

Gregg Nordwall was brought up surrounded by all aspects of the Christmas tree business. His father, Lawrence, was one of the Charter members of the MCTGA. NAN Conifer, located in the Zimmerman area, was started in the mid-1950's by Lawrence Nordwall, Jesse Ady and Art Nelson. The first letters of their last names derives the name "NAN". By the end of the 60's NAN Conifer and other tree growers in the state were in their hay day. NAN Conifer sold approximately 100,000 trees per year.

Gregg and his wife, Susan, now own NAN Conifer. They have 2 children, Maryanna and Ethan. After a tour with the US Air Force, the family settled in Minnesota. Gregg worked for the old WTCN (KARE 11) as a studio director. He then decided to work full time with his dad on the farm. From that time he has been raising Christmas trees, landscaping trees and selling oak firewood the past few years. Gregg has also worked as a rural carrier for the US Post Office and has been in the Minnesota Air National Guard.

Located northwest of Zimmerman, the main farm has over 200 acres. They also have a 40-acre farm east of Princeton. They raise Scotch and White pine, Balsam fir and a few Spruce. The Princeton farm is used for wholesale production and also a cut your own. The Zimmerman location produces wholesale trees, along with the main supply of oak trees used to produce 50 – 100 cord of firewood per year. While NAN Conifer's main business is wholesaling, they have one cut your own and also have retail locations in the Twin Cities. In addition, they sell wreaths wholesale, retail and over the Internet.

Here are some of Gregg's thoughts on our industry: "Having watched the Christmas tree business in this state for over 30 years, one could come up with a simple statement: Things have changed!" The question is, are we willing to change? If we try to run our farms, types of trees produced, and associations, as we did in the late 60's, we will be able to have a hobby farm (which is not bad) but not a full time business. The NAN Conifer of today is not even a shadow of what it was in the mid-60's. The reason being, I did not see the future, nor change to be ready for it. Am I complaining? Not in the least. Simply stating that we must look at the past, to learn from it, then study the future and be willing to take the roads to get there."