

Pemadagur  
**Jólatrjáræktun á Íslandi**

Heiðmörk 22. október 2013

Else Möller, skógræðingur



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**Dagskrá**

- Kl. 10-10.45 Markaðsmál
- Kl. 11-12.00 Ræktunarmál og umræður
- Kl. 12-12.45 Hádegishlé
- Kl. 12.45-13.30 Formun
- Kl. 13.30-14.30 Út og skoða jólatré (Molakaffi við heimkomu)
- Kl. 15-16 Umræður - Hvernig getum við bætt okkur?

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**Markaðsmál**



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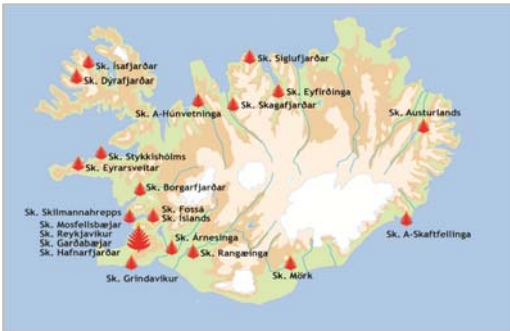
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### Framleiðendur: Skógræktarfélag



Mynd frá heimasíðu Skógræktarfélags Íslands www.skog.is, 2012

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### Framleiðendur: Skógrækt ríkisins



Mynd frá Skógræktar ríkisins 2013. Kortagerð Björn Traustason.

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### Framleiðendur: Skógarbændur Vinnuhópur tengdur LSE - akurræktun

- Norðurland:  
9 skógarbændur
- Norðausturland:  
11 skógarbændur
- Suðurland:  
19 skógarbændur
- Vesturland: 1 (?)
- Vestfirðir: ?




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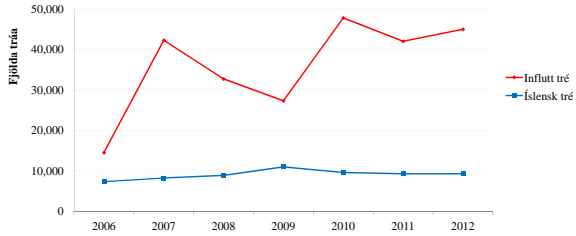
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### Innfluttur norðmannsþinur frá DK Seld tré ræktuð á Íslandi




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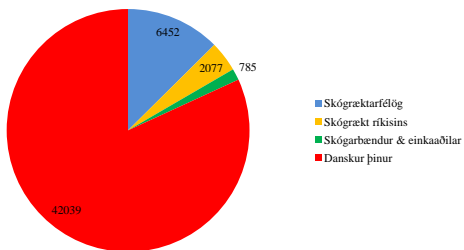
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### Aðilar sem seldu jólatré 2011 82% frá DK 18% frá Íslandi



Söluverð frá seljandi í DK = 59,74 dr kr. => 1313 isl. kr (miðar við gengið í dag)

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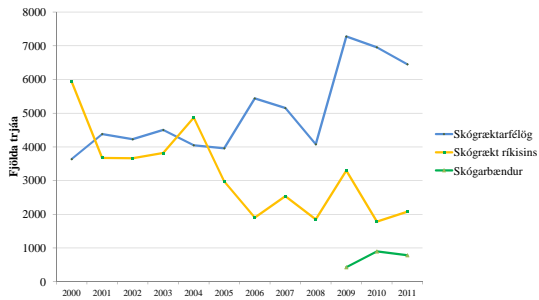
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### Fjöldi seldra trjáa íslenskra aðila



Seldum jólatrjám hefur fækkað að meðaltali 237 tré á ári milli 1985-2008 (ÞHJ)

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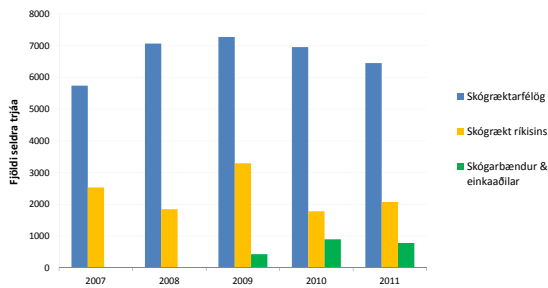
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### Fjöldi seldra trjáa hjá SF, SR og SB 2011




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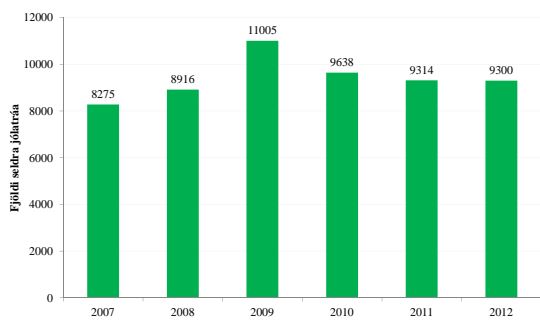
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### Seld íslensk jólatré á ári - alls




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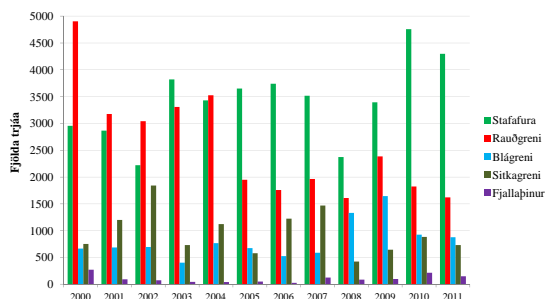
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### Munur milli tegunda sem seljast




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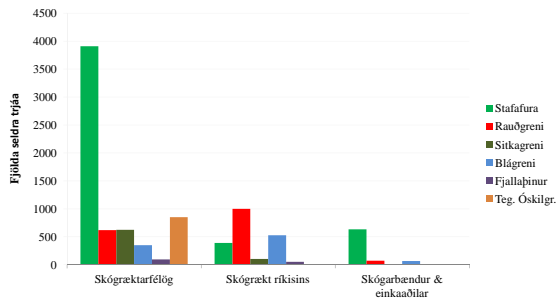
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### Hver seldi hvað 2011?




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### Verðskrá 2011

#### Smásöluverð á jólatrjám 2011

Heimilistré	Takmarkað			Takmarkað	
	Rauðgreni með vsk	Stafafura með vsk	Blágreni með vsk	Fjallapínur með vsk	Siberiupínur með vsk
<b>Stærð</b>					
0.70-1.00m	1,900 kr.	2,400 kr.	2,600 kr.	3,800 kr.	3,000 kr.
1.01-1.25m	2,700 kr.	3,700 kr.	4,000 kr.	5,900 kr.	5,000 kr.
1.26-1.50m	3,800 kr.	5,000 kr.	5,900 kr.	8,100 kr.	7,500 kr.
1.51-1.75m	5,100 kr.	6,700 kr.	7,500 kr.	10,500 kr.	9,000 kr.
1.76-2.00m	7,200 kr.	7,900 kr.	10,300 kr.	14,500 kr.	12,000 kr.
2.01-2.50m	9,900 kr.	10,800 kr.	12,300 kr.	17,900 kr.	14,000 kr.
2.51-3.00m	11,900 kr.	13,500 kr.	14,900 kr.	21,900 kr.	17,000 kr.
	með vsk			Greinar með vsk	
Furutoppar	1,200 kr.			Fura - Þöll kg 700 kr.	
				Fjallab. Kg 750 kr.	
				Greinabúnt 900 kr.	

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### Heildsöluverð til bænda á jólatrjám 2011

Stærð	Takmarkað			Takmarkað	
	Rauðgreni með vsk	Stafafura með vsk	Blágreni með vsk	Fjallapínur með vsk	Siberiupínur með vsk
0.70-1.00m	1,425 kr.	1,800 kr.	1,950 kr.	2,850 kr.	2,250 kr.
1.01-1.25m	2,025 kr.	2,775 kr.	3,000 kr.	4,425 kr.	3,750 kr.
1.26-1.50m	2,850 kr.	3,750 kr.	4,425 kr.	6,075 kr.	5,625 kr.
1.51-1.75m	3,825 kr.	5,025 kr.	5,625 kr.	7,875 kr.	6,750 kr.
1.76-2.00m	5,400 kr.	5,925 kr.	7,725 kr.	10,875 kr.	9,000 kr.
2.01-2.50m	7,425 kr.	8,100 kr.	9,225 kr.	13,425 kr.	10,500 kr.
2.51-3.00m	8,925 kr.	10,125 kr.	11,175 kr.	16,425 kr.	12,750 kr.
	með vsk			Greinar með vsk	
Furutoppar	900 kr.			Fura - Þöll kg 500 kr.	
				Fjallab. Kg 600 kr.	

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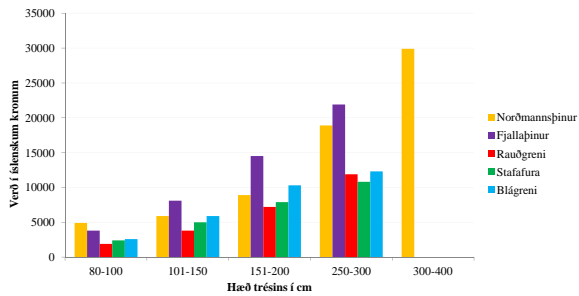
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### Verð á jólatrjám 2011




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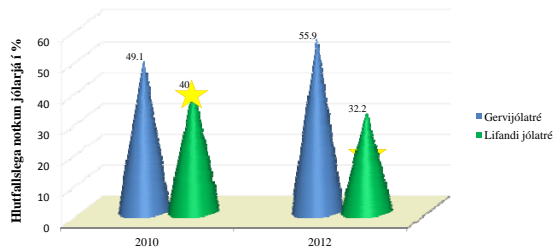
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### Hvað velja neytendur?



Frá RUV útvarpsfréttir 5. janúar 2013. Gallupkönnun gerð 18-20. des. 2012:  
 # 86,9% Íslendinga halda upp á jólin með jólatrjám  
 # Fleiri jólatré seljast á höfuðborgarsvæðinu en í landsbyggðinni  
 # Fleiri barnafjölskyldur en barnlausar eru með jólatré og fleiri konur en karlar velja að vera með jólatré.

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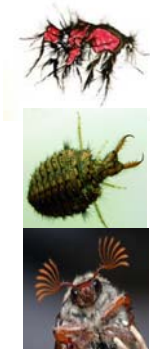
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### Vandamál með lifandi tré

- Dýr
- Léleg barrheldni
- Skordýr geta birst í stofunni
- Erfitt að losna við
- Synd að höggva lifandi tré
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### Kostir við gervitré




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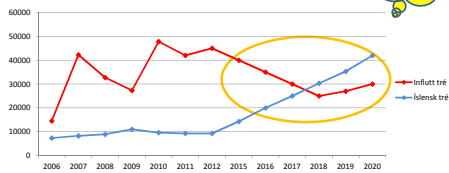
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### Hvert erum / eigum við að fara?

- Gera eins og við erum vön?
- Setja okkar stefnu og markmið?
- Fara í markaðsmálin?
- Fara í fjölmiðla?




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