



The business of Christmas Trees

Watch the video from the [British Christmas Tree Growers Association](#) and answer the following questions...

1. How long does it take most British Christmas Trees to be fully grown?
2. Apart from seeds, what else does a Christmas Tree Farm need to grow strong good quality trees?
3. What different job roles are involved in growing each Christmas Tree? Are these jobs seasonal, and why?
4. When growing Christmas Trees commercially, economies of scale are an important factor in determining how profitable the farm could be. Can you explain the concept of economies of scale using another aspect of Christmas as an example?
5. How does each British Christmas Tree benefit the local environment?

You now have a great understanding of the British Christmas Tree as a product, but what about the market as a whole. Using technology safely and responsibly, search and find answers to the following online:

6. How many different types of Christmas Tree are grown and sold within the UK?
7. Why do you think there is more choice of tree variety, now than in the past? You could consider ease of transportation, the impact of online shopping and climate change.
8. What do you think are the advantages and disadvantages of buying a Christmas tree from a local farm...
 - a. for the consumer?
 - b. for the producer/retailer?
 - c. for the local economy?
 - d. for the environment?
9. Now consider the advantages and disadvantages for those stakeholders for an artificial tree. Which would you consider to be the most beneficial overall, and why?

Extension activity:

10. Use this [website](#) to find your local Christmas Tree Farm and calculate the total distance that a Christmas tree would have to travel from the farm to your school.
11. What other festive producers are local to your school, are they providing niche or mass produced products? What is their USP, and is it working?

Suggested website:
www.bctga.co.uk

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FarmingAndCountrysideEducation

