

# WHY North Carolina Fraser Fir?



**Agricultural Crop Grown in and Native to Western North Carolina Mountains**

**Soft, Pleasant-to-touch, Dark Green Needles**

**Incomparable Needle Retention**

**Long Lasting Traditional Christmas Aroma**

**Pliable, Yet Strong, Branches for the Heaviest of Ornaments**

**Environmentally Friendly, Recyclable after Christmas**

**Beautiful, Fragrant Centerpiece of a Traditional Christmas**

**Ten Times Winner of National Competition and Displayed at the White House—More than any Other State**

**Renewable, Farm Grown Agricultural Crop**



**Photo at right: NCDA & CS Truck Delivers Tree to White House**