



# **RCTB Statement on Hurricane Helene and the North Carolina Real Christmas Tree Industry**

Our hearts go out to everyone in North Carolina who has experienced any sort of loss because of Hurricane Helene, and especially our friends and colleagues who grow Christmas trees. Their wellbeing is our main concern.

Damage assessments and progress toward recovery evolve every day. It varies across the state and even up and down the road. For now, it's clear that it is going to take a while to get back to normal, but Christmas tree growers are resilient and those we've been in touch with have a positive attitude about what's next.

The real Christmas tree industry as a whole is also resilient. Although North Carolina is one of the largest suppliers of real Christmas trees in the nation, nearly every state grows, harvests, and distributes real Christmas trees for the holiday season. Shoppers are going to be able to get a real tree for Christmas. In fact, the best thing consumers can do to support our North Carolina Christmas tree farmers in their recovery is to make a real Christmas tree a part of their Christmas this year.