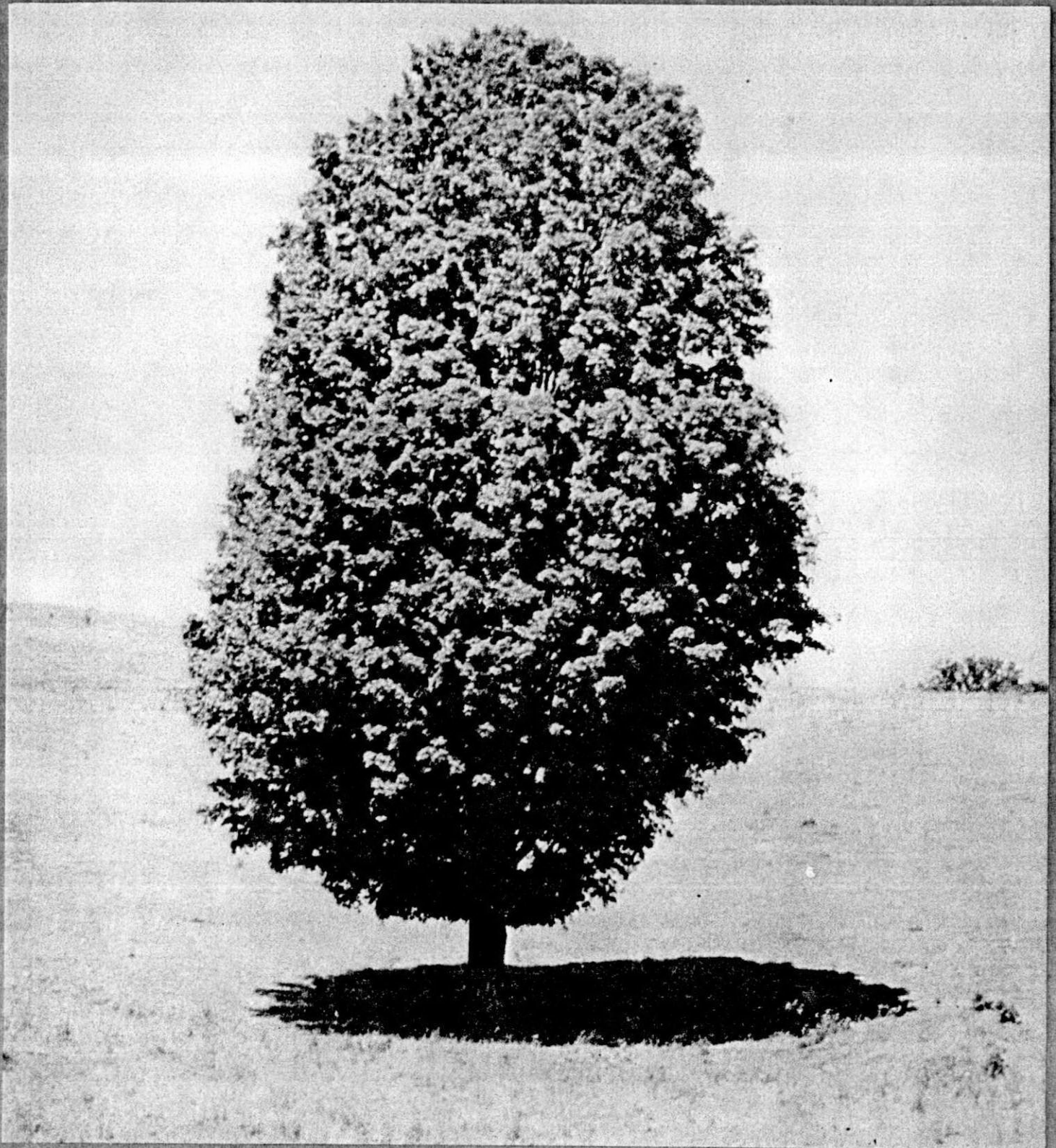


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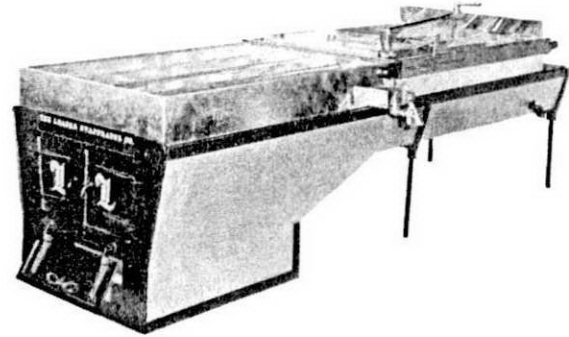
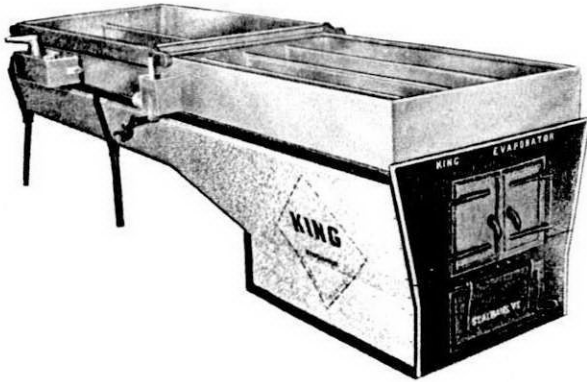
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JANUARY 1965  
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# Editorial

Quite often I hear people talk about "the old rat race." I never thought I belonged in that category but lately I'm not so sure. Here it is the last day in the afternoon and the Digest is all put together except for one thing - the editorial.

This isn't too unusual - I never write it ahead of time anyway because it takes me a while to think of something to write about, but this issue is worst of all.

Here it is just before Christmas and I've got to think of something that has nothing to do with the holidays because you folks won't get to read it until January. Also, I'm in the same boat a lot of the rest of you are - up to my ears in gift packages.

Right now, it's almost midnight and my wife wonders what I'm doing. I tell her I've got to write an editorial and she says I ought to visit a head shrinker for even thinking of putting out a publication in December.

Well, maybe I had, but that doesn't change the fact that this has got to go to press tomorrow or

we won't get it mailed out until next Christmas.

Then too, when each issue gets to this stage, I start worrying about how it's going to turn out - will it be good or bad. And when I worry I get as nervous as a long tailed cat in a room full of rocking chairs. Now, how am I going to write an editorial when I'm nervous.

Well, I don't seem to be getting any ideas and I'm wasting your time as well, so I guess the best thing to do is forget it and not write anything this month. There are a few things I would like to say: In the first place - you better read this issue from cover to cover because there's a lot of interesting articles for everyone. In the second place - I want to wish you all a HAPPY NEW YEAR. And in the third place - you never shoulda read this "editorial" in the first place.



## WISCONSIN MAPLE INSTITUTES

Dates of the Wisconsin Maple Institutes are as follows for January, 1965: (Meetings will run from 10:30 A.M. to 3:00 P.M.)

- Jan. 11 - Greenwood, REA Bldg.
- 12 - Cadott, High School
- 15 - Viola, Community Bldg.
- 18 - Rock Elm, Church
- 19 - Balsam Lake, Polk Center Bldg.
- 20 - Hayward, Kroehler YMCA
- 21 - Ladysmith, Court House
- 22 - Phillips, Normal Bldg.
- 25 - Kumball, Town Hall
- 26 - Merrill, Legion Hall
- 27 - Antigo, Legion Hall
- 28 - Shawano, Court House
- 29 - Kewaunee

## NEW YORK MAPLE SCHOOLS

"Alternatives in Marketing to offset low bulk prices" will be one of the many topics discussed at the New York Maple Schools this winter. Some changes may be made in the following schedule so - - - call your county agent for the date of your meeting.

- January 5 - Oswego
- 6 - Madison
- 7 - Chenango
- 8 - Delaware
- 11 - Broome
- 12 - Cortland
- 13 - Greene
- 14 - Schoharie
- 15 - Otsego
- 18 - Allegany
- 20 - Chautauqua
- 21 - Erie
- 26 - Steuben
- February 2 - Lewis
- 3 - Franklin
- 4 - St. Lawrence
- 5 - Jefferson
- 9 - Clinton
- 10 - Essex
- 11 - Warren-Washington

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- Vol. 1, No. 1, 2, 3, 4
- Vol. 2, No. 1, 2, 3
- Vol. 3, No. 1, 2, 3, 4

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# MEETING MAPLE INSPECTION REQUIREMENTS

Raymond T. Foulds, Jr.  
Vermont Extension Forester

Vermont Sugar makers over the years have been particularly concerned about quality. They have wanted to be sure that the customer gets a good product, and so they have seen to it that this was required by state laws. These laws specify minimum grading, packaging, and labeling standards. The enforcing agency is the Division of Markets, Vermont Department of Agriculture. Four part-time inspectors cover the state, and check on the quality of maple products wherever they are offered for sale. They also inspect other products such as eggs and apples.

The Department's policy is to help the sugar makers, and not to prosecute unless flagrant or repeated violations occur. Often the inspectors visit sugar houses, and offer advice there before the results of poor practice show up in a grocery store or on a roadside stand. When syrup is found to be sub-standard, the producer is required to replace it with standard syrup. Only if animosity or lack of cooperation is encountered is the sugar maker brought into court and fined.

One of the first things a syrup inspector looks for is whether or not a can of syrup is "standard" in density. In Vermont this means 36° Baumé (67° Brix) at 60° F. If the syrup is more than one-fourth degree low or more than one degree high it is "out of grade." "Light" syrup has a greater tendency to spoil than standard syrup, and "heavy" syrup may crystallize. Accurate testing needs to be done at the time of packing with a hydrometer and thermometer in a clean hydrometer cup to be sure the syrup is "in grade."

If syrup is "standard" in density the inspector next checks the color with a grading set. Fancy Grade (Grade AA) must be light amber, Grade A medium amber, and Grade B dark amber or higher. If the container is marked with a grade higher than is justified by the color, the syrup may be confiscated, and the producer is subject to prosecution.

If density and color are correct, the inspector next checks for flavor. The flavor differs with the grades. For the top, or Fancy Grade, it must be "a delicately sweet maple flavor characteristic of Fancy Grade and shall not be or show evidence of having been damaged by any means." For Grade A the flavor may be "more pronounced and less delicate than Fancy Grade but shall not be strong nor unpleasant - - ." For Grade B the flavor may be "stronger than Grade A but not sharp or bitter or buddy or taste of any off flavor."

The inspector also considers the clarity of the syrup. Syrup which is slightly cloudy is dropped to the next lower grade, except Grade B which may be slightly cloudy without lowering the grade. Other packaged syrup which does not fall within the first three grades is considered as "Grade C for Processing."

After determining the accuracy of grading methods at a sugar house, the inspector may next check the measuring equipment. If the sugar maker buys sap, the accuracy of the sap hydrometer may be checked. The sugar maker may be questioned also as to whether or not he adjusts the reading according to temperature changes. The hydrometer is probably calibrated at 68° F., and if the sap temperature is 45° the reading should be 0.4° less than normal.

Other instruments checked may include the syrup hydrometer, and questions asked as to whether a thermometer was used with the hydrometer. (Inspectors feel the thermometer is a **must**.) A hydrotherm may have been used, and this may or may not have been accurate. A dial thermometer may have been used, and can become inaccurate if not cleaned or if not adjusted for changes in atmospheric pressure. An automatic draw-off may or may not be working well depending upon cleanliness, electrical circuits, and adjustments each day. The inspector also checks storage tanks, and will arrange to have them calibrated if the sugar maker cannot do it himself. Syrup storage tanks also need to be calibrated.

The maple inspector is also concerned with accuracy in production methods. He urges the sugar maker to throw away sap which is yellow or contains foreign matter. He encourages improved sanitation through the use of sap filters and the washing of pans and utensils with chlorine solutions. He suggests the use of improved defoaming agents such as "Atmos 300" or "Myverol"; the cleaning of niter from pans with sulfamic acid rather than with washing soda or muriatic acid; the filtering of syrup with rayon filter paper superimposed on flat felt filters, in order to save the felt filters and speed up the filtering process; the insulation of filter tanks to hold the heat better and speed up filtering; and the use of a hood leading from the evaporator to the cupola in order to reduce steam in the sugar house and prevent drip-back from the rafters.

The inspector is also concerned with proper packaging methods. He recommends a clean room for packaging, with little or no dust blowing about. He suggests a heat exchanger for maintaining a temperature above 180° to make sure the pack is sterile. He urges a can of the correct volume, and filling to the top to exclude air. He checks to see that inner seals are fully seated. He inspects the labeling to make sure that the name and address of the producer, correct grade, and volume are marked on the package.

If drums are being filled, the inspector looks to see if the drums were steam cleaned, the syrup was packed hot enough, and whether or not the drums were cooled quickly to maintain grade. He checks to see if air was kept out of the drums - air which would carry unwanted bacteria or mold spores. A final check may be to see if the packaging equipment is heating the syrup too hot - which may mean changing the flavor to a lower grade.

Before completing his visit the inspector may suggest a change from an earthen floor to a wooden or concrete floor which can be easily cleaned; additional windows or

continued on page 13

# Women's Page

## VERA'S MAPLE RECEIPTS Using Cooking Syrup\* By Mrs. Linwood Lesure Ashfield, Mass.

Getting ready for one of our Television Programs last spring, I had promised some Maple Syrup Receipts. Now I am one of those cooks who puts in a pinch of this and some of that so I had quite a time getting these receipts down on paper.

But here they are and they are things I serve my family and my guests. My favorites, if any, are the mince-meat and the canned beans. Be sure to use dark syrup.

### Quick Maple Frosting

½ cup maple syrup, bring to boil for one minute. Remove from heat and stir in tablespoon butter, add two cups confectionary sugar, continue stirring until consistency to spread. Frosting thickens as the syrup cools.

### Bread Pudding

1 quart dry bread crumbs  
½ cup maple syrup  
½ cup raisins  
Dash salt  
Dash nutmeg  
Dash cinnamon  
1 cup milk  
Steam 1 hour. Serve plain or with marshmallow fluff.

### Graham Bread

4 cups graham flour  
2 cups all purpose white flour  
1 teas. salt  
1 heaping teas. baking soda  
3 cups buttermilk  
1 cup maple syrup  
Put graham flour in large bowl. Sift rest of dry ingredients and add to graham flour. Stir buttermilk and syrup into the combined dry ingredients. If batter seems too thick add a little plain milk. Bake in slow oven until tester comes out clean. While hot, brush with butter. Makes two loaves.

### Mince-meat

1½ quarts ground meat (I use beef)  
4½ quarts chopped apples  
1 quart water in which meat was cooked.  
1½ lbs. raisins  
1½ quarts maple syrup

10 teas. cinnamon  
2 teas. pepper  
2 teas. salt  
8 teas. cloves  
4 teas. nutmeg

Cook over very low heat until apples are soft and mixture is quite thick. Either can, freeze or make into 12 pies.

### Jiffy Baked Beans

Buy your favorite brand of canned baked beans (without tomato sauce) Drain Beans, add maple syrup to taste and bake until brown on top.

### Maple Milk Shake

Blend 1 tablespoon maple syrup with glass of cold milk. For weight watchers - - use skim or dried milk.

\* Dark Amber Table Grade (Vermont Grade B, No. 2)



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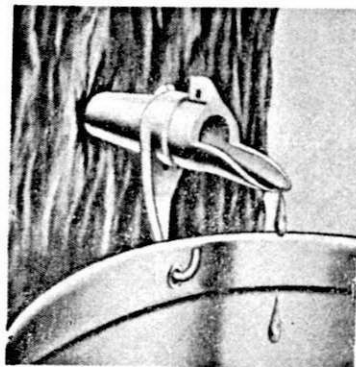
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# Developing the Rural Resource - in Combination with Maple Industry

Fred E. Winch, Jr.

The maple business lends itself well to combination with other "minor" enterprises in the rural areas. In fact quite a few maple producers have developed these enterprises along with maple, intentionally or accidentally.

Since maple frequently is found on the rough land or in areas where regular farm crops probably are not as important as elsewhere it is possible that reforestation has been explored by many as a possibility of placing the land in production of tree crops. A short term crop such as Christmas trees has many advantages. First, it may return income in a short period of time, five to seven years if you are in an area where the prices can be marketed, or seven to ten years where spruce, fir or Douglas-fir may be grown. Such an enterprise "fits in" well with maple. Planting occurs right after the maple crop is put to bed; cultural operations such as pruning or shearing are needed during off seasons such as summer or fall.

The greatest benefit however can come from the fact that the crop is harvested and sold between the beginning of the winter and Christmas. The grower who knows his public or who is advantageously located at a reasonable distance to a good size town or city may be able to capitalize on the fact that families will make an excursion to the woods to pick out and cut or pick up their tree. The smart maple operator will use his up to the minute sugar house as a sales room for Christmas trees, Christmas greens, wreaths or other items. He will also feature his maple products prominently for sale in Christmas gift packs at that time. Carrying this a step further, he can capitalize on the family outing idea and have at his sugar house the facilities for making and serving waffles and pancakes with milk and coffee for the cold weather appetites of the customers - of course, top-notch maple sirup will be in evidence everywhere. Southern belt producers may want to add maple sundaes with black walnut meat toppings as part of their menus.

Exploring still further there is the possibility of using some of this marginal land for newer crops such as blueberries, blackberries or raspberries or the combination of these which may be marketed on a "pick-yourself" deal or in some cases a few baskets ready picked for sale again at the sugar house. Easily accessible beds and fields of these small fruits close by the sugar house where the pickers or customers "weigh in" their crop makes it again possible to capitalize on the marketing aspects for maple sirup and sugar products. With such small fruits crops cultural practices needed to bring the crop thru will not interfere with the maple business or vice versa.

Several of my County Agent friends tell me they feel the ideal combination for much of our land shifting from intensive agriculture to the less intensive or extensive type is that of maple and beef. For the farm operator who likes animal husbandry beef herds utilizing the open pasture land and the hay cut from much of the cultivatable land brings a reasonable income especially if the operator is again close to a reasonable market for meat. Usually, in New York at least, good birdsfoot trefoil pasture and hayland is frequently surrounded by rows of maples, roadside trees and groves of maples on the uplands which are accessible by reasonable farm roads. This growing market for quality beef is most prevalent in the areas near large villages or towns where many home owners have freezers with capacity enough to handle a whole half beef or split a half with friends. Beef works better than sheep in such an enterprise since lambing season is usually at the height of the maple season. This combination may be carried to its ultimate end by serving the home grown beef - along with maple products - in a seasonal restaurant.



This picture taken at Lin Lesure's, Ashfield, Mass. during last summer's Maple Tour shows some of his sugar maples and spruce Christmas trees. Lin has also planted blueberries to draw more customers for his Maple Products.

In areas where butternuts, hickory nuts or black walnuts abound there are many possibilities of



Customer dragging a tree from a "do it yourself" plantation. Trees are tagged by the buyer in summer or fall and then cut just before Christmas.

developing excellent markets for confections based on these native nuts. Maple pralines, maple fudge and maple candies of varied sorts may be made for local sale or for mail order business. This allows for more yearly year 'round sales of the maple crop.

Undoubtedly the combinations which could be explored are much greater than those mentioned, sufficient to say that there are many and they are varied. Not every maple producer is cut of the cloth

nor located in places that would enable him to successfully try these enterprises - but for those who are there are many possibilities which can be explored, and developed taking into consideration the natural resources of his home areas and the markets which may be cultivated and exploited. Better still it enables the maple producer to expand his markets towards the point where he is selling his crops the year around rather than just in the producing season.

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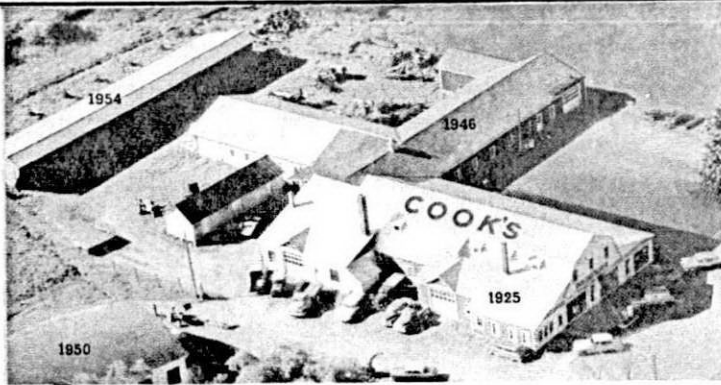
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# NATIONAL MAPLE SYRUP COUNCIL RECOMMENDS NEW MAPLE SYRUP GRADE DEFINITIONS

TABLE GRADES OF MAPLE SYRUP		
I	II	III
<u>Sirup Color</u>	<u>Current System of Grade Designation</u>	<u>Council Grade Designation</u>
As light as or lighter than Light Amber	U. S. Grade AA New York Fancy Vermont Fancy	Light Amber
Darker than Light Amber but as light as or lighter than Medium Amber	U. S. Grade A New York No. 1 Vermont "A"	Medium Amber
Darker than Medium Amber but as light as or lighter than Dark Amber	U. S. Grade B New York No. 2 Vermont "B"	Dark Amber
Darker than Dark Amber	U. S. Unclassified New York No. 3 Vermont "C"	Darker than Dark Amber or Commercial

The National Maple Syrup Council has long recognized that instead of the three or more different grade designations now in use by the U.S. Department of Agriculture, Vermont, New York, and others to define the different table grades of maple sirup, a single set of grade defining terms should be possible that would be universal in their usage.

The Council has deliberated on this subject for the past several years and at its 1964 meeting developed and adopted such a set of grade defining terms.

The Council recognized that basically all **table** sirup, regardless of which state it was being graded in, should meet the following specifications: (a) the sirup shall not be cloudy, (b) the sirup shall not be less than 11 pounds per gallon

of 231 cubic inches at 68°F, corresponding to 65.46° Brix or 35.27° Baumé (Bureau of Standards Baumé scale for sugar solutions, Modulus 145), (c) the sirup shall possess a characteristic maple flavor, (d) the sirup shall be clean, (e) the sirup shall be free of fermentation and (f) the sirup shall be free from damage by scorching, buddiness, any objectionable flavor or odor or other means.

The Council further recognized that after the sirup was judged to meet these basic requirements it should be graded according to its color as follows:

As shown in Columns I and II of the above table, the grade determining factor, sirup color, is the same for the respective U.S. Department of Agriculture, New York and Vermont designations. The Council

therefore adopted the names of these sirup colors, see Column III as the sirup grade designation.

In adopting the sirup colors as their grade defining terms the Council has not in any way changed either the conditions or the parameters of the current grades, yet provides a uniform system of grade designations. Further, use of the color designations eliminates any stigma attached to the old system which implied that "Fancy" or "AA" is the best grade and that "A" or No. 1 grade sirup is next best but superior to "B" or No. 2 grade sirup.

The Council expressed the hope that the U.S. Department of Agriculture, the states of New York, Vermont, and others would adopt these designations for the different grades of maple sirup.

# The National Maple Syrup Council Takes Action on Tariff Problem

## The Present Situation

In 1962\* the United States imported 932,000 gallons of syrup from Canada, compared to the 1,446,000 gallons produced domestically. Therefore, in 1962 an amount was imported equal to 2/3 of our crop. However, this amount of import is increasing rapidly as shown in a previous article in the Maple Syrup Digest, Vol. 2, No. 2, Feb. 1963 - in 1964 the imports may have exceeded our own production. While the major portion of this imported syrup is of the lower or darker grades, the amounts of the top grades imported in small retail packages is appreciable and is increasing. This large volume of imported syrup presents a serious threat to the future of our profitable American maple industry. It depresses the price of bulk syrup and competes with our retail market.

The duty on syrup imported from Canada is 1.5 cents per pound which on 1964 bulk syrup selling at 25 cents per pound is approximately 6%, whereas Canada has an import duty of 17.5% ad valorem. This situation grew even worse three years ago when Canada devaluated its dollar to 7-1/2% less than that of the U.S. dollar. The economics of this is simply that the difference in currency value takes care of the 6% import duty so that the syrup is, in effect, imported duty-free with enough left over to pay the cost of transportation. Syrup that is shipped from the U.S. to Canada has a duty charge of 17 1/2% plus the 7 1/2% currency exchange rate or a net charge of about 25% of the syrup value. This latter is of no great importance since only a very small fraction of our crop is exported to Canada.

The problem is the imports of a "duty free" syrup that is produced with a much lower labor cost, and with equipment, the cost of which is in part subsidized. This results in large imports of syrup with which we cannot compete price-wise.

\* Latest available figures Agr. Statistics, USDA 1963

## What has the National Maple Syrup Council done

The National Maple Syrup Council has twice sent a delegation of its best and most competent men to Washington to present the problem to the Tariff Commission. At the time of these meetings, the policy of the Commission was to simply drop the duty if it amounted to 5% or less of the value of the item. The delegation did succeed in keeping the present tariff in effect. However, they received no encouragement from the Commission that any increase in duty would be made in the future (see Maple Syrup Digest Vol. 3, No. 1; Jan. 1964)

## The Immediate Problem of the Maple Producer

Maple Syrup is a 12 million dollar industry in the United States. Most of it is produced by farmers who depend on it to supply a substantial part of their cash income. Many of these farmers are located in depressed areas on land of marginal productivity or farms too small to be operated efficiently. While the gross value of the crop is not large, it represents to the producer, a considerable and often a major part of his income.

Under the present price conditions, many farmers will be forced to stop producing syrup. They just can't compete with syrup selling at a price below their production costs. This will eliminate one of the few cash crops which has been profitable to produce on all maple tree farms and especially those in depressed areas.

## What We Intend to do About it.

At the last annual meeting of the National Maple Syrup Council held in Greenfield, Mass. on Oct. 6 and 7, 1964, the directors passed a motion authorizing the National Maple Syrup Digest to take the following steps:

A letter explaining this situation will be sent to every Senator and Representative in Washington from each of the thirteen maple producing states. They will be asked

to send a reply to the Digest stating what action they can take, and when, to improve the tariff situation.

This information will be reported progressively in each issue of the **Digest**, as a continuing progress report. Later, we will summarize the actions and attitudes of our Senators and Congressmen under four headings, as follows:

1. Names of Senators and Representatives who are in agreement that something must be done and who will take positive action.
2. Those Congressmen who do not intend to take positive action.
3. Those Congressmen who have not committed themselves.
4. Those who are not interested enough to write a reply to our letter.

It is up to you as individual maple producers to write to your individual Senators and Representatives asking them to give their full support to improve the tariff situation which would make it possible for you to continue in the maple business which provides you with incomes that help keep you self-supporting. In the state of Pennsylvania one of the local associations brought to the attention of the state government the need for funds to study and combat the maple tree die back disease. When the bill was prepared for consideration by the state legislature and ready to present to the floor, not a single letter had been received by any state senator or representative from their constituents requesting that they give support to such a bill. The result was that it did not pass. However, the next year this picture was changed and the individual producer did write to their respective senators and representatives and a bill was passed supporting this investigation. Let us take a lesson from this situation and not do likewise, but let us pitch in and each and every producer write to his U.S. Senator or Representative.

# NATIONAL MAPLE SYRUP COUNCIL NATIONAL

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Dear Congressman;

The National Maple Syrup Council, the organization which represents all of the maple syrup producers in the 12 states (Maine, Vermont, New Hampshire, Massachusetts, New York, Ohio, Pennsylvania, Maryland, Michigan, Indiana, Wisconsin, and Minnesota) which comprise the maple syrup area, at its 1964 annual meeting requested me as Editor of the Maple Syrup Digest to write to all members of the U. S. Congress who represent the 12 maple syrup states, to alert you to and to solicit your aid in correcting a serious situation which now confronts all U. S. maple syrup producers. This serious situation results from the ever increasing amounts of maple syrup that are imported to this country from Canada. This Canadian syrup is currently imported with only a very small duty, 1½ cents per pound as compared to the 17.5% ad valorem imposed on Canadian imports, and it is produced by cheaper labor than U. S. produced syrup. A brief history of the maple syrup tariff and of the increasing volume of the maple syrup being imported is described in the two enclosed articles, reprints from the Maple Syrup Digest, Vol. 3, No. 1, January 1964 and Vol. 4, No. 1, January 1965. The maple syrup industry has never been subsidized nor has it ever been necessary to impose Government control on production and it is hoped that we will never find it necessary to ask for either.

While the maple syrup industry is not large by State or Federal standards, it does provide a substantial part of the incomes for thousands of farmers, many of whom are located in depressed areas on land of marginal productivity or farms too small to be operated efficiently for the production of other farm crops. These farms are located in Appalachia or in other designated poverty areas located in the 12 maple states.

Our current stands of maple trees could provide profitable and substantial incomes to an even greater number of farms helping to keep these farms solvent through a better utilization of their land by tapping these trees for maple sap. The flow of cheap Canadian syrup now entering this country at ever increasing amounts presents a desperate situation and a positive action is urgently needed if we are to save our maple industry so that it can continue to provide the much needed income to our maple syrup farmers. These farmers cannot continue to operate in competition with the cheap Canadian imports.

The National Maple Syrup Council sincerely hopes that you are sympathetic to this situation and that you will take positive action to correct it. The National Maple Syrup Council firmly believes that the only remedy that will save this maple syrup industry so that it can continue to supply a much needed cash crop would be the enactment of a higher import duty on maple syrup.

Maple syrup produced in the U. S. last year (1964) was sold in drums at the depreciated price of only 25 cents per pound or \$2.75 per gallon. This is 25 cents below U. S. minimum production costs. An import duty of 25% of the value of the syrup imported is required if our farmers are to compete and stay in business.

A reply is earnestly requested so that we may inform our producers of your intended action.

Very truly yours,

Lloyd H. Sipple, Editor

### MAPLE DECLINE

The University of Massachusetts is initiating an investigation to find and explain the causes of "maple decline" (a die-back disease of *Acer Saccharum* 'Sugar Maple'). Correspondence is desired with all interested persons, particularly with those who have observed the disease in their locality and those engaged in research pertinent to the subject. Please contact Professor Arthur H. Westing, Department of Forestry and Wildlife Management, University of Massachusetts, Amherst, Massachusetts, 01003.

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THE MAPLE SYRUP DIGEST  
BAINBRIDGE, N. Y.

## ALLEGANY COUNTY MAPLE TUBING DEMONSTRATION

December 2, 1964, saw a group of nearly 70 western New York maple producers gather at the Maple Tree Inn at Short Tract for a maple tubing demonstration. First on the agenda was an opportunity to sample the Cartwrights excellent pancakes, sirup and sausage or ham in the Inn which looks down into the evaporator room where the sirup is made. Motor trouble delayed the take-off of Dr. C. O. Willit's plane from Philadelphia and his escort from Elmira, Lloyd Sipple and he were delayed in arriving. However, the demonstration was discussed by Fred

Charles Hebblethwaite  
County Agricultural Agent  
Belmont, New York

Winch, Extension Forester and the team went right to work on arrival, cutting drop lines and assembling them and later went with Ronald Cartwright to tap trees with an electric tapper, insert pellets, place drops, and then string and cut tubing and putting it in place. The team then proceeded to take the lines up; handling them as if it were the end of the season. Then the team "tapped the bush for '66" and strung

tubing out of the bundles. To the amazement of nearly all present there was no need to cut and fit, it all went together in good shape though it's likely that not over half a dozen lengths were in the identical spots they were cut for. About 30 taps were placed and handling was demonstrably easy though temperatures were in the low 20's. Ron Cartwright eased the work of joining tubing and tees with a kettle of warm water.

Dr. Willits, Lloyd Sipple and Fred Winch indicated alternative methods, needs for venting lines with "collection stations" - cans where two or more lines dumped and one larger line could be used to send sap to collection points; the use of graded trails in the bush for main lines and other pertinent aids in setting up the system. Dr. Willits pointed out that it is important to get in the right habit and right frame of mind to use and handle tubing correctly. Lloyd Sipple pointed out effectively that washing and handling tubing at the end of the season is much easier than for buckets - he said he uses 20 miles of the tubing and is still a growing boy compared to other producers who are using up to 37 or 40 miles during 1964.

#### MAPLE INSPECTION (con't)

electric light for better working conditions; the piping in of water for washing; the placing of covers on buckets or tanks to keep out rodents, insects or other foreign matter; **looking** into storage tanks before using them; emptying buckets of niter into an outside pit each day; and the wearing of clean cloths to present a good appearance to visitors. He may even warn the sugar maker against the use of a glazed earthenware jug as a retail package, since such jugs often admit air which causes spoilage of the syrup.

The Vermont maple inspector goes on the assumption that a kindly warning or a helping hand in advance is better than the confiscation of off-grade syrup after it reaches the retail outlet.



## You just can't afford to cut wood!

**"says Roy C. Temple, Spragueville, N.Y. Maple Producer"**

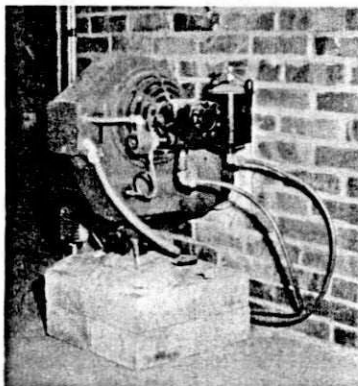
Changing over to oil has enabled Roy Temple to fuel his evaporator for under 43¢ per gallon of syrup. (Based on fuel oil at 15¢ per gal.)

When figuring his former cash outlay for coal, plus the value of wood used, plus the extra labor demanded for the wood-coal system, Mr. Temple is mighty pleased with his new oil-fired system.



Agway Petroleum Service (formerly GLF):

- ★ planned the oil burner system
- ★ installed the outfit
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- ★ delivered the fuel oil
- ★ provided standby service (but never needed)



Of the Agway Petroleum men, Mr. Temple said: "they couldn't have been more cooperative."

With oil, Mr. Temple enjoys automatic firing, uniformity of heat and rapid boiling.

The Agway-installed burner is fired with twin six-gallon per hour nozzles. The pan is 5' by 13' and has a cover to save heat.

Call your nearby Agway Petroleum plant for a free estimate for an oil burner planned for your evaporator.



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# MAPLE MARKETING IN CONSUMER PACKAGES

Reed D. Taylor, Jerome K. Pasto, and Herman M. Southworth  
Department of Agricultural Economics and Rural Sociology  
Pennsylvania State University.

NOTE: The following article is part of a study being conducted by the Pennsylvania State University on "Market Characteristics of the Maple Syrup Industry." Results are based on a sample of 1,493 maple producers who sold 37 per cent of the total maple crop in 1963. Subsequent issues of the "Maple Digest" will carry further results of this research.

## The Producer Market

Maple products are sold by producers either retail in consumer packages, wholesale in consumer packages, or wholesale in drums. In 1963, retail sales were 50 per cent of the total, wholesale sales in consumer packages 13 per cent and wholesale sales in drums 37 per cent, table 1. Sales in consumer packages, both retail and wholesale, accounted for 63 per cent of total

sales. This distribution varied somewhat from state to state, but the general pattern was remarkably constant. Wisconsin was the only state selling over 50 per cent of the total product in drums.

## Consumer Packages

Almost 80 per cent of all maple products in consumer packages are sold retail, while only 20 per cent are sold wholesale. Data for these two markets have been combined for this presentation; however, important differences between them will be pointed out. Table 2 shows the distribution of sales according to state and consumer package and table 3 the price distribution.

Ninety six per cent of consumer package sales were in the form of syrup. Syrup is sold in gallon, half gallon, quart, 24 fluid ounce, pint, 12 fluid ounce, half pint, and less

than half pint containers. The remaining four per cent was sold in the form of confections such as hard sugar, soft sugar or sugar cakes, cream, toffee, etc.

Syrup sold in gallon containers made up 54 per cent of total consumer package sales, half gallons 21 per cent, quarts 14 per cent, and the remaining 11 per cent. Wisconsin, Michigan and Maine were the only ones which sold more than half of their syrup in smaller than gallon containers.

Retail and wholesale markets in consumer packages were compared. Fifty eight per cent of the retail sales were in gallon containers, but only 39 per cent of the wholesale sales in consumer packages were sold this way. It is possible, therefore, that producers who engage directly in retail sales do not offer their customers enough choice in container size.

Still other data show that 95 per cent of all maple producers selling retail sold some syrup in gallon containers, but only 66 per cent sold in quarts. This means that the opportunity to purchase maple syrup in quarts was not offered to the customers of 34 per cent of the maple producers selling retail. In the wholesale consumer package market the figures were 85 per cent and 71 per cent respectively. This further supports the idea that producers could probably earn a greater income from the maple enterprise if they offered their customers a larger selection of container sizes. This added income must however, be weighed against the added cost of packaging a larger variety.

Table 3 shows the prices received for maple products, for the several states. The weighted average price for all maple products sold in consumer packages was \$6.16 per gallon of syrup equivalent. Maine received the highest price of \$6.98, while Pennsylvania received the lowest of \$5.62. From the price distributions it can readily be seen that the greatest return for quantity sold was realized in the smaller containers.

Table 1. Per Cent of Maple Products Sold According to State and Major Market Outlet, 14 States, 1963.

State	Total Sales Reported	Major Market Outlet		
		Retail Consumer Packages	Wholesale Consumer Packages	Wholesale Drums**
	gallons	per cent of total		
Vermont	146,538	44	16	40
New York	127,563	47	10	43
Pennsylvania	34,540	65	9	26
Wisconsin	28,151	34	13	53
Ohio	22,819	70	12	18
New Hampshire	10,116	74	20	6
Massachusetts	14,008	63	16	21
Michigan	12,083	57	22	21
Indiana	5,265	94	2	4
Maine	4,034	90	10	*
Other states***	2,645	--	--	--
Total/Average	407,762	50	13	37

\* Less than 1/2 of 1 per cent.

\*\* Syrup in drums is sold by weight. Sales were converted to gallons assuming 11 pounds of syrup equals 1 gallon of syrup.

\*\*\* Minnesota, West Virginia, Iowa, Maryland. Insufficient data to present separately.

**Table 2. Per Cent of Maple Products Sold According to State and Consumer Package, 14 States, 1963.**

State	Total product sold	Syrup in Containers						Confections				
		Gallon	Half Gallon	Quart	24 fluid ounce	12 fluid ounce	Half Pint	Less than half pint	Hard Sugar	Soft Sugar	Other confections	
	<b>Gallons</b>	<b>Per Cent</b>										
Vermont	88,088	54	25	14	*	5	*	1	*	*	1	*
New York	72,313	59	19	10	*	3	*	1	*	1	4	3
Pennsylvania	25,528	58	20	11	1	2	3	*	0	1	2	2
Ohio	18,671	63	22	11	1	2	1	*	*	*	*	*
Wisconsin	13,337	26	16	40	*	9	5	3	*	*	*	0
Massachusetts	11,046	56	22	14	0	4	0	*	0	1	2	1
Michigan	9,570	45	19	21	2	6	4	1	*	1	1	*
New Hampshire	9,491	52	23	18	*	6	0	1	*	*	*	*
Indiana	5,055	67	13	16	0	1	*	1	*	1	0	0
Maine	4,019	27	12	33	19	4	0	1	0	1	2	1
Other states**	1,313	--	--	--	--	--	--	--	--	--	--	--
<b>Total</b>	<b>258,431</b>	<b>54</b>	<b>21</b>	<b>14</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>	<b>2</b>	<b>1</b>

\* Less than 1/2 of 1 per cent.

\*\* Minnesota, West Virginia, Iowa, Maryland. Insufficient data to present separately.

**Table 3. Prices\* Received for Maple Products Sold by Producers According to State and Consumer Package, 14 States, 1963.**

State	Average price per gallon	Syrup in Containers						Confections				
		Gallon	Half Gallon	Quart	24 fluid ounce	12 fluid ounce	Half pint	Less than half pint	Hard sugar	Soft sugar	Other confections	
Vermont	\$6.27	\$5.52	\$3.08	\$1.82	\$.95	\$1.05	\$.60	\$.67	\$.45	\$1.00	\$1.74	\$1.29
New York	6.06	5.30	2.96	1.71	1.08	.97	.74	.64	.50	1.10	1.38	1.10
Pennsylvania	5.62	5.13	2.76	1.54	1.37	.76	.91	.55	---	.84	.97	1.01
Ohio	6.24	5.81	3.23	1.86	1.28	.99	.84	.71	.15	1.22	1.43	1.38
Wisconsin	6.10	5.24	3.03	1.48	1.57	.88	.63	.60	.50	1.26	1.59	---
Massachusetts	6.14	5.60	3.08	1.71	---	.99	---	.58	---	1.23	1.19	1.18
Michigan	6.44	5.86	3.18	1.67	1.34	.95	.70	.61	.60	1.27	1.19	1.38
New Hampshire	6.84	6.10	3.37	2.00	1.83	1.10	---	.64	.77	1.24	1.55	1.55
Indiana	6.45	5.73	3.52	1.76	---	1.51	.98	.99	.75	1.71	---	---
Maine	6.98	6.55	3.60	1.81	1.12	1.15	----	.79	---	1.00	1.00	1.25
Other states**	---	---	---	---	---	---	---	---	---	---	---	---
<b>Average</b>	<b>6.16</b>	<b>5.48</b>	<b>3.05</b>	<b>1.72</b>	<b>1.18</b>	<b>1.00</b>	<b>.75</b>	<b>.65</b>	<b>.54</b>	<b>1.10</b>	<b>1.37</b>	<b>1.10</b>
<b>Average per gallon equivalent</b>	<b>\$6.16</b>	<b>\$5.48</b>	<b>\$6.10</b>	<b>\$6.88</b>	<b>\$6.29</b>	<b>\$8.00</b>	<b>\$8.00</b>	<b>\$10.40</b>	<b>\$17.28</b>	<b>\$12.10</b>	<b>\$15.07</b>	<b>\$12.10</b>

\* Prices are weighted by quantity sold.

\*\* Minnesota, West Virginia, Iowa, Maryland. Insufficient data to present separately.

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# THE SAP AND THE TREE

Some of the oldest living things are trees, and few things start out so small and become so large, unless it is a rumor.

Trees are made out of wood, and the rest leaves; at certain times of year. Trees had to have some covering on the outside so they called it

bark, which helps to identify and protect it.

If the seed of a tree was planted about the same time a person was born, the tree would become a sapling about the same time the person became a stripling, but from here on the stripling might out-sap the sapling and the sapling might out-strip the stripling.

In the early history of our country, logs were used to build houses so prominent men could be born in them, but later there was so few log houses that they had to be born elsewhere. Many logs were cut up to manufacture sawdust. Occasionally a board would be produced and this helped develop the carpenter trade.

Trees produce many things including nuts, fruit, sugar and thorns, and are the homes of many animals. Trees like animals and provide a perch for birds, their nests, and even feeds them a worm sometimes. Trees provide limbs for animals that like to climb, and sometimes a hole for their home..

Trees are related to families, and each has a family tree, and each tree has branches, so if there are any nuts they will know which branch to blame. Sometimes a branch is grafted on, sometimes there is a lot of graft in some branches. Trees seem to get along better than people, probably because they can't talk.

When a tree dies it never leaves; just stands there until it falls down, having no other place to go. This seems to differ with people. When a tree is cut down it leaves a stump,

which has supported many politicians when no one else did.

Ashes can be made out of wood, and this is the way fire was discovered, but they didn't have much use for ashes so they kept the fire which is an antidote for cold.

For years wood was used in building nearly everything, and a carpenter would be useless unless he had some wood to carp about.

Shade can only be produced by a tree when the sun shines, and when it rains it does the best it can to protect you. Trees are my friends and I will stand by them as they have stood by me.

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- NO ODOR OR OFF FLAVOR
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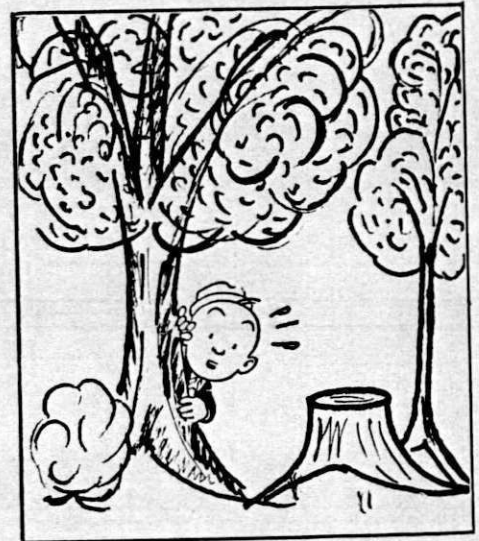
The best material for filtering maple syrup. Proven by hundreds of maple producers.

Many sizes available:

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24" x 30" . . . . .	4.75
24" x 36" . . . . .	5.75
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36" x 36" . . . . .	8.50
6 qt. Bag . . . . .	4.50
(Equal in size to 8 quart wool bag.)	

All Prices Prepaid

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And help you serve, as you have done,  
For all these years since you begun.

Lester Pullen  
Elm Rest  
Cadillac, Mich.

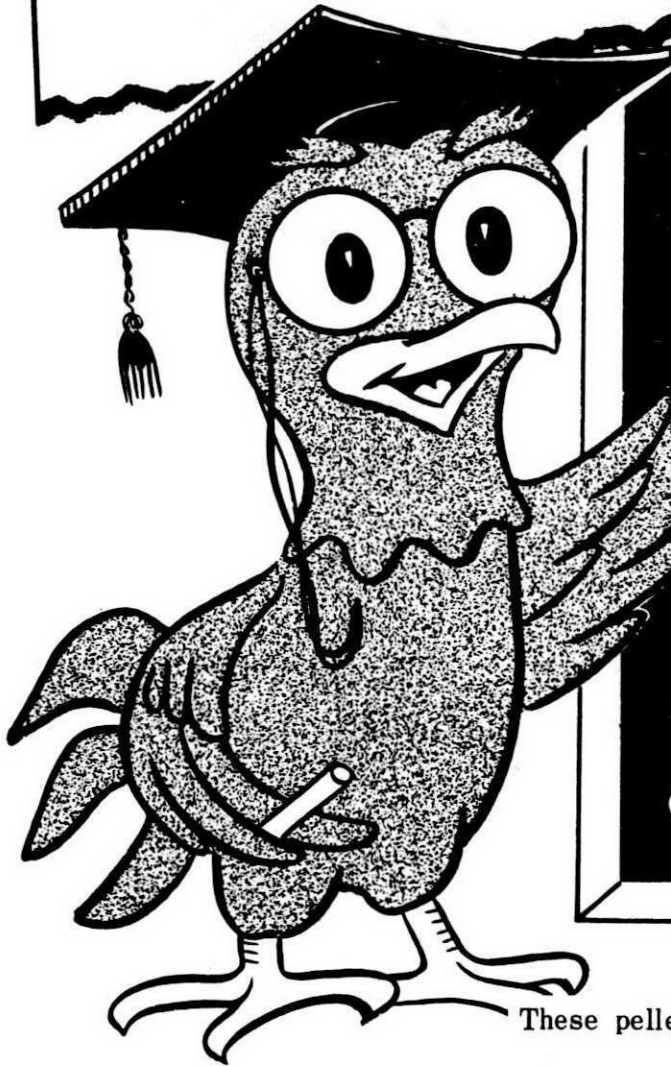


"This old tree has been good to us, Martha."



# PRODUCTION LESSON

PROF.  
PROFIT  
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*flomor* taphole pellets

- makes sap run longer
- controls bacteria
- allows early tapping
- extend gather time
- economical, safe !!

These pellets won't do everything, they won't even cure anything. They won't clean your Buckets, or your Tubing, or your Storage Tanks. They're not supposed to. They make sap run longer by controlling taphole bacteria. You can tap earlier and not miss the first run. Sap keeps running until the leaves come out. Small product, small price, big return. Get some; if your dealer hasn't any, write us.

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FOR A COMPLETE  
PRODUCTION COURSE  
INVESTIGATE ALL THE  
OTHER LAMB GATHERING  
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SYSTEMS, ETC.  
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## PENNSYLVANIA MAPLE SYRUP COUNCIL

The Pennsylvania Maple Syrup Council held its third regular meeting of the year on Wednesday, November 18, 1964 at State College, Pa. President Edward Curtiss of Honesdale, presided with Robert McConnell, Coudersport, the council Secretary-Treasurer, recording the minutes. Other members present from the Potter-Tioga Association were Norman Colegrove, Tioga, Pa. regional President and State Director and Francis Turner, Tioga County Agent.

The State council is made up of ten directors, two each from the five regional associations. In addition to the local region are the Endless Mountain Association (Bradford, Susquehanna, Sullivan and Wyoming) Northeastern Association (Wayne, Pike and Lackawanna); Northwestern Association (Crawford, Erie and Warren); and South Central Association (Bedford, and Somerset).

Important items of discussion at this meeting were the following: Marketing of Syrup in bulk quantities; An option of Standard Rules of State and Regional Maple Queen Contests; Annual Pennsylvania Maple Tours; and Farm Show premiums and exhibits for both individuals and associations.

Mr. McConnell reported on the

second successful collective can order program of the Potter-Tioga Association. The second year of the project more than doubled the can purchases as well as the paid memberships. The local group now has a total paid membership of 45 compared to 18 last year. General discussion of present cans and other containers as not being satisfactory to consumer and producer. Mr. Curtiss mentioned that the National Maple Syrup Council sent letters to can manufacturers stating the need for a more adaptable and attractive syrup container.

Reed Taylor, Marketing specialist of the Pennsylvania State University, explained some of the pricing and purchasing set up of Bulk Syrup by a few large companies. Pa. is the third largest producer of maple syrup and maple products. Vermont and New York lead the nation in gross sales of maple products. Canada has three or more times the production of the U.S.A. This means that bulk syrup buyers negotiate chiefly with Canadian authorities and our comparatively small quantities are bought as a last resort.

It was decided to have our five maple regions survey their bulk syrup potential and submit bids to buyers for collective purchase. Pennsylvania has the lowest average price of \$5.60 per gallon for syrup of all forms and yet retails the highest percent (74) of any producing state in the country. On the other hand Vermont sells only sixty percent retail and yet receives an average of \$7.02 per gallon for

all forms because she sells more sugar and cream maple products than do Pennsylvanians.

More interest is taking place in the state for central processing. "Agway" is starting to manage some of these processing plants in New York and Pennsylvania. It is believed that much more syrup would be produced in Pennsylvania if more central processing facilities were available.

Mr. Keim of Somerset county reported on National Council meeting: This group has finally agreed on a Standard Grading System. All states now use the USDA four color grades. The color grades are as follows: Light amber, medium amber dark amber, and darker than dark amber. This will eliminate the confusion of the New England States using a different system than the rest of the maple producing states.

He also reported that the National Council sent a delegation to Washington, D.C. to obtain a higher tariff on Canadian imported syrup. This delegation received a merely polite hearing with no satisfying results.

Somerset County invited the State Maple Producers to attend a tour of several maple camps in their area on October 1 and 2, 1965. All are invited to attend.

The next regular state meeting will be at Harrisburg on January 14, 1965. The meeting will be held at the Farm Show Building and all maple producers are invited to attend this meeting.

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½ Gal. 1 Gal. - Drums 30 Gal.

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NAME STICKERS. Stick to everything, over 900 in a roll, 3 lines, \$6.00 first roll; post paid. \$5.00 repeat. Dispenser available. Sample stickers on request.

LESURE FARM, Ashfield, Mass.

# GRIMM & LIGHTNING

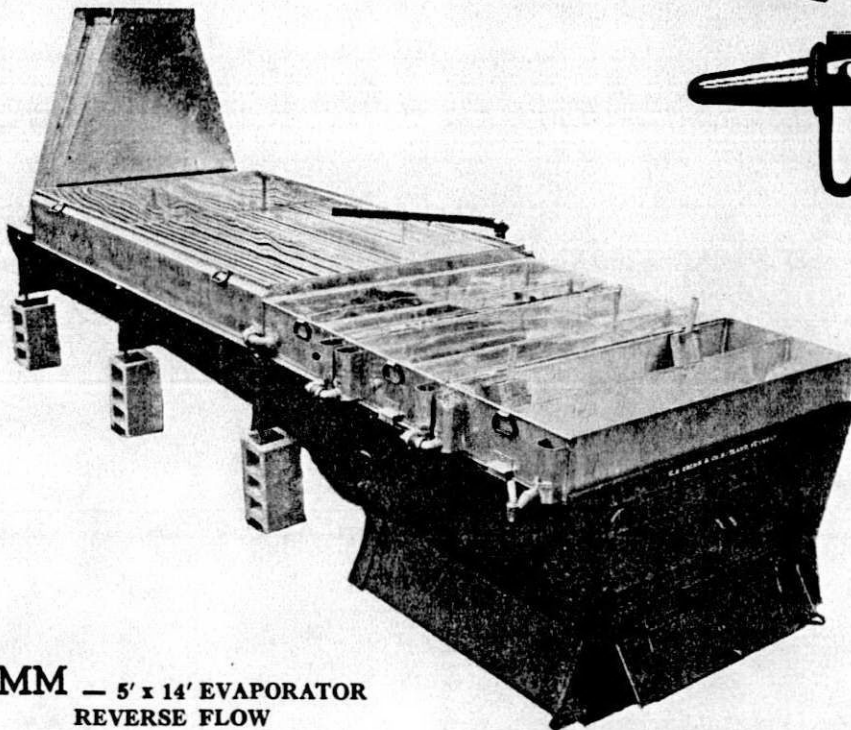
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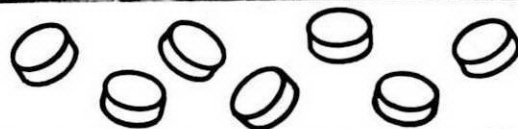
# Good Arithmetic!

add

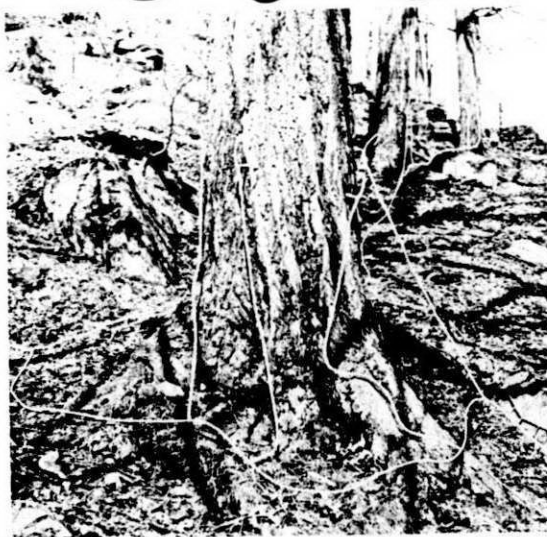
**LAMB**  
ELECTRIC TAPPER



+ *flomor*  
Taphole Pellets



+ **NATURALFLOW**  
MAPLE SAP, PLASTIC TUBE  
GATHERING SYSTEM



= LESS LABOR MORE PRODUCTION LOWER COST

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DETAILS CALL OR WRITE . . .

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