

What

if . . .

WHAT IF THERE
WAS NO NATIONAL
CHRISTMAS TREE
ASSOCIATION TO HELP
PROTECT THE INDUSTRY
AND YOUR BUSINESS?

- Fire codes were changed and began restricting the display of Christmas Trees in homes without sprinkler systems?
- Trucking or phytosanitary regulations prevented the import or export of cut Christmas Trees?
- Growers could no longer use the H-2A program to employ legal workers?
- Retiring farmers could no longer afford to pass their farms onto family members due to unreasonable estate taxes?
- The EPA severely restricted (or prohibited) the use of effective crop protection chemicals?
- Invasive pests or diseases prevented the movement of trees across state lines?
- Choose & Cut farms and agritainment operations could no longer be insured?
- Growers were forced to pay overtime to their seasonal workers?
- An allergist releases a report right before the season warning of the allergy hazards of Real Trees?
- Christmas Trees lost their status as a specialty crop and were no longer eligible for disaster relief programs?
- Small growers and retailers were targeted by Department of Labor audits and punitive fines?
- Media around the world no longer had an answer to, "How were Christmas Tree sales last year?"
- News media got an answer to this question, but it came from those who promote and sell fake Christmas trees?
- Those who promote and sell fake Christmas trees became the first and only contact or resource for news media on all topics related to Christmas trees?
- Farm youth and teens were no longer allowed to help out at the operation?
- National consumer and industry research was no longer conducted to measure and predict trends?

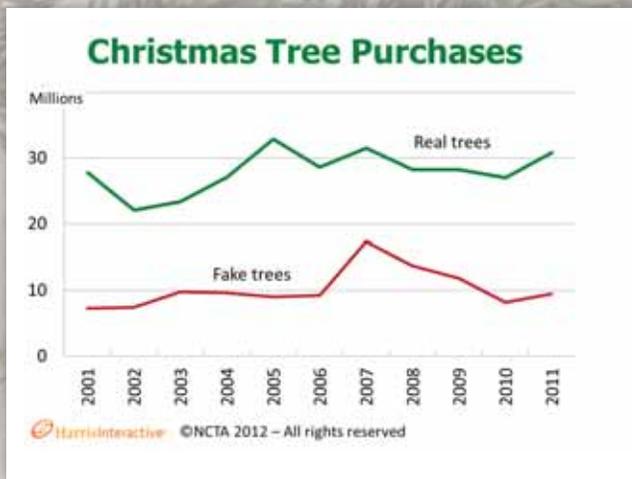
WHY SHOULD YOU SUPPORT NCTA?

The need for a recognized nationwide Real Christmas Tree community – with the desire to have its voice heard – has never been stronger. The National Christmas Tree Association (NCTA) represents the Real Christmas Tree community with one voice to protect and advocate on behalf of your business.

This year, NCTA's leadership has enacted a renewed focus on protection, advocacy, communication and collaboration. More than ever, we are pursuing a targeted, energized agenda – and we need your support, through investment in the Real Tree Advocacy Fund, to enact change and ensure our industry's unified voice is heard.

I heard sales were up in 2011 – isn't this good news?

According to the annual consumer poll, which is funded through voluntary contributions, consumers said they purchased 14% more Real Christmas Trees than they did the year before. That means 30.8 million trees were purchased in 2011 – and that's great news! But while consumers still bought 3.2 Real Trees for every fake one sold, fake tree purchases were also up last year, with 16% more artificial trees purchased. And if you look at the trends, consumer purchases of Real Trees have been zig-zagging in a generally negative trend since 2005. There's still more work to be done on the consumer front, and threats abound for the industry. That's why your help is needed more than ever.



I already support NCTA through my membership – why should I give more?

Membership dues make up about 45% of NCTA's annual revenue and cover about the same portion of expense. These funds are used to pay for member benefits, including publications, communications, website listings and the day-to-day costs of maintaining an organization, such as board meetings, insurance, audits and legal expenses. The lobbying portion of our contract with the American Nursery & Landscape Association (ANLA) is also funded by dues revenue. NCTA meetings, such as the Annual Convention, account for another 30% of annual revenue and expenses.

Doesn't TIP funding help pay for these protection costs?

The Tree Industry Partnership (TIP) is a program in which participating state and regional associations send \$20 per member to NCTA. This helps to defray the cost of the Find-A-Tree directory on the website, as well as fund other protection programs as determined by the board. TIP accounts for about 6% of NCTA's annual budget.

What about the checkoff program that was announced by USDA last year?

As you've likely heard, USDA published a final ruling on the Christmas Tree Research, Promotion and Information Order, or checkoff program, in November 2011. Just days later, the order was "stayed indefinitely" after the media misreported the checkoff program as a "tax on Christmas."

How will my investment support NCTA's mission and efforts to protect the industry?

NCTA relies on voluntary contributions from members and non-members within the industry to fund its work on legislative and regulatory initiatives, holiday safety, research, media advocacy and other protection-focused programs. In 2012, the fundraising goal for the Real Tree Advocacy Fund is just \$55,000 – and with your help and support we can surpass that to better serve the industry. That goal represents just 0.2 cents per tree sold in 2011.

PLEASE SHOW YOUR SUPPORT BY DONATING TODAY!



2012 REAL TREE INVESTMENTS

Name _____

Business Name (if applicable) _____

Address _____

City _____ State _____ ZIP _____

Phone Number _____ Email Address _____

2012 REAL TREE INVESTMENTS

<input type="checkbox"/> Real Tree Advocacy Fund Your investment helps fund NCTA's industry protection efforts, including research, education and industry advocacy. <i>This contribution may be tax deductible as a business expense. Please check with your tax advisor.</i>	\$ _____ (02-500-1410)
<input type="checkbox"/> Legislative Action Fund Your investment helps fund NCTA's work in support of legislative and regulatory priorities of the industry, including labor rules, immigration reform, tax policies and small business regulation. <i>Legislative Action Fund contributions may no longer be deducted from taxable income as a business expense.</i>	\$ _____ (02-400-1540)
<input type="checkbox"/> Christmas SPIRIT Foundation Donation Your investment helps fund the work of NCTA's charitable branch, including the Trees for Troops program. <i>This contribution may be tax deductible as a charitable contribution.</i>	\$ _____ (100-1100)
Total Investment	\$ _____

Please invoice me for the donation amount shown.

Check Enclosed # _____

Please charge my: Visa MasterCard (credit card payments may be faxed to 859/514-9188)

Card Number _____ Exp Date _____

Name on Card _____ Signature _____

THANK YOU SO MUCH FOR YOUR INVESTMENT!

Please Mail Check Payments To: NCTA, PO Box 790379, St. Louis, MO 63179
Please Mail Credit Card Payments To: NCTA, 201 East Main Street, Suite 1405, Lexington, KY 40507
Phone: (636) 449-5070



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NCTA Protection & Advocacy Agenda

- Combat misinformation about farm-grown Christmas Trees and the industry as a whole
- Improve and maintain codes and regulations that allow for the safe use of cut Christmas Trees in homes, businesses and places of assembly
- Achieve an adequate, workable method of securing a legal workforce for agriculture
- Champion free trade by removing barriers to the movement of Real Christmas Trees out of and into the United States
- Support legislation and regulations conducive to the growth of small businesses
- Resist attempts to unreasonably restrict farmers' Right to Farm
- Maintain Ag Status and the overtime exemption for Real Christmas Tree production
- Support the collection and dissemination of information about the industry
- Resist attempts to unreasonably restrict the public's right to display cut Christmas Trees
- Maintain specialty crop status for Real Christmas Trees
- Support efforts to protect Real Christmas Tree production and the environment

(AN WE COUNT ON YOUR SUPPORT?)