

What's Going on with Christmas Trees?

Supply

As you've seen in the news, there is a shortage of Christmas trees across the nation. An oversupply of trees in the 2011/2013 seasons resulted in decreased planting as well as a drought in 2016 have led to a shortage of mature trees now.

Demand

Covid resulted in an influx of new residents to our area. People were buying more trees than ever before. Sales in 2020 and 2021 were increased, which has left us with fewer tall trees for the 2022 season.

Pricing

This national shortage paired with the increased demand has led to increased prices nationally—\$20 per tree on average nationally. Increased costs at every stage—labor, supplies and trucking—have contributed to the higher prices as well.

Here at Glove Hollow

Pricing

We have absorbed as much of the increased costs/inflation as possible to keep our retail trees affordable. (Our Cut Your Own price is now less than what we could sell the trees for at wholesale.) We appreciate our Glove Hollow family and want to continue welcoming you to our farm and being part of your holiday tradition. Prices on our Cut Your Own trees will be reduced by \$4 during the last week of the season (December 19-24)

Why are the tall trees gone at Glove Hollow?

Prior to 2011 it was normal for our tallest trees to only be 7 ft. tall, very much like today.

In 2011 our farm flooded with Tropical Storm Irene, rising a total of 12 ft. in some of our lower fields covering 90% of our trees (farm wide) with silt and mud from upriver roads and field washouts. This major event essentially made most of our trees unmarketable for two years...it took two growing cycles for old growth to drop off in the winter as new growth was added in the spring...allowing them to once again be marketable. During those two years the trees grew to 9 ft. tall—2 ft. taller than normal. The problem was that we had a buildup of two years worth of unsold (wholesale and retail) trees added to our normal production of trees for that year...AND SO IT STARTED. 30,000 mature 8-9 ft. trees all at once to choose from. It took 7 years for us to play catchup and find

wholesale buyers during a period of oversupply of trees in the US. Each year the trees grew another foot taller and soon we had 25 thousand trees 9-13 ft. tall. Many newer customers only remember those abundant years from 2013-2019, where there were rows upon rows of trees everywhere on the property. It was great to be a customer of Glove Hollow during those years, but as the owner we were panicked about the real possibility we might not be able to ever harvest that many trees in a market oversupply. Large trees would become too expensive to shear and maintain for prices that were not high enough to justify the labor. We spent three-four times our labor budget plus all the other costs associated with trying to keep our farm going.

That experience with Mother Nature in 2011 is just as real now as we experience the back end of the devastation in two ways.

- #1 Customers remember the incredible selection of 30,000 9-13 ft. trees to choose from and feel we should still have the same selection now.
- #2 The other little known issue that was not as noticeable back then was that same flood event caused us to lose about 8,000 seedlings, our two most recent spring plantings or about 10% of our trees were wiped out. Many of those lost seedlings would have been mature and ready to harvest this year.

Today, we are very close to capacity, with 78,000 trees growing on our 172-acre farm. We have THOUSANDS of superior trees up to 7.75 ft. tall, ready for you to choose from this year. As you walk the fields today, you will notice a sea of 4-6 ft. trees, so expect a bigger selection of trees into the foreseeable future.

We hope all of the information provided gives you a glimpse of the challenges we face. We appreciate your support and we thank you for making us a part of your Christmas tradition.

The Ahern Family

2022 MAP INFO & FAQ



Cut Your Own ANY SIZE SAME PRICE



**7.75 ft. is the tallest
Cut Your Own height
available this season.**

**Pre-Cut Trees starting at \$15
Wreaths • Boughs • Pin Stands**

Exit 24 Off I-93 • 395 DW Hwy (Rt. 3) Plymouth, NH



For Your Safety and Convenience

A Second Station — For less waiting time and shorter walks to pick up your saws, sleds, and twine.

Expanded Parking — Just before the railroad tracks, and closer to the lower fields.

Pedestrian Crossing — At the railroad tracks to safely reach the mine and tower.

More Communication — We provide this guide along with postings at central locations to answer your questions to maximize your fun time in the fields.

PA System on Tractor—We want you to be able to hear answers to your questions and learn interesting facts about the farm and Christmas trees.

Multiple Cutting Fields Spread Out — Allows plenty of room to spread out and for kids to have fun.

Self-Serve — Before-/after-hours to avoid crowds. Leave your cash or check in our secure lock box. Security cameras are positioned around the property for your safety.

Need help? Text Mike @ 603-520-9096

For additional information visit
www.GloveHollow.com

f Please post your photos on our Facebook page.
We love seeing you having fun in our fields and viewing our trees in your homes, fully decorated and a part of your holiday tradition!

FAQ—Frequently Asked Questions

Credit Card Fee—\$1 fee will be applied to credit card sales to offset the processing charges

Hand Saws—We provide saws, but you are welcome to bring your own HAND saw.

NO Chain Saws—For safety and insurance reasons.

Twine—We offer complimentary baling twine to tie your tree to the car

Sleds—Free use to tow tots and/or trees

Netting—Additional \$3 paid at check out

Drilling—We can drill trunks for use with pin stands
Pin stands available for purchase in our retail shop.

NO Tagging or Reserves—All trees in field may be cut, nothing is reserved. Colored ribbons on trees are for inventory purposes only. These trees may still be cut.

Dogs—Well-behaved dogs are welcome, but must be on leash and under your control at all times.

No Vehicles in Cutting Fields or Beyond Tracks —
Our fields are child-friendly safe zones. Vehicles **MUST** remain in designated parking areas.

Hot Cocoa is Back!—Mmm! Enjoy a cup in our retail shop and warm up after tree hunting.

Field Descriptions

Rated at beginning of season.

Visit website for up to date information.

1. 4'-7'Balsams, full/Frasers, back section
2. 5'-7.75'**Best selection**
3. 4'-7.75'Largest selection to choose from
3rd Best Selection
4. 3'-7'Frasers, Very Full
5. 3'-6.5'Balsams, Good Quality
6. 5'-7.5'Very few to choose from,
best chance for tallest trees
7. 4'-7.75'Frasers, **2nd Best selection**
8. 4'-6.5'Convenient, near tower
9. 4'-6'Convenient, near tower, good quality
10. 4'-6.6'Frasers
11. 3'-6'Balsam, few tall enough but biggest field