

National Maple Syrup • DIGEST •



Vol. 5, No. 4

BAINBRIDGE, NEW YORK

DECEMBER, 1966

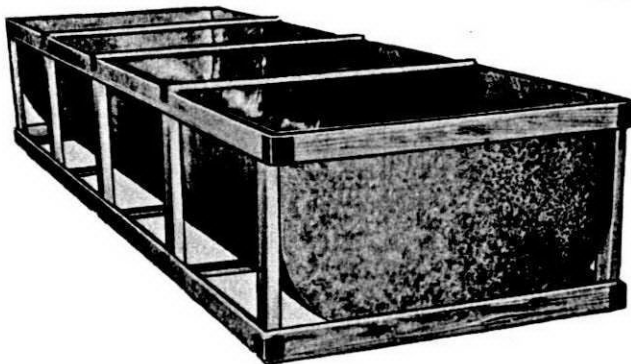
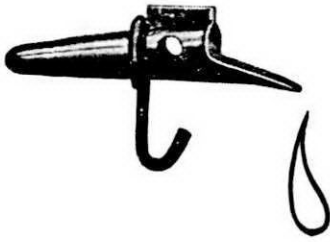
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**NATIONAL
MAPLE SYRUP DIGEST**

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Vol. 2, No. 1, 2, 3
Vol. 3, No. 1, 2, 3, 4
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and they are expensive to mail. If
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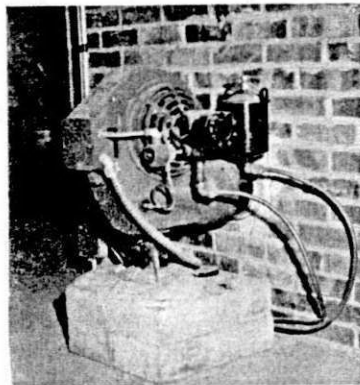
“says Roy C. Temple, Spragueville, N.Y. Maple Producer”

Changing over to oil has enabled
Roy Temple to fuel his evaporator
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(Based on fuel oil at 15¢ per gal.)

When figuring his former cash
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NATIONAL COUNCIL NEWS

By Lloyd Sipple

Do maple producers like to travel? Is the National Maple Syrup Council an outstanding attraction? Or does maple syrup draw people like molasses draws flies?

Maybe it was a combination of all three, because the seventh annual meeting of the National Council, held Oct. 5 and 6 in Antigo, Wisconsin, experienced another year with perfect attendance. I don't mean every producer attended—far from it. But every member state was represented by their delegate, some states also sent an alternate delegate, and most of the associate members were there. Also, Minnesota entered the Council this year making a total of 10 states who are now members.

The delegates present were Adin Reynolds, President, Wisc.; Ture Johnson, Vice-President, Ohio; Ted Harding, Maine; Linwood Lesure, Mass.; Kenneth Bascom, N. H.; Gordon Brookman, N. Y.; Edward Curtis, Penna.; and Robert Coombs, Vermont.

Alternate delegates included Gordon Gowan, N. H.; Lloyd Sipple, N. Y.; Russell Davenport, Mass.; and Robert McConnell, Penna.

Associate members present were: C. O. Willits, life member, and Clyde Underwood, Philadelphia, Pa.; Fred Winch, N. Y.; Lee Schuler, Ohio; Ray Foulds, Vermont; Joe Szymujko, N. H.; Ted Peterson, Wisconsin; Marvin Smith, Minnesota.

There were 42 other guests and visitors present making a total of 64. It is interesting to note that most of

the men brought along their wives which not only made the crowd look better but undoubtedly kept it much more orderly.

I can't honestly say that this meeting was better than some past meetings but it certainly was one of the best. Mary Lou and I drove to Wisconsin by way of southern Ohio, central Indiana and Illinois, and we were mighty grateful to see a hill again as we by-passed Madison. Wisconsin does have some hills although they're pretty small, flat, and a long ways apart, but that's a lot more than I can say about Illinois and Indiana.

When we arrived in Antigo we noticed there were posters in every store window printed "Welcome Maple Syrup Council." Then we drove down to Aniwa, the council president's home town, and there was a big banner with the same welcome stretched right across the main street. I'll just bet Adin had a heck of a time shinnying up the telephone poles to put that banner up all by himself.

In the evening we gathered informally at a local oasis and were served the biggest steaks I've ever seen. They

must have thought we were either from Texas or looked awfully hungry. This was only the beginning. The next morning the meeting started with ham and eggs, or anything else you wanted to order, at the Gold Coast Supper Club. Now you might think this a little odd—getting breakfast at a supper club but I think they opened up early just for us. Then they were kind enough to let us use their dining room for our meeting, which probably didn't cost Adin more than a couple of gallons of syrup.

The meeting got underway with the call to order by the President, introduction of all present, reading of the minutes, treasury report and all that rigmarole to get everyone tuned up for the meat and potatoes part of the meeting. And it didn't take long to get to that part, either.

There was a lengthy discussion on maple research funds and the status of the Philadelphia laboratory led by Ray Foulds, Extension Forester from Vermont, and Fred Trenk, who helped get the Council started back in 1959. Then Robert Coombs led a discussion on the new grading ter-



Officers and directors of the National Maple Syrup Council. Left to right, seated: Ted Harding, Maine; Clifford Dalby, Minn.; Edward Curtis, Penna.; Linwood Lesure, Mass.; Robert Coombs, Vermont; Adin Reynolds, President, Wis. Standing: Lloyd Sipple, Editor, N.Y.; Gordon Brookman, N.Y.; Ture Johnson, Vice President, Ohio; Floyd Moore, Mich.; Kenneth Bascomb, N.H. Photo by T.A. Peterson, Sec'y-Treas., Wis.

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Reynold's processing plant at Aniwa, Wisconsin.

minology.

At noon, a lunch was served by the Gold Coast Supper Club which was more like a six course dinner. After lunch, J. O. Vaillencourt gave a report on Canadian production (see "Canadian Maple Crop" in this issue). Then Dr. C. O. Willits gave a very descriptive talk on the new system for removing most of the water from maple sap using the principle of reverse osmosis. This means, in language that I can understand, the sap is pumped at extremely high pressure through a filter that's really not a filter because nothing will go through it but the water does and the sugar doesn't so that's how you get rid of the water!!! By now you should be as confused as I am but I hope to have more information to publish in the next issue of the Digest.

As you all know, a conference is where people gather together to pool their confusion, and by now everyone had just about had it, so the meeting was adjourned and we all went out to visit Henry Schroeder's potato farm. Henry has over 400 acres of potatoes and, while his farm is about as flat as a wet noodle, there's one mountain on it but that's made of—you guessed it—potatoes. Henry is also a maple producer and if he can just figure out how to make french fries with maple syrup instead of soy bean oil we'll all be in business.

Then we drove up to Adin Reynolds' place in Aniwa. He explained how his central plant operates. He al-

so operates two other plants about 25 miles apart and the three plants take care of the sap for well over 100,000 taps. Besides that he buys about all the syrup made in Wisconsin and some that isn't made there. We also visited his "Sugar House" which is really a first class retail outlet.

In the evening we went to the Riverside Country Club for a banquet which was, as usual, more than adequate. The main speaker of the evening was the State Director of Agriculture who did an excellent job of cutting up the Reynolds family and then putting them back together again.

The next morning the Council really got down to business. Gordon Brookman reported on the progress of the Farm Bureau Marketing Cooperative in New York; Eric Nye on the progress of the tariff committee; Fred Winch on the use of the tap hole pellets; Albert Snow on the research progress at the Northeast Forest Experiment Station; Ed Curtis on sanitation practices proposed by the Pennsylvania Department of Agriculture; and Ture Johnson on the operation of the National Maple Queen Contest in Ohio.

After lunch, which was another stomach stuffer of Bar-b-qued chicken at Eau Clair Dells, the meeting resumed and the following were some of the motions that were passed:

. . . That the National Council accept Minnesota's membership.

. . . That the National Maple Queen Contest be held in Ohio in 1967.

. . . That the Council accept the following resolution: The New York State Maple Producers Association requests that the National Maple Syrup Council take steps to increase the research on production and usage of maple products by urging the appropriations committee of Congress to increase the appropriation of the Maple Producers Division of the Eastern Utilization Research and Development Division of the U. S. D. A. in Philadelphia, Pa.

. . . That the National Maple Syrup Council, meeting at Antigo, Wisc., on October 6, 1966, extend to Senators, Congressmen, the Secretary of Agriculture, and the Chief of the U. S. Forest Service our sincere appreciation for work being conducted in maple research by the Northeast Forest Experiment Station with the \$180,000 made available by Congress each year to find methods for cutting costs of producing maple sap and syrup and increasing returns from the sugar bush, and find ways to provide improved office and laboratory facilities to conduct this work in a more efficient way than is presently possible.

. . . That the Chief of the Forest Service be requested to require County Foresters to send in reports on forest improvement work being done in sugar bushes on private lands.

Also, some minor changes in the wording of the constitution had been discussed earlier by the delegates and the constitutional committee. It was moved that these changes be considered for adoption at the next meeting.

In the election of officers, Adin Reynolds was re-elected President, Ture Johnson, Vice-President, T. A. Peterson, Madison, Wisc., Secretary-Treasurer, and Lloyd Sipple, Editor of the Digest. (This pretty well settled who had to write up this meeting for publication.)

The following associate members were elected: For a three year term—T. A. Peterson, Wisconsin; Joe Szymujko, New Hampshire; Marvin Smith, Minnesota; Albert Snow, Northeast Forest Experiment Station. For a one year term: Edgar



Reynold's retail outlet at Aniwa.

Lott, Indiana; and for a life term: Fred Trenk, Wisconsin.

The meeting was then adjourned and my wife and I continued on our weary way home, driving across the

upper peninsula of Michigan, through Sault Ste. Marie, across Canada almost to Ottawa, south through the Thousand Islands to dear old New York State. And I must agree with

Peter Stransky (see "Ontario Maple Producers Assoc." in this issue) that Canada has an abundance of excellent Moose pasture.

I don't know yet where the annual Council meeting will be held next year, but if it is possible for you to attend the open session, I'm sure it will be well worth your time. I may have sounded a bit anomalous in this article, but the trip was so enjoyable I couldn't help it. The National Council is really a wonderful organization. It is getting stronger every year, but if it never does any more than get the people of different states together occasionally where they can sit down and talk over their problems, then it will at least have served one of the prime reasons for which it was established.

DIGEST ADVERTISING RATES	
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PELLETS IN OHIO

By Leland Schuler

On the basis of the eighty-four surveys submitted by Maple Sirup Producers in 1966, it can be said that the pellets were responsible for approaching a nearly normal maple sirup crop. The germicidal pellets also helped maintain the quality of the maple sirup in the 1966 season.

A survey card was sent to all maple sirup producers after the 1966 maple season. One hundred twenty-five surveys were completed and returned by the producers. Fourteen persons returning cards do not operate their sugar bushes anymore, or have sold out. Twenty-seven producers did not produce maple sirup this year, but may next year. Eighty-four producers opened their sugar bushes in 1966.

The size of the 1966 sugar bush operations varied from 84 tapholes to 4,500 tapholes. Production of maple sirup ranged from 20 gallons to 809 gallons. The average number of tapholes for 84 producers was 1,208. The average maple sirup production was 229 gallons.

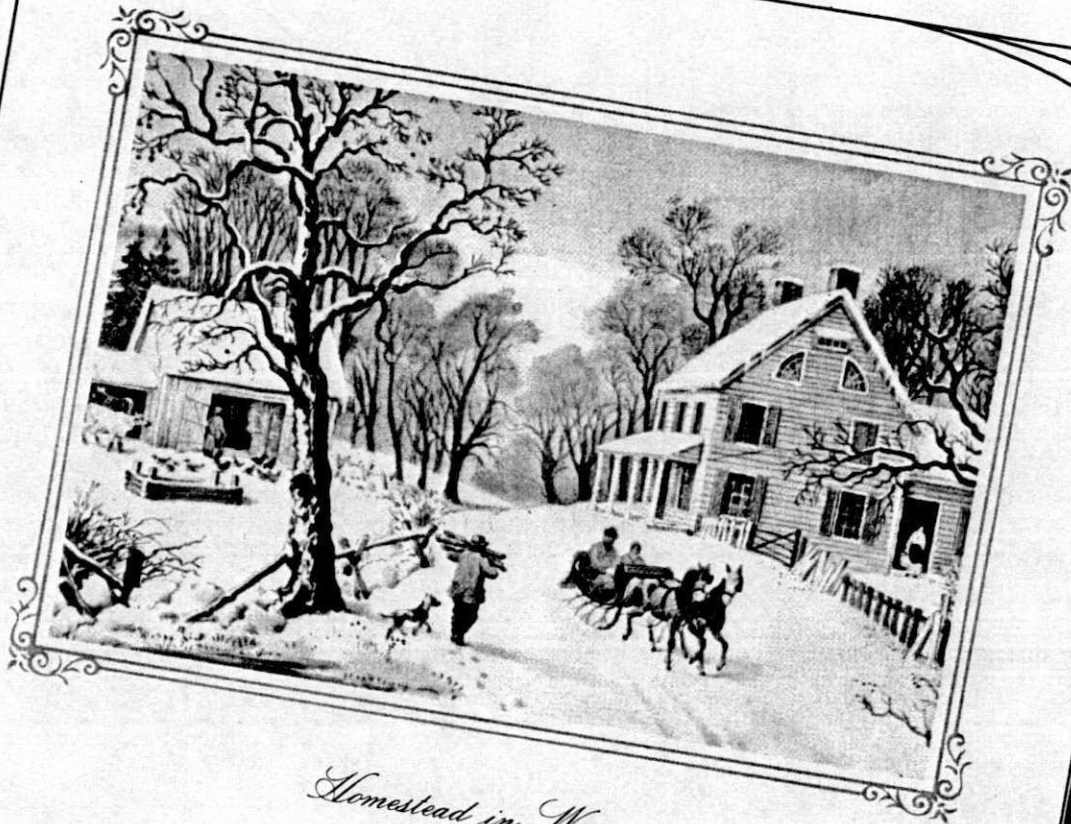
Sixty-three producers used the

germicidal pellets in tapholes; twenty-one producers did not use the pellets this year. The sixty-three producers reported a range of increase in production of sirup from little or none to as high as 50%. The average increase reported by over 60 producers was 26%.

The survey included a question about the amount of maple sirup made after March 27, the time of the Geauga County Maple Festival. The purpose of this question was to check on whether more maple sirup could have been made. It is interesting to note that those maple sirup producers reporting no increase in maple sirup production with the pellets did not operate after March 27.

Thirty-five producers (nearly half) made sirup after the Festival date. Their production ranged from 10 to 250 gallons. Most of these producers said a third of their production was made during April. Most of the maple sirup producers that used pellets had nearly a normal crop, although the maple sirup was darker in color.





Homestead in Winter

CURRIER & IVES

*Christmas Greetings and best wishes
for the New Year*

*National
Maple Syrup Council*

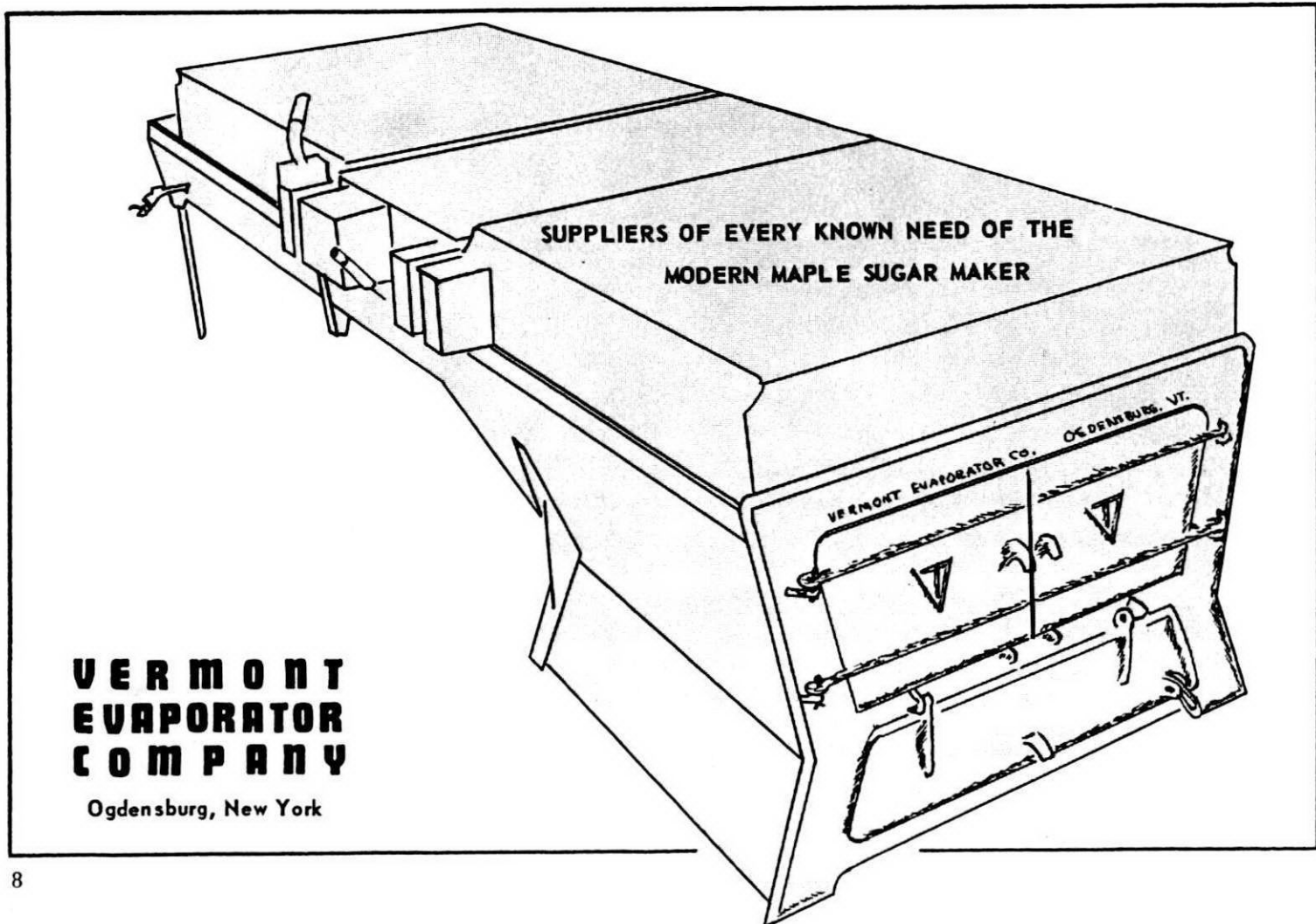
--from the President--

Here we are at Digest time again. We left off in the October issue with a few words of the approaching National Council Meeting in Wisconsin, October 5 and 6. The meeting was held, of course, and we thought that the delegate attendance was excellent. Their presence, together with other Officers and Associate Members, Maple Producers, plus other interested Maple people made up a strong and interesting meeting. My personal thanks to everyone that took a part or helped in any way, because only with your help could it be a success. Mother Nature did her best also in providing outstanding color for the event and it seemed that our God planned it just for us because just days later the leaves had fallen and the nice weather had vanished in this area. I do hope all you

travelers arrived home safely and well and that your journey was free from accidents or trouble.

One subject that always commands a place on our programs is syrup marketing, and it never seems to have enough time allotted to it. Probably the most and best suggestions have come from Associate Members of the Council and not from actual Syrup Makers. The reason for this is quite obvious because a non-producer can make suggestions and cite examples without creating an impression of a personal success or "Tooting his own horn." But let's face it, there are probably only three basic markets: Bulk or drum market, Roadside or retail market (including mail order), and the Wholesale market. Now some producers are using all three, and where this fits in with your own farm or family program this, of course, gives you a chance to develop the best of the

three. Location of your individual operation may place some limits on your choice of markets, but this doesn't always mean that your net return will be any less. The roadside or direct retail market probably looks the best because here you get the full consumer's dollar. Or do you? Even if you are located so you can sell right at your "front porch"; remember, someone must be on the job at all times—Sundays, Holidays, "wash-days," and evenings. You cannot leave unless you have someone to replace you. This points out that the sales person's time must be considered in dollars subtracted from the retail price. This may bring your net return back down to even less than the drum market. Keeping good records will help you here. Now how about the Wholesale Market: This is where you carry out the complete packaging procedure as you did with your roadside sales, only you are now



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selling to another dealer who in turn will sell it retail. This means you will receive a figure allowing this dealer to sell at the retail price and make himself a fair profit. Selling on this market generally includes your delivery to his place of business and being responsible for any damaged or unsaleable syrup. Some dealers may expect you to place your syrup on consignment until sold and this can mean long delays in receiving payment or even repossessing it months later. This is generally a very competitive type of marketing, but study it closely. Now this leaves the third Market; namely, the Bulk or drum sales. Here is probably the most trouble free and by far the simplest type of market. Remember, I am not saying that this is the best way, but it might be. You completely eliminate packing worries and packaging costs and you should get your money immediately after the season is over. You have no storage problems and no containers or packaging equipment to buy, but here you are selling to a jobber who in turn may do the packaging and then resell it either on the wholesale or retail market. Here again the buyer will pay you on a basis that allows him a profit.

In no way, do I want to influence your choice of markets; but I do feel that there is some confusion and misunderstanding among producers on the three basic Markets. No two producers are ever going to have quite the same situation, but every producer should study all three Markets and use the one or the two or all three if they fit his need.

In closing, I would add that your method of marketing or your packaging is limited only to your imagination.

—Adin Reynolds

ONTARIO MAPLE SYRUP PRODUCERS ASSOCIATION

Lindsay, Ontario, about 75 miles northeast of Toronto in the heart of central Ontario was the center of interest for Ontario producers on October 6 and 7.

About 175 people came from all over the province to join hands in forming the new provincial association.

Interest in the organization of producers over the past year has been high. Prior to the meeting, approximately 8-10 local associations had been formed throughout the province. With a good regional backbone already formed and a high calibre of officers now appointed, it can be hoped that Ontario producers will be well joined together for the benefit of the industry.

According to statistics, Ontario produced this past season 311,000 big Imperial gallons as compared to 187,000 in 1965. Production figures in the province have declined dramatically since the Second World War. With a spanking new Organization and only slightly over one million of its approximately 60 million maples tapped, why shouldn't the Ontario producer have a future?

OFFICERS OF THE ONTARIO MAPLE SYRUP PRODUCERS ASSOCIATION

President ----- Wallace Crofts, R2, Haliburton
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2nd Vice-President ----- Ron Shaw, R1, Hawkston
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Methods of production, marketing and merchandising are known to be outdated generally. It can be said alternately that producers are quick to better themselves in this province when afforded the opportunity.

The Ontario maple belt stretches over a vast area, from the borders of New York to the upper Michigan peninsula. The actual boundary stretches much farther both north and west but as many a neighbour from the south knows, a lot of the province is better suited to growing fish and moose pasture than maple.

With a population of between six and seven million people, the province's producers manage to sell over 90% of their syrup retail. The bulk market then for most of 12-1500 commercial producers is not the same dread as it is for neighbouring Quebec province who produces several times over the Ontario production.

By Peter Stransky
Collingwood, Ontario

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Quebec -- La Belle Province

By Bob Lamb

The Province of Quebec, or as the license plates state, "La Belle Province" which I am told means "A most beautiful Province," and that it is.

But to me the license plates should read "The land of the unpredictable." Here every style in comparison with everywhere else is just a whole lot stylier. Coiffures, dresses and heels are just a whole lot higher and most women's clothes are stretched a whole lot tighter. Almost every woman in Quebec from any good sized village or city, when they step out, are all between 16 and 21, even if it's killing them.

They should be commended on their pride. We admire them very much. Often the really unattractive looking ones are quite a ways apart; my wife has commented on their pride many times, respectfully so.

Montreal is a city all its own. The extremes, and the unpredictable are everywhere. If they keep on, they're gonna run out of old buildings to tear down to build new, modernistic, higher ones. The streets are always in the wrong places and they are changing them.

Here shortie shorts are always shortier. You don't mind getting stalled in traffic an hour or an hour and a half, because if it's warm summer weather, there is always lots to look at, and who can drive under those conditions anyway?

In 1957 I was walking up St. Catharine St. I was waiting for the light to change and happened to glance over at a news-stand where the headlines of the morning paper showed "Woman assaulted drops all charges —she liked it."

You stop at a stop light, and if you don't jump the gun and get started just a little before you should, every Frenchman in back of you is either honking his horn at you, or cussing you out at the top of his

lungs. Just about everyone drives like they were practicing for the World Championship "Grand Prix." They furiously bang into each other, then get out of their cars and yell and wave their arms at each other steadily, with great intensity. The very mannerly policeman comes; spotlessly dressed, a picture of good grooming and poise. A fine example of a man, he quietly stands at attention with his back to the both of them, and gazes about the area of his domain. After about 5 minutes of steady yelling at each other the motorists get in their cars and triumphantly drive off, apparently feeling much better and pleased with themselves. To all outward appearances their day has been a good one.

The beautiful and most wonderful World's Fair is coming up next year on islands and new ground under Jacques Cartier Bridge along the St. Lawrence. What they are going to do with just one more car in Montreal, I don't know, but it's going to be interesting.

Then you finally get on the auto-route going north into the Laurentians. Here you drive just as fast as the old family bus has any chance to stay on the road, not to pass anyone or make good time, but just to keep from getting run over.

Quebec, the land where the maple trees are tapped more intensively than any where else.

Quebec, the land where 60% of the farmers that make maple syrup can only survive on their farms because they make maple syrup.

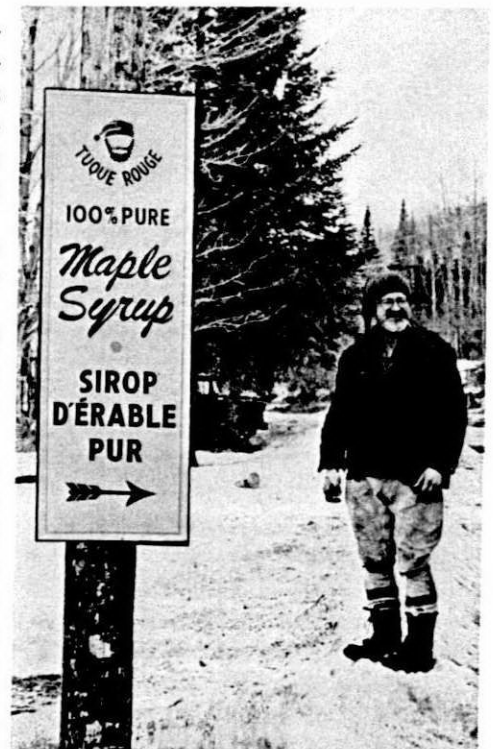
Quebec, where in much of the Province it takes an average of 10 taps to make an Imperial gallon of maple syrup. The trees are small as a rule and many times whole woods are all one-tap trees, and 10" is a big tree. In many cases maple syrup is a way of life, not an additional income or fascinating hobby.

Quebec, where the maple producer has little advice and guidance from

their government. Where the best Woods Forestry is practiced that I have ever seen in my life. Where the quality of maple syrup is steadily coming up so fast each year, that someone will soon have to build a syrup darkening machine. If someone does not, there will be little dark syrup for the blenders to buy within a few years.

Quebec, where the most wonderful rural people in the world live. And that's really saying an awful lot because there is still an awful lot of wonderful people when you get out in the country far enough, just about everywhere.

You are traveling a minimum of 70 miles an hour on the auto-route if it is during the rush hours. And you stay in the right lane where the slow traffic is. Quickly the beautiful foothills of the Laurentians begin to show up. The beautiful chalet and ski areas are everywhere, many times you can see seven or eight at the same time. And at night just about all of them



Bill Nicholson

are lit up, and operating. You are sure that the whole world must come here to ski. The snow comes early and stays late.

Then at St. Adele we turn off from the auto-route to start the turns and ups and downs to get further up into the Laurentians.

After a spell St. Emile shows up and outside of being a little dizzy and shook up we are not far from "Tuque Rogue" Maple Products, Ltd.



Modern Sugarhouse at "Tuque Rouge"

Tuque Rogue is about 75 north of Montreal as the crow flies and when he gets up in that country he has to carry a lunch bucket or he'd starve to death.

Tuque Rogue is the only completely modern maple syrup producing set up in all of Canada. Here on Bear Mountain about 7,000 taps are hooked together with tubing to tanks on the edge of Lake Catherine. Then one pipe goes across Lake Catherine for three-quarters of a mile and drops down 450 feet more to the highway after picking up about 5,000 taps more. Over 12,000 taps through over 50 miles of plastic tubing come into the sugar house without a flaw or a ripple. This is the world's largest single pipe system.

W. T. H. Nicholson and his family live in a large log house on the edge of Lake Catherine halfway between Bear Mountain and the Sugar House. (Cover picture)

When Bill became interested in Maple he contacted and got a great deal of help from Professor A. R. C. Jones of MacDonald College at St. Anne de Bellview in Quebec. This wonderful school, as I am told, made possible by Mr. MacDonald from the

chewing tobacco business. MacDonald College stands as a wonderful tribute to many. Professor Jones also referred Bill to our Dr. Willits, Lloyd Sipple and Fred Winch. As a result of combined efforts, the automation of the entire set-up was accomplished.

In the sugar house are covered evaporators that are oil fired, finishing pans, automatic draw offs, candy and maple cream machines.

Here at Tuque Rogue Maple Products, Ltd. nothing was experimented with or developed. Bill's sole purpose was to assemble and make work the best proven practices to his belief in the industry. To pioneer nothing—just conservatively follow proven practices. As Bill says, if there's just one drop from every tree, within two

or three hours he has 12,000 drops in his storage tanks at the foot of the mountains.

But as all stories go that are not fairy tales, *there are mysteries in those mountains*, and even though I must admit we have here the most comprehensive and complete tubing job in the world, with all present knowledge, built in emergency factors working and working good, additional unknowns face us everywhere.

This place has just about driven me nuts. Tuque Rogue Maple Products, Ltd., St. Emile de Montcalm is not only in the very northern fringe of the maple belt it is also in an unusually cold belt that runs from St. Marguerite's over-through the Tuque Rogue area.

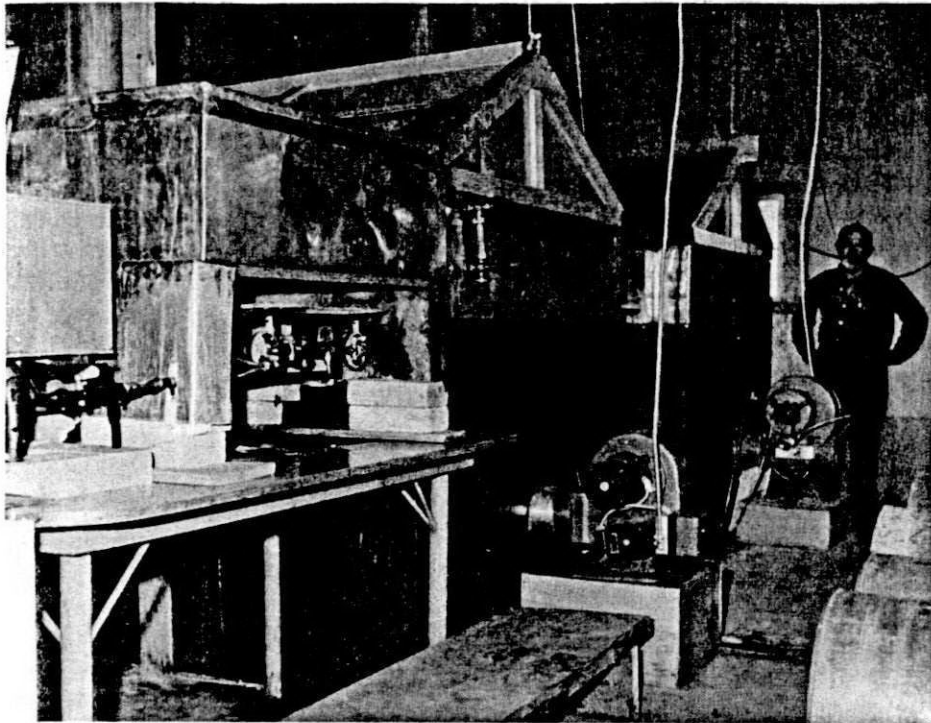
Daylight comes in Sugaring more than a full hour earlier than any central area of sugaring in the States. It can be zero at night or reasonably cold, then the thermometer on the log house at Lake Catherine will climb to the 70s before the day is started.

The sun seems to sneak up over the mountains way before it should, much earlier than the coming day has figured out just how nasty it is going to be, and the day is likely to be nasty too.

To give you an idea of the shorter seasons, the woods are pretty well colored up the end of the first week of September and two weeks later Summer is all over, generally speaking.

The maple sap will start out of these little trees, much sweeter than it should be, in sort of a flash flood. Then a cloud will come over, shading part of the bush, or a cold wind will stir a little, and the affected trees will shut off like turning off a faucet. Many areas that did not start at all will be frozen up hard as a cracked cake of ice; so along the line are many storage tanks to hold the flow till it gets warmer below.

In addition to the above problems the mountains have cold pockets and they have heat pockets. You can pick them up instantly sometimes by the sap flow, but always if you roll



Interior of the Tuque Rouge Sugarhouse

your sleeves way up, the temperature changes are very evident on your tender arms that have been covered all winter, as you snowshoe back and forth, and up and down. These problems are taken care of very nicely by the many area storage tanks located in such a manner that each cluster of taps in a given area are, in fact, independent of every other area, even though all are hooked together.

During the first season, when the Tuque Rouge operation was much smaller, we used the usual ground method for tubing. This method is used for over 95% of all the tubing in the States, and much easier and cheaper to assemble and disassemble than any other method. While this system works the best in most areas of the States, at Tuque Rouge, where all the sugar season is on deep snow, quite a different problem confronted us. With the whole season on deep snow and a good share of it soft snow, the tubing had to be yanked up out of the snow many more times than ever thought of in the States. The tubing worked very well, but was too much of a chore under these conditions.

The second season, the whole sys-

tem was revamped and the regular Canadian method used as we started in Canada the season of 1955. This being the use of a drop line from the spile about half way to the top of the tapping snow and the horizontal lines suspended in the air. The main lines did not have to be changed as they already were suspended in the air on

taut, graded wires.

Tuque Rogue is a brain child and a sleeping giant waiting to be challenged. The Maple Sap is there, it is way sweeter than it should be, the market is there, tourists and vacationers are everywhere. Week-ends cars race out of Montreal like kernals from a big hole in the bottom of a bag of wheat.

At Tuque Rouge, even with its unusual conditions, all equipment works so smoothly, that it leaves a never ending, gnawing impression on my innards that we are all wrong, that things have got to be changed and much better can be done. No situation has ever caused me to lose so much sleep as Tuque Rouge. Changes are in process and different tests of 1,000 taps to a line are in the works, in confidence.


With tubing, we are convinced it takes a thousand taps on a line of a certain method to establish any commercial value of an idea. Then it takes five seasons use to prove its value and ten years before we will accept it as a fact.

I suppose I'll battle these mountains till my death—they are always ready and willing to take us all on.



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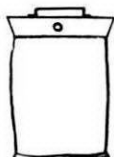
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BAND



BAG



Shows hole side of cover that hangs directly on sap spout. (No special spout needed) Just without hook. Works best with Hookless cast spout.

Quickly assembled (about 30 seconds). Open end of bag is slipped thru band - folded over band and set into cover.



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The SAP-SAK Didn't Set The World Afire, but — 74,000 were sold last season and we thought this was a good start. We know there were some problems with "leaky" bags and we are indeed sorry, but of the many letters we had from users, most understood the problem and were satisfied. Remember we will replace ANY defective bags or holders, free of charge. We are assured by the bag manufacturers that we will now have a trouble-free bag for 1967. As you realize, we do not make these bags but rely on the people who are in this business and it seems they have learned something too. We will always strive to improve.

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ERRATA

Agriculture Handbook No. 134, "Maple Sirup Producers Manual," dated Revised June 1965.

Page 93, Column 1, Soft Sugar Candles:

Items (2) and (8). Change tempera-

ture to read 32°F.

The above errata was not noted when the article "Condensed Directions for making Maple Sugar Products" was reprinted in the October Digest. In your issue, on page 6, No. 2 and 8 under "Soft Sugar Candles", change the temperature from 27 to 32 degrees F.

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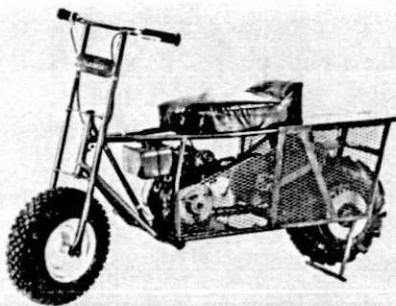
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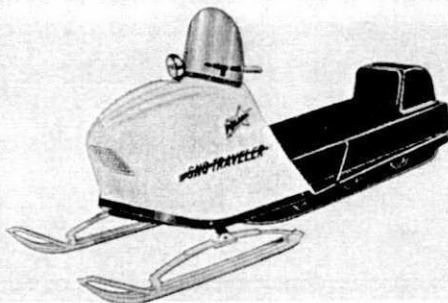
Pint Size - By the Case - - 20¢ each

Quart Size - By the Case - - 26¢ each



R. M. LAMB

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Baldwinsville, N. Y. 13027
Tel. 315-638-0271



Impact of 1966 Bumper Crop on Maple Industry

**J. O. Vaillancourt, Asst. Manager
Maple Sugar Producers of Quebec**

The 1966 "crop," "bumper crop," was for our maple syrup producers one of the best since the foundation of our Society 42 years ago. For all producers of our province, this is the largest crop since 1947.

The commercial crop in our province last Spring was of 28,722,488 pounds of syrup. When I mention commercial crop, I refer to the quantity classified by the Department of Agriculture of our province.

The volume sold by our producers directly to their customers on public markets or at their home is estimated to 10 millions pounds this year. The actual total crop of our province is of 38,722,488 pounds. These are the official figures published by the Department of Agriculture in Quebec.

For your information, I want to point out that the quantity sold directly by our producers plus the AA and A grade classified for the industry give a total of 22,208,401 pounds of syrup. This is all high grade syrup. I insist upon the fact that all figures are official, computed accurately. The reason is that, in our province, the classification is a law and not only optional.

What is the effect of a large crop on the whole industry? It is a good subject of discussion for which you may have different opinion according as you are a producer or a buyer located in United States or in Canada.

In my opinion there are two aspects of the maple industry which must be studied by all interested people in that field.

The first is the volume of the production in regard of the demand of this product.

The second aspect is the price. This includes the price received by the producers, the price paid by the industry and the price paid on the retail level.

The study of these two aspects must be made in order to stabilize, reinforce and develop our whole in-

dustry in Canada as in the United States. The coordination of our action is necessary and possible without hurting the autonomy of each group. The study must be positive. In few words, this is "working in cooperation." In cooperation, you work "with someone" and not "against."

THE VOLUME:

A very large crop every four or five years, sometimes with two big crops in a row, is not for a large and well organized association like our co-op, a problem which is affecting our operation seriously. Unless small groups of producers or small packers are in a critical financial position. By small groups or packers, I mean a volume of one or two million pounds.

The co-op organization is, according to the experience of European countries as in Quebec, the best, the most democratic and effective system for farmers or maple producers. All members with the right of one vote, each with the same amount of capital, are working together for the same objective with the same responsibility. They are receiving the same price for their products in accordance with the category, without discrimination.

It is much easier for a group like that to finance a surplus of production on which you do not have any control from one Spring to another. With the co-op organization you have the time to wait the right moment to sell and you have the bargaining power which is necessary.

For other groups to sell is a must and at any price or condition when they have a large crop. This is affecting the whole industry and often from the premature price offer starts a confusion which is at the end against the producers. At the co-op, we never sell our products before the crop.

It is necessary to discuss in advance with our customers the volume they will need in view to establish the quantity we might offer to new customers in regard of our inventory. But they have and we have the right to modify these preliminary figures

depending upon the crop and the price.

By working in cooperation with our customers we are working for ourselves. We need our customers and because of our service we have the conviction that they need us.

Some organizations are in trouble and they cannot compete. I do not want to judge their operations but too often, instead of looking inside of their own business to detect the weakness, they accuse the others to be the source of their trouble. For these people, the only solution they could find is the elimination of the competition. Sometimes by claiming the establishment of restriction by their government. For example, there is a possibility to get an increase of duty to restrain the importation of a product, but usually the country affected will do the same in an other field. Often affecting more badly the first one and specially the people who wanted the protection. As you could see, this is not a wise solution. This is just the reverse of the trend we could see in Europe with the common market. It is a worst solution if the product is in deficiency.

The total crop of maple syrup in United States with a population of 200 millions is about the equivalent of the quantity sold to our population in the province of Quebec only with a population of six millions. As you could see there is a great potential in your country. There is certainly a way to sell more pure maple products. This could be done with work and action but not only with words.

This gives me the opportunity to mention the report published in the "National Maple Syrup Digest" of January 1964 on which I do not agree on all the figures quoted. May I mention that in 1964-65, we lost all our retail business in Detroit area due to a cut-price of over \$1.40 per case of 12 one-pound bottles and this by a U. S. packer. Our co-op is in business to make money for its members like any other organization. We re-

fused at that time, to cut our prices and forgot that business, if we may call that a business. Our competitor is still hesitating to sell at a normal price. In 1966, our price was increased by 10%. If this company is selling pure maple syrup, they are losing a lot of money for no reason at all.

The second aspect is the price. In Canada our producers received this year more for their syrup. This is probably the same situation in your country. We have an increase of 25% on field prices. Before the last war we were getting 10% premium for our money from our sales in your country and, according to the USDA statistical report, your volume of pro-

duction was then decreasing gradually as it is now. You could see again that you do not have competition since American customers were obliged to pay much more in Canada for maple syrup.

Your production decreased by 50% since 20 years and your prices increased by the same percentage. The Canadian production is not a problem for the American producers.

I think that the main problem is your labour and the second one your marketing organization.

The co-op is not fixing the price for the whole industry as mentioned in the 1964 report but the offer and demand is the factor.

With an increase of 25% of the field price like this year due to the competition; we might affect our business not only with the bulk buyers but on the retail level. I feel that a big increase is an error and could hurt the whole Maple industry. In any field and for any product you have a point of saturation for the price that may be obtained, over that you are in a precarious position. Many products disappeared on the market due to that factor. Increase in prices must be justified and must be obtained gradually. This way is accepted more easily.

I am not talking today with a view to organizing a cartel in the maple industry but it is certainly the time to organize the marketing of the product of the oldest industry in America for the benefit of all.

EDITOR'S NOTE:

At the end of Mr. Vaillancourt's report, several questions were asked by the Council, two of which you might find interesting:

Q. How many members are there in your cooperative?

A. About 6000. (There are only about 8000 producers in the United States.—Ed.)

Q. What was the price paid per pound for syrup by your cooperative this year?

A. Grade AA (Fancy) 33½¢; Grade A, 31½¢; Grade B, 29½¢; Grade C, 26½¢.

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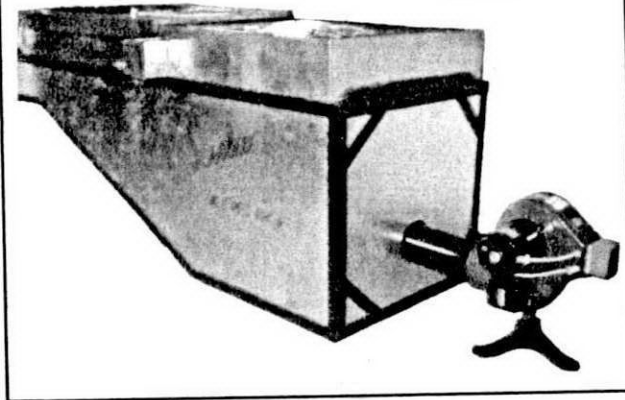
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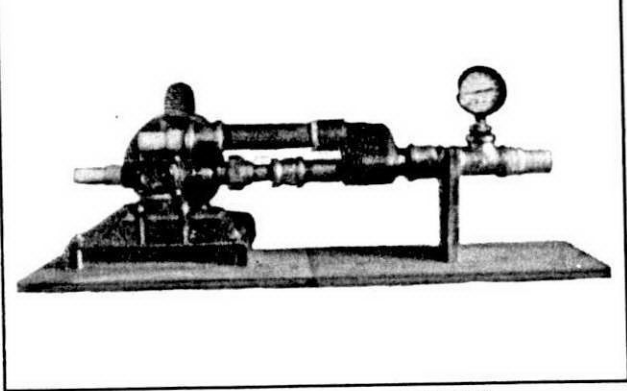
LOOK - *What's New For The '66-'67 Season!*

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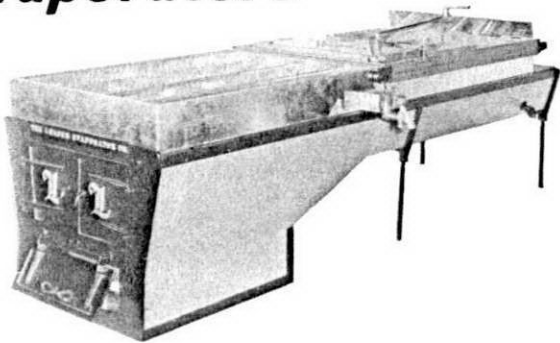
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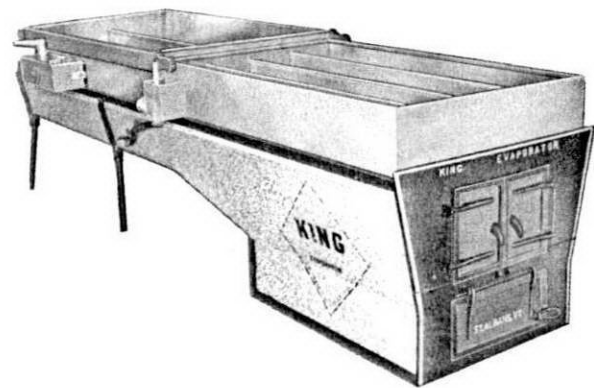
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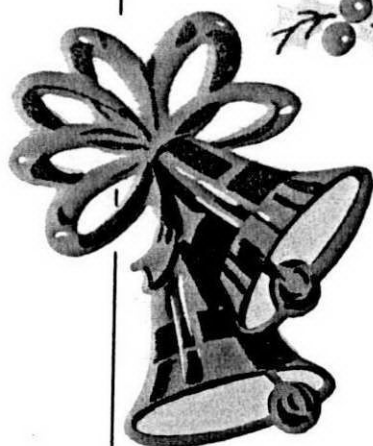
Season's Greetings To All From

Leader Evaporator Co., Inc.

25 Stowell Street

St. Albans, Vermont

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Each year when summer nears it's end,
And fall is just around the bend,
I get to thinking I'll have time this year
To take a walk across the hill
Where I can surely get my fill
Of all the colors just as they appear.

I think that when God made each tree
He used some ingenuity,
'Cause there's a little difference in each one.
No two's alike, I'll wager that;
They're tall and short and slim and fat;
And that's what makes fall lookin' so much fun.

But in this day and age we're geared
To make a living, that I'm feared
Has got too complicated for our good.
We rush around and try to do
More work than we're entitled to,
And just don't take the time off that we should.

So every year I miss the boat,
And end up like a billy goat,
A bangin' my head up against a wall.
Because I didn't take the time
To view the colors in their prime,
And now it's too doggoned late in the fall.

The leaves are gone, Thanksgiving's here;
It's getting 'bout that time of year
For me to lean back in my rocking chair;
Where I can really cogitate,
And maybe recapitulate
The help that I've received from folks who care.

Now that it's time to trim the tree,
And make with all that Christmas glee,
I always think of everyone of you.
I guess that now's about the time
To make this silly poem rhyme,
And wish you all a MERRY CHRISTMAS, too.

ANON.