
New Hampshire
*Department of Agriculture,
Markets & Food*



NEWS RELEASE
Immediate Release

Contact: Gail McWilliam Jellie
Tel. 271-3788
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NH Christmas Trees Donated For State Holiday Festivities

Christmas tree growers all across New Hampshire are gearing up for the busy annual Christmas tree selling period. The traditional holiday tree sales season gets underway Thanksgiving weekend and continues full tilt until Christmas Eve.

It has also become a tradition for the New Hampshire Christmas Tree growers, through the NH Christmas Tree Promotion Board, to provide trees for “official” holiday decorating for the New Hampshire State House and for the Bridges House (site for numerous official functions) in Concord. The NH Christmas Tree Promotion Board conducts numerous industry promotion activities throughout the year. These activities include advertising, exhibits and networking on behalf of the growers of New Hampshire. The Board is also affiliated with the National Christmas Tree Association and the annual Trees for Troops campaign that collects more than 17,000 trees from across the country to send to US military families. The NH Christmas Tree Promotion Board maintains a website with links to Christmas tree farms across the state: www.nhchristmastrees.com.

This year, the official state holiday trees come from Weir Tree Farms, a third generation family farm in Colebrook. The farm is owned and operated by the Weir Family, established in 1958 by Harlie Weir, from whom his son, Bill and wife Pauline purchased the farm in 1965 and continued to operate and expand the business over the next 40 years. In 2004, Bill and Pauline’s son Jay and his wife, Christie purchased the farm and continue to operate it today. They recently purchased a nearby tree farm, doubling their annual harvest.

Weir Tree Farms is comprised of about 300 acres with between 10,000 - 15,000 trees harvested annually. They grow Fraser and Balsam varieties and a hybrid cross of these two species called the Fralsam, which was developed by the Weirs. The Weirs grow all of their own planting stock from seed and also sell thousands of seedlings each year to other Christmas tree growers.

Eighty percent of the Weir's trees are sold via the wholesale market throughout New England and New York. Twenty percent are sold via retail channels including at their own retail lots in Concord and Merrimack and through mail order to all states in the US. The Weirs also make and sell over 2000 wreathes each year.

Harlie Weir was a charter member of the NH/VT Christmas Tree Association, the regional industry organization and also served as its president. Bill served as president, as well, among other offices, and Jay has served as president and on the organization's board of directors.

The New Hampshire Christmas tree industry is valued at approximately \$4 million annually and represents over 200 tree growing operations of all sizes. In addition to trees, other important products from this industry are wreaths, roping and related items. Fresh, New Hampshire Christmas trees and Christmas tree products are available at retail outlets throughout the state, and right at the farm. Many operations offer the opportunity to select and cut your own tree and experience other seasonal treats such as hay rides, sleigh rides, hot mulled cider and browsing holiday craft shops. For more information about where to get a fresh New Hampshire Christmas tree near you, contact the New Hampshire Dept. of Agriculture, Markets & Food at 271-3788, or www.agriculture.nh.gov, or visit the NH Christmas Tree Promotion Board website www.nhchristmastrees.com.

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