org>

Occupations

Search for an occupation from more than 800 job titles or browse the fastest growing jobs in North Carolina. Filter and sort results by: location, career cluster, star rating ([a composite rating of occupations computed by LEAD](#)), salary range, education level, interests and/or abilities.

christmas

Map

Location

Career Cluster

Star Rating

Salary Range

Education Level

Interests

Abilities

Clear Filter(s)

2 alternate occupations found

SORT BY

Median Annual Wage

Annual Growth Rate

Avg. Annual Openings



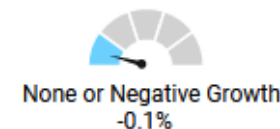
Farmers, Ranchers, and Other Agricultural Managers

Star Rating:

Education: High school diploma or equivalent

\$90,000

(\$43.27/hr)

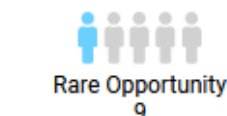
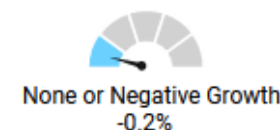


Forest and Conservation Workers

Star Rating:

Education: High school diploma or equivalent

\$\$\$
No Data Available



Where do NC Trees go?

US Capitol (2022)



White House Blue Room (2021)



Where do NC Trees go?

Biltmore House (2022)

- All harvested at a nursery in Newland
- 67 Decorated Christmas Trees throughout the house
 - Largest is the 35-ft in the banquet hall
- 45 additional throughout the grounds



Other NC Ag products in your holiday

- Turkey

- NC is # 2 nationally for production
- In 2022:
 - Raised 28 million head of turkey
 - Produced more than 1.03 billion pounds



- Sweet Potatoes

- NC is # 1 nationally in production
 - 1 out of every 2 in the nation is produced in NC (2021)
- 350 million sweet potatoes farmed in NC

- Poinsettias

- NC is # 2 Producer in US (2022)





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