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Season's Greetings

Enclosed is our 2025 Christmas Tree Price List. It is hard to believe August is right around the corner.

2025 has been a year of growth and transformation for CWE. As we move forward, we've seen major changes across our team and operations. I'll be stepping into the Sales role going forward. We're also preparing to say farewell to Dean, who will be retiring after this Christmas season. In anticipation, we've hired a new Operations Manager (Tim) to carry on his legacy of excellence.

On the equipment front, we've made exciting strides—adding a fully integrated 2-row planter with GPS capability, as well as introducing a Jutek 3-row tractor to our fleet. These advances are already making a noticeable impact in the fields.

We've also strengthened our internal operations. Camille has stepped up as Office Manager, bringing structure and focus to keep us all on track and organized. Through all these changes, the future of CWE is bright. We're already seeing the results take shape in our fields—and we're just getting started.

This year we have been dealing a very wet Summer here in North Central Wisconsin, and like last year, we are still dealing with some shortages, especially trees over 9'. Overall, our trees are growing really well, and I enjoy driving around and observing the daily change that can be seen. It is again our intent to supply all our existing customers with trees. We continue to receive requests from new customers but are committed to doing our best to supply all of you. We are asking for all orders to be received by 8/30. We will then sort through all orders received and will send out confirmations based on our final tagging numbers by or around 9/15.

As part of our continued efforts to align CWE with industry standards and streamline our operations, we're implementing a few key changes to our sales and shipping policies this year: New for this year we will be asking for a 15% down payment from all customers. We are also changing the shipping and discount structure to go along with the changes made to the B&B sales going forward. The changes are 1- Shipping is no longer included and 2- there is only one discount available, it is 5% for payment within 30 days or delivery. Please order early, so we can provide you with an invoice in which to pay the 15% down payment against. If more trees are ordered than what we have available, we may have to adjust orders or sub sizes, which will adjust the balance due as trees ship.

Please call or email us at cwetree@hotmail.com with your order and we will send out a tentative sales order. Also note we no longer have a fax line.

We will not be able to supply wreaths and roping again this year.

Thank you,

Joshua Koehler

Please note: If you already have an order placed for 2025, it is included in this letter.

