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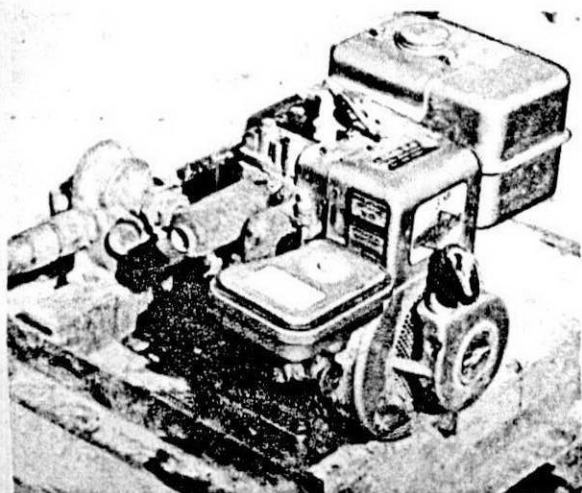


Vol. 12, No. 4

December, 1973

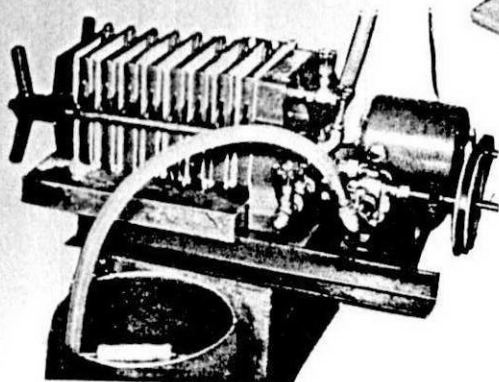
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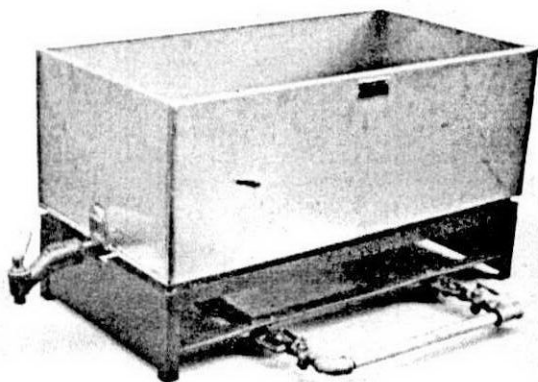


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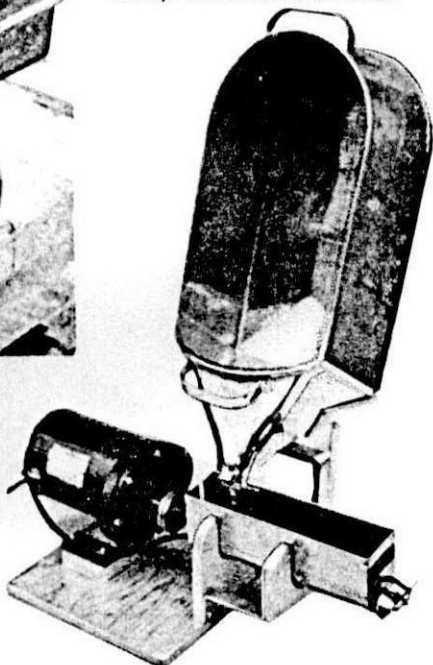
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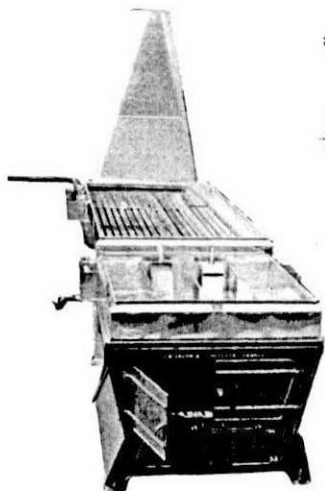


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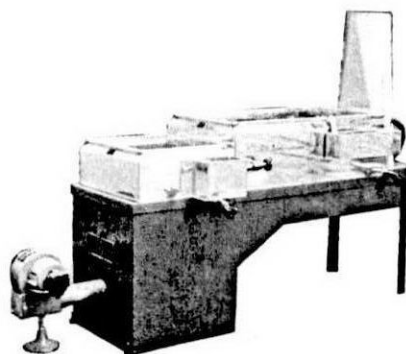
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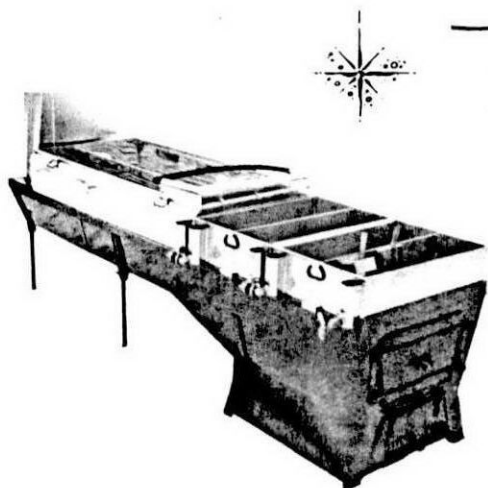
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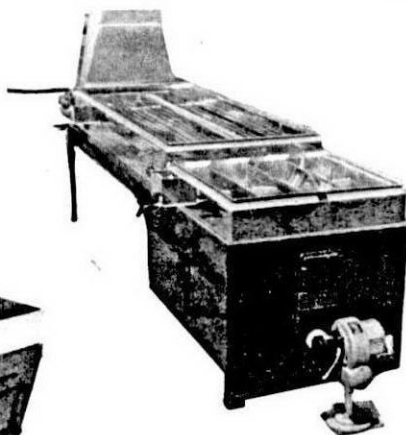
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P.M.R.G., Botany Dept., U. of Vt.,
Vol. 12, No. 2, page 22: last paragraph
. . . Support the findings that *fancy*
syrup, etc. Paragraph before last . . . in
fancy syrup doesn't darken, etc.

The word *fancy* was omitted by the
authors.

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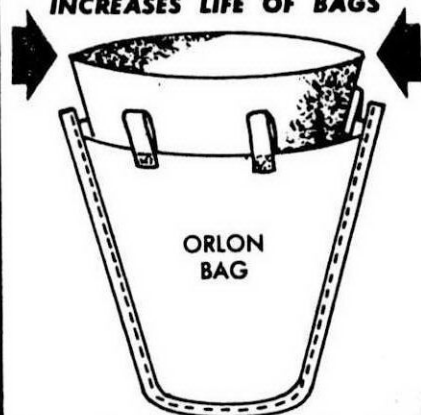
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Editorial

The National Maple Syrup Council has changed its name. From now on it will be called "The North American Maple Syrup Council."

At the annual meeting hosted by the Ontario, Canada, Maple Producers Association in Orillia, Ontario, Canada, October 15-16, 1973, the directors amended the constitution and by-laws of the Council to allow the maple producing provinces of Canada to join if they so desired. At that time the name was changed.

This move will give each Canadian province, when, and if, they join the Council, the same privileges enjoyed by the states that are members; one delegate, one alternate delegate and one vote. Representatives of the Ontario Maple Producers Association, who have attended National Council meetings for several years, indicated at the 1972 annual meeting in Vermont last year, that they would like to become full members of the Council. This brought about the change that has been discussed at Council meetings for several years. The Ontario Association invited the Council to hold its annual meeting this year in Ontario and the accommodations provided at the Fern Resort in Orillia were greatly enjoyed by all. As usual, the delegates of all member states were present.

Besides the new chairman and vice-chairman elected for the coming year (see next article), Floyd Moore, Ocqueoc, Michigan will continue on as secretary and treasurer. Associate members elected for 3-year terms include:

Lee Schuler, Burton, Ohio; Bob Lamb, Liverpool, N.Y.; Mel Koelling, Lansing, Mich.; Sherb Doubleday, Newport, Vt.; Jim Marvin, Dave Garrett, John Hodge and Fred Lang, all of Burlington, Vt.; Everett Willard, Montpelier, Vt.; and Bob Huxtable, Lansing Michigan.

Two men were awarded life memberships in the Council. They are Lin Lesure, Ashfield, Mass. and Putnam Robbins, retired professor of forestry Michigan State University. Lin, a past chairman of the Council, enjoys the distinction of being the first commercial maple producer to be given a life membership.

In addition to conducting the business matters of the Council, several papers on research were presented. These will be printed in the Digest as space permits (see Everett Willard's article on marketing in this issue).

ONTARIO JOINS COUNCIL

A late communication from Walter Humphries states as follows: At the business meeting of the Ontario Maple Syrup Producers' Association in Picton, Ontario, on October 19th, the members voted unanimously to accept the invitation of the North American Maple Syrup Council to join the Council.

The Ontario association will be officially installed at the next annual meeting of the Council which will be held in New Hampshire next October.

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BASCOM ELECTED



Over the years his farming enterprises have included a commercial poultry flock, a herd of 45 milking Holsteins, the sale of firewood and logs, and the development of a large maple orchard.

The poultry and cattle are no longer in evidence but Bascom, now a registered Tree Farmer, maintains the fertility of the tillable land through the use of commercial fertilizers and in 1973 produced for sale 500 tons of baled hay. The woodland harvest included 25,000 ft. of logs and over 200 cords of firewood, the latter for home use and for sale. Maple syrup production equaled 4,200 gallons with sap being collected not only from trees on the home farm but from trees leased from others including one maple orchard 30 miles away. Buckets have largely been replaced by plastic tubing with over 40 miles of it in use.

Of the 19,000 tap holes providing sap in 1973, about 17,000 were drilled by the Bascom family and 2,000 were drilled by two other producers who sold their sap to the operation. Presently, an expansion program is underway, and the sugar house is being enlarged to accommodate more springtime visitors as well as a newly installed third evaporator needed to handle the sap from the additional 3,000 - 4,000 taps planned for the 1974 season.

Ken and Ruth Bascom have two sons and two daughters. Bruce, now married and living on the farm is entering into the maple business, Judy is employed as a pantry chef in Arizona, Nancy attends college in Massachusetts and Bradford is in elementary school.

The North American Maple Syrup Council at its October 15 & 16, 1973 annual meeting in Orillia, Ontario, elected Kenneth E. Bascom of Alstead, N. H. as its chairman, replacing Robert Coombs of Jacksonville, Vt., Chairman for the past two years. Rex Alwin of Mound, Minnesota was named vice-chairman. Mr. Bascom, 48, a graduate of Vilas High School, Alstead, and of the Thompson School of Agirculture, Univ. of N. H., Durham, N. H. is well known in N. H. agricultural circles, having at various times served as Master of Warren Pond Grange No. 47, President of Sullivan County Farm Bureau, President of N. H. Maple Producers Association, and as a member of the N. H. Commissioner of Agriculture's Advisory Board. He was also honored by the local Jaycee Chapter by receiving the Outstanding Young Farmer of the Year award and received the State 4-H Alumni Recognition award.

A NOTE FROM BILL CLARK

Wells, Vermont

They tell me there is quite a search going on now at antique shops and other places for wood fired evaporator arches and horse drawn sleds. Amazing the direction progress takes upon occasion. Wood stoves are selling at auction at upwards of \$100. Manufacturers of new wood stoves have orders so far ahead they will never catch up unless General Motors turns over an automatic assembly line to them.

One maple producer here got the word he might get his evaporator oil now if he hurried, even though it would cost much more. He rushed out to buy an additional 5000 gal. fuel tank to hold the extra oil. He then found there wasn't any available, but if he put his name in, maybe in two weeks some would be in—at a 50% increase in price, of course. Still enthusiastic, he went to his banker to borrow the extra cash for his tank and fuel. He was told that, while his credit was fine, the bank cash reserves were so low they would be unable to loan him any money for at least six months.

Seems not too many people are investing much money in banks these days.

Last I heard he was buying a new chain saw.

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WOMANS PAGE

"HOW TO BRING UP YOUR PARENTS"

Way back in the "olden days" kids were brought up strictly and with love. We all went to Sunday school and church and then, after dinner, only quiet things could be done. Maybe we went for a walk, or called on the great-aunts and uncles, and on summer Sundays we had a treat - ice cream! Then came the depression, but not much change in our routine. Somehow I took piano lessons and would run home in the early dusk to listen to *Orphan Annie* and *Jack Armstrong* on the radio. Food was hard to come by, but we kids never realized it. After supper, Dad would read us all "Uncle Wigglely" from the evening paper. Remember how Uncle Wigglely always ended his stories with an "and if—" "And if the trolley car doesn't run over my peppermint stick and make it look like a lollipop, I'll tell you about —" and the younger ones would go giggling off to bed.

Like many others, Dad was soon out of work. After a long time he found a job 30 miles away and we moved to the country. We bought an old house full of huge rooms and fireplaces. There was lots of outdoors, a sliding-down hill, a swimming hole and fields to roam. Then started the bringing up of our parents. Dad was born and brought up in the Kentucky hills but had learned and lived city ways long ago, and Mom was a city girl. Since we moved in December, the first thing we taught them was about winter picnics, wet snowpants on the wood box and boots by the stove. Then came summer hikes and picnics and they soon learned that hollering and screaming from the swimming hole didn't mean some one

had drowned. Dad tried to keep the notion that "children should be seen and not heard" at the dinner table and we tried to comply, but it never worked out that way. He would sit there, just a little bit on the stern side, and try to carry on a conversation with some sense to it. We kids cured him of that attitude, but it wasn't until I was bringing a boy home to dinner and we gave the guest our initiation. This is how it goes—Boy says "Please pass the butter"—butter dish passed sedately until very near destination then, Wham—you ram it into his hand and his thumb goes right into the butter. We all knew the young man well enough†, so that part was O.K., but Dad had to finally laugh after he let his grin get away from him. So, most every boy got the butter dish after that and merriment reigned from then on at the dinner table.

We taught our parents that the best movies always played on Sundays (and they did, too, in those days) so they finally allowed us to go on Sunday dates. We also taught them that it wasn't nice to turn the porch light on while we said "good night" to our dates. By the time our youngest sister was a teenager, she had it easy. My older sister and I did the hard work, and each one added to the job making it easier all the time. You see, Mom and Dad were outnumbered, there were seven of us kids!

We couldn't teach our parents anything about Christmas, though. Since we had fireplaces and the one in the dining room was the largest, it held our Christmas stockings. The younger children couldn't see how Santa could possibly get down the chimney when it

ONTARIO "MAPLE MAN OF THE YEAR"

James M. Purvis of Kemptville was named "Maple Man of the Year" at the 7th Annual Meeting and Convention of the Ontario Maple Syrup Producers' Association on October 19th at Picton.



Mr. Purvis was presented with a Plaque by Wallace Crofts, 1972 "Maple Man of the Year" and the Charter

was so hot from the fire we built Christmas Eve. And Mother had plenty of convincing to do before I would eat her suet pudding. I always thought it was made from that black stuff in the chimney - "soot" pudding!

The chimney must have cooled, because Santa always came with something for everyone - and we had a house full - of us, and relatives, and love.

-Merry Christmas to all,
Mary Lou Sipple

†Well enough for me to marry him!

President of the Association. In his remarks concerning the varied career of Jim Purvis, it was mentioned that Jim is probably the only person in Ontario to obtain his Master of Science degree on the thesis "Maple Syrup Production in Eastern Ontario."

The Plaque was signed by the Premier of the Province, the Honourable William Davis, and reads as follows:-

ONTARIO

TO JAMES M. PURVIS, M. Sc.
----- Kemptville -----

On behalf of

THE GOVERNMENT OF ONTARIO

I extend sincere congratulations on your selection as

MAPLE MAN OF THE YEAR.

Your interest in the development and promotion of the Maple Syrup industry, and your efforts in establishing a research program in this field at the Kemptville College of Agricultural Technology have contributed greatly in its growth and value to the Province of Ontario.

It is our hope that you will continue to aid your fellow-citizens of this Province through the skill and experience you have gained in your years of devotion to this important part of our agricultural life.

PARLIAMENT BUILDINGS

TORONTO

OCTOBER 19, 1973

(signed) William G. Davis
Premier of Ontario

And so, Jim Purvis joins the list of distinguished people who, by their devotion to the maple syrup industry of Ontario, have been named "Maple Man of the Year."

UIHLEIN-CORNELL MAPLE PROJECT TO CONTINUE

Robert R. Morrow

Dept. of Natural Resources, Cornell University

The Uihlein-Cornell Maple Project began in 1965 when Mr. and Mrs. Henry Uihlein made an agreement with Cornell University for a research and demonstration maple facility located at Lake Placid in the Adirondack Mountains of New York. At that time, the Uihleins made available their Heaven Hill Farm sugar bush and provided the capital needed to build and equip a modern 3-evaporator sugar house as well as a 4000-tap maple tube collection system. The Department of Natural Resources has provided direction for the research and demonstration activities and the needed personnel. Mr. Lewis Staats became Resident Manager in 1966 and continues today.

The Project was recently favorably reviewed, with a decision to continue activities. The Uihleins, who have long had a keen interest in maple and maple producers, have generously agreed to make their maple woodlands available through 1979. In addition they plan to contribute toward defrayment of annual project expenses for the next three years. Both land and money may be made available for longer periods in the future if agreeable to both parties. This news is especially encouraging since it comes at a time when activities at the Federal laboratory in Philadelphia appear to be on the decline.

The accomplishments of the Uihlein-Cornell Project have been notable and include the following:

(a) Demonstration of the feasibility of using both plastic tubes and

pipe lines in cold, high elevation areas.

(b) Development of an aggressive pricing policy which is now being followed by more and more Adirondack producers.

(c) Conclusion of research (in cooperation with Miner Institute and Arnot Forest) on natural vacuum and its effect on yield.

(d) Continuation of cooperative research on altitudinal and latitudinal effects on sap production, as well as other research.

(e) Conduct of a memorable Maple Tour in 1968.

(f) Through Mr. Staats, an ever-increasing demonstration of many facets of maple production. It is recognized that Mr. Staats is a most important part of the Project because of his forthright handling of requests for information and his special status resulting from being a producer as well as an extension man.

In continuing the Project, the following objectives have been established:

(a) Exploration and development of suitable and efficient methods of maple production under Adirondack conditions;

(b) In concert with research at Arnot Forest and Miner Institute, development of knowledge broadly useful to the maple industry;

(c) Increased extension and application of maple knowledge through demonstration, maple schools, and other appropriate means.



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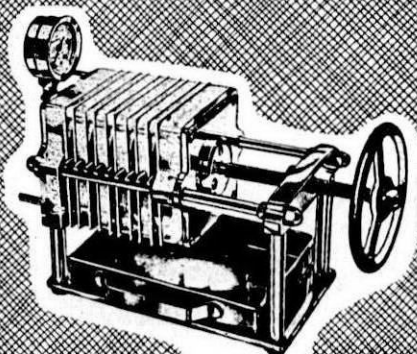
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VMSMA wishes to welcome Everett Willard as the new Director of the Division of Markets and Farm Show Manager.

- Fuel crisis — looks like a critical year ahead. Better do some hard planning. Also, get to your county maple meeting. We hope to have some helpful ideas for you.

- Again this year Vermont was famous for its LACK of support of the Maple Digest. This probably was due in part to the fact that upwards of 700 of our active producers, many of whom are new in the past two years, have never received the Digest. Hopefully, this will be corrected with this issue as the editor now has the new names. Even so, 1500 copies have been going to Vermont. If some of you no longer want it, then please write to The Maple Syrup Digest, Bainbridge, N. Y. 13733 and ask to have your name removed from the mailing list. If you do want to keep it coming, send the Digest at least ONE DOLLAR per year.

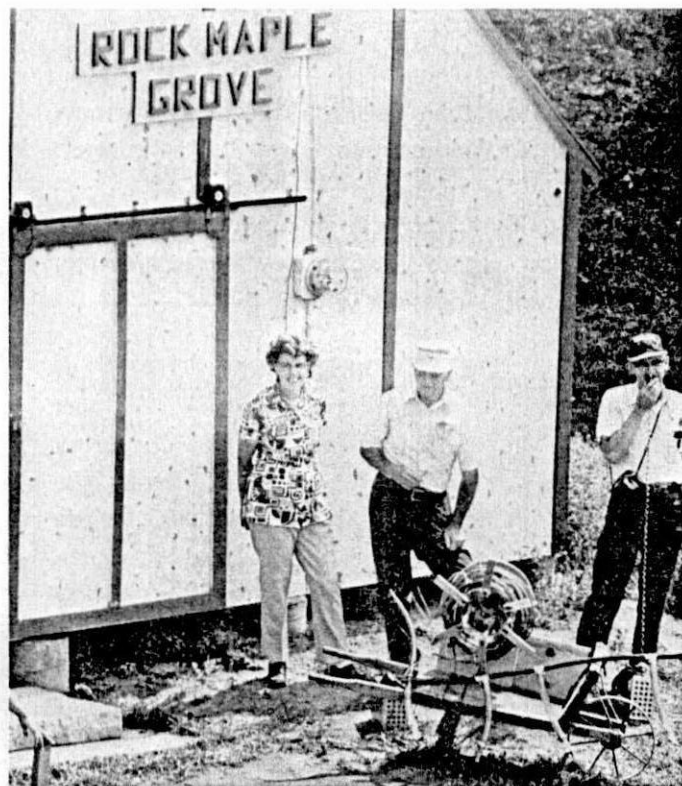
- Remember your maple schools in January. Be there. Extension agents will have time, place and topic information.

- Also - annual meeting at the Barre Farm Show, January 29. Program - New Horizons in Maple Marketing. Guest speakers from Vermont and Quebec.

- Remember, we have syrup cans, graders, cartons, tapes, posters and brochures for sale. Expect to have epoxy drums on order.

- Join and support your association.

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Roy and Mary Ellen Flint with Ray Foulds, University of Vermont Extension Forester at Rock Maple Grove.

The 1973 Vermont Maplerama Tour was a great success. "Shorty" Danforth, Chairman of the Maplerama, reported that the 8th annual event was both a physical and financial success. Held August 16th and 17th, in scenic Orange and Washington Counties, the two-day event was held under cloudless skies and warm summer sun. Over 200 participants formally registered. All the Maple producing states were represented in addition to visitors from Ontario, Quebec and Nova Scotia Provinces of Canada, and others from England and Japan.

The tour began officially at Strawberry Hill, the farm of Robert P. and Barbara Davis in Cabot, Vermont. The

VERMONT'

8TH A

M

A BIG S

By Roger C.
Heffalump Hill,

Davises operate a 2500-tap bush of relatively young trees. The four year old sugar-house houses a 5 x 14 wood-fired rig supplemented by a gas finishing pan. The Davises have been carrying out extensive woodland improvement. The bush thus provided a natural classroom for a selective thinning and sugarbush improvement demonstration by Conrad Monica, Washington County Forester, a tubing hanging demonstration by Malcom Franz, Caledonia County Forester, and a tubing washing demonstration by Dave Marvin, Forestry Consultant. A very interesting and historical display of antique sugaring equipment was provided by Charles and Barbara Carpenter of Marshfield, Vermont. A highlight of the Davis farm

S ANNUAL MAPLERAMA SUCCESS

Ingoldsby,
Turnbridge, Vt.



Everett Willard, Director of Markets Division, Vermont Dept., discussing marketing techniques.

stop was the modern syrup and packaging room recently built with efficiency in mind. After a box lunch on the lawn, the tour went on to view the Cabot Farmer's Cooperative Creamery. This well-known Vermont creamery has been producing quality dairy products for over fifty years. Cabot Cheddar Cheese is famous throughout the Northeast.

In the afternoon, the Maplerama tour moved on across the ridges to the Harry Morse Sugar Shack in North Montpelier. Adjacent to the capitol city, the Morse operation combines a 3000-tap all bucket set-up with a newly expanded gift shop and maple retail outlet. The shop and adjacent sugar house are located on a long, well-

traveled sweep of the County Road heading north from Montpelier. The setting is thus ideal for retailing maple products. The new gift shop is attractively built of beams and barn boards. In the gift shop a discussion of new marketing techniques was held by Everett Willard, Director of Markets Division, Vermont Department of Agriculture.

The tour moved next on to Vermont Technical College, Randolph Center, Vermont, for an outdoor barbecue and evening program which included exhibits by manufacturers and suppliers of the maple industry. With James W. Marvin as toastmaster, the evening events included a syrup sampling and grading test with results and comments

by Arthur Dahlbergh of the Markets Division, Vermont Department of Agriculture. An entertaining highlight of the evening program was provided by the wit and wisdom of Norman Lewis, representative from Avery's Gore, Northeast Kingdom, Vermont.

The following morning, after a maple syrup and pancake breakfast by the Congregational Church ladies, the tour began the day's activities at the recently built Vermont Technical College sugar house, managed by George Wellman. The 800-tap set up is unique in that a series of 2 pumps are used to transfer the sap some 3000 feet up hill from the bush to the sugar house. The compact sugar house, built with student help, features a 4 x 12 oil-fired evaporator in conjunction with a gas finishing rig. In the VTC sugar bush, Henry Chase, Professor of Forestry, explained woodland improvement techniques. The highly recognized film, "The Flavor of Vermont" was also shown. Of particular interest in the new sugarhouse are old boards salvaged from the original VTC sugar house on

which the first and last day of boiling were burnt into the wood. The scorched records go back to 1922 and indicate the earliest boiling date to be February 28, 1954, and the latest boiling date April 6, 1937. The average starting date figures out to be March 20.

The second stop was at the roadside stand of Roland Poulin and family in Randolph, Vermont. The Poulins utilize a very practical dumping station technique for carrying sap down the slopes of the 600-tap bush. The family retails the syrup from the compact roadside stand.

The motorcade then traveled on to Roy and Mary Ellen Flint's "Rock Maple Grove" atop the ridge in Williamstown, by way of scenic back roads and the famous Brookfield floating bridge featured on the cover of the October "National Maple Syrup Digest." Roy has been involved in sugaring all his life and keeps bees in addition to his interest in maple. Roy and Mary Ellen use a closed tubing system throughout their 2200-tap bush. In the sugar bush, Myron Smith, Orange

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County Forester, demonstrated thinning techniques. In addition, Roy has had good luck with vacuum on the system. The addition of vacuum has made a noticeable difference in sap yields. The Flint sugarhouse was full of innovations that indicate a thoughtful and practical approach to sugaring over the years. New custom-made pans have just been fitted on the 5 x 12 oil fired evaporator. A huge reel, some six feet in diameter, has over 4,000 feet of 3/4-inch mainline wound up on it for safe storage. A small syrup packing stand has adjustable shelves for fast packing. His side hill wheelbarrow tubing winder is made up of pipes and pulleys mounted on the sideboard of a wheelbarrow for ease in handling sap tubing at the end of the season. Perhaps the

most striking of Roy's ingenuity is the perfectly round camp built adjacent to the sugar house. The building is made of an old wooden stave silo. The picturesque setting provided a most appropriate backdrop for the conclusion of the 1973 Maplerama.

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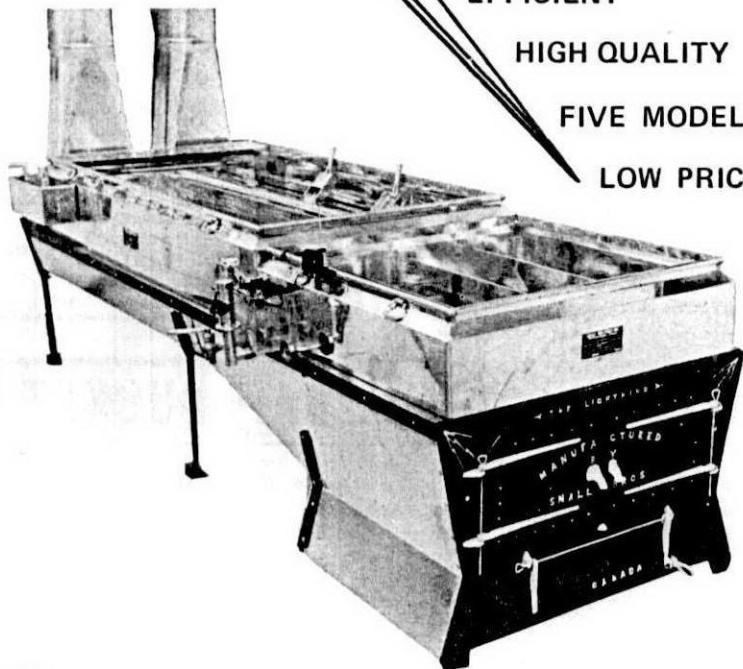
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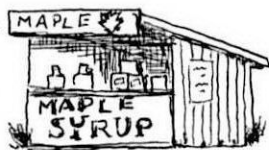
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MAPLE SYRUP - A SIDE-LINE
FOR THE FRUIT & VEGETABLE ROADSIDE MARKET



By
Everett Willard, Director
Markets Division
Vermont Department of Agriculture

Many of us are continually searching for new or better markets for maple products. Efforts have been made to sell our products in many different types of outlets. Results have been most successful in fruit and vegetable roadside markets. Many such stands, even some very small ones, have sold large quantities of maple products. The quantities sold by such stands become even more impressive when we compare their total individual maple sales with those of much larger, more elaborate stores which may be located closer to masses of people. Let us try to answer

the short question "Why?"....Probably every one of us can think of a fruit or vegetable stand out at the end of a country road, many miles from a center of population that does a thriving business. People like to drive out there for quality products, the relaxed attitude, a place where children can romp, and a very different shopping experience. They want to trade the parking problems, noise and commotion of the city for an hour in the more country-fied atmosphere.

At the 1969 New Jersey Roadside Market Conference, David Bullard of Bullard Orchards, Schuylerville, New York said "I subscribe very strongly to the proposition that quality is what counts. I do not think that price is

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terribly important. The people who come out to our markets are interested in getting something really good. I like to think that we are working with people who come to our place because they really like to eat. This is the criterion, really, which I think counts. We approach the customers as people who enjoy eating. We compliment their enthusiasm for good food by offering them something special--something different which they can't get other places."

Nearly every roadside fruit and vegetable stand owner with whom I have had occasion to converse, has made substantially the same comments.

Doesn't this tell us something?.....A special kind of person looking for a high-quality luxury type food, what better place for maple products.

The stand itself offers many opportunities for proper merchandising of maple products. Adequate space for appealing displays is more often available than in the crowded supermarket. Many roadside stands owners are delighted to have your help in removing that empty look. They may follow your recommendations for suggestive companion selling by displaying pure maple syrup with their special pancake mix as the inseparable pair - or dry beans with maple syrup and a recipe for maple baked beans. Even mimeographed recipes for maple apple pie may be attached to the apple rack.

The manager of the modern grocery store will, sometimes begrudgingly, allocate only a comparatively few inches of shelf space to a slow moving product like maple. This is in contrast with the need for more products to fill the shelves in many roadside mar-

kets. And in the roadside market, maple stands on its own merits away from competitive low-priced inferior syrups.

Most fruits and vegetables are perishable and lose their sales appeal after a short time on the shelf. A side line product with a much longer shelf life is a welcome addition.

Many stands operate only when local produce is in season. At both ends of the season, produce scarcity makes for reduced sales and profit. The addition of a product available at all times can lengthen the season and spell greater profits. New maple syrup can be a great attraction for the opening of some stands in the spring. On the other end of the season there exists an opportunity for tremendous sales. Christmas trees and maple products, maple popcorn balls, and special combination gift packs limited only by one's imagination. We have just scratched the surface of the Christmas market. How many people are, every year, searching for a gift of distinction, something different and exciting. Maple can meet that need and it is available in every price range.

You may be able to encourage your roadside market operation to have a sugar-on-snow party on a special occasion. With proper advertising and your assistance to be sure it is a success, it can be a valuable attraction.

The imaginative operator may be able to use maple cotton candy as an added attraction for a garden carnival of value to create a festive air and a few dollars profit.

More time and direct attention to the customer is the universal rule of roadside selling.

Inviting the potential customer to taste the various grades of maple syrup is thus in line with the established custom.

Experience has shown that allowing the customer to buy according to his taste brings more repeat business. I suggest the use of soufflé cups for this purpose. They are sanitary, easy to use and often less chance for spillage than the spoon.

Some roadside markets have many customers searching for organic foods. Our products are perfect items to satisfy those customers.

There may be a psychological reason for increased maple sales in the market stand. In the supermarket, the housewife has a long list of items to purchase with her mind constantly jumping from the foods she desires to the size of the bill she will soon have to pay. As a result, through what seems to be necessity, she passes by some items

she desires or purchases the cheaper inferior product. But, out in the country market in a more relaxed atmosphere, with less actual necessities on her list to purchase, she becomes a little freer with her money and sometimes purchases those things she yearns for - and after all is not that one of the reasons she came?

The roadside market has the additional advantage, in most cases, of more available outside space for advertising. Many stands will list maple syrup, or maple products, as one of the products they sell on a large sign which can be seen by passing motorists. Thus, you are getting, through their on-premises signs, free advertising similar to that which large industries paid thousands of dollars to lease until outlawed in many states.

We have discussed the rosy side of the picture, but there are some less favorable aspects associated with maple in the fruit and vegetable market.

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A couple of years ago, on a tour of fruit and vegetable stands in New Jersey, I went into a stand and saw the most awful looking cans of syrup very prominently displayed. The tops were so completely covered with rust I wanted to shut my eyes so I wouldn't see that word *Vermont*. The problem of rust developing on cans is reported to be worse in the more open building. Night time moisture dampens the cans every day and dust is more prevalent. The combination of the two is a little like valve grinding compound on the dust cloth which we hope is used and used more often than in some stands I have seen.

Every effort should be made to have the maple products in a cooler section of the stand, out of the direct rays of the sun.

Many stands are now equipped with coolers which provide ideal storage conditions for maple syrup.

The stand operator should be educated to move products in such a manner that the oldest stock is sold first. Many operators may not have had the advantage of special merchandising education and the maple supplier can tactfully teach the operator to date code his products and how to use the code thereafter. Incidentally, at this point I think I should remind all packers of maple syrup that they should be code-marking their maple products for their own protection. If, because of error or any other reason, one batch of syrup is found to be damaged or not up to your standards, it is easier to locate such syrup and remove it from sale. This code can be simple, but it may be advisable to have it so camouflaged that the purchaser does not confuse it with a date on

which a product should come off the shelf.

An occasional family operated market may be tempted to set prices too low because of less out-of-pocket labor charges. Such low prices, if posted in view of the traveling public, could be detrimental to maple sales in an entire sales area. It would seem to be a good practice for the maple supplier to suggest to the stand operator a reasonable and fair retail price.

Preparation of a basic guide on maple production methods for the sales personnel, so that they can intelligently converse with prospective customers, might be considered. Operators should at least have thorough knowledge of proper handling and shelving of the product and be able to explain the grades.

There may be some definite advantages to placing products in the stands on a consignment basis where you can have a little more control of its sales movement and selling price. You would also be in a better position to remove any time-damaged products from sale.

Maple products are presently being sold in many fruit and vegetable stands, but there is still room for expansion in this field.

Even though we are constantly hearing complaints about the high cost of food, the average consumer of today has many more disposable dollars than he had only a few years ago. These dollars are spent for the luxuries of life. People buy those things they really want. They are willing to go after them. They enjoy the more attentive sales treatment at the road-side fruit and vegetable stand. Maple products seem to fit in to this scheme of life and it is our job to take advantage of it.

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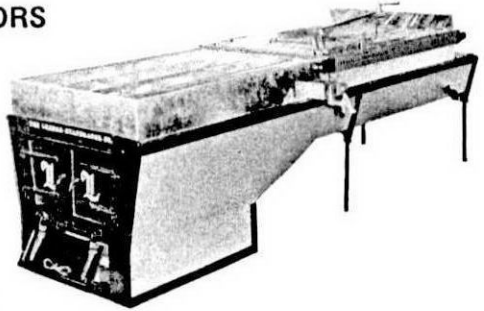
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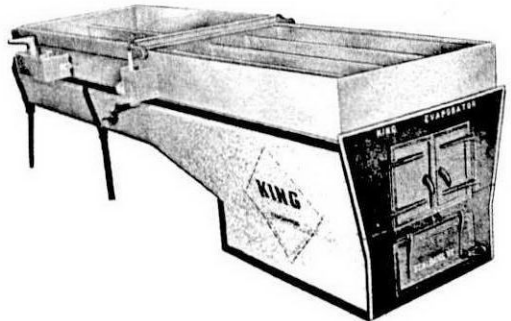
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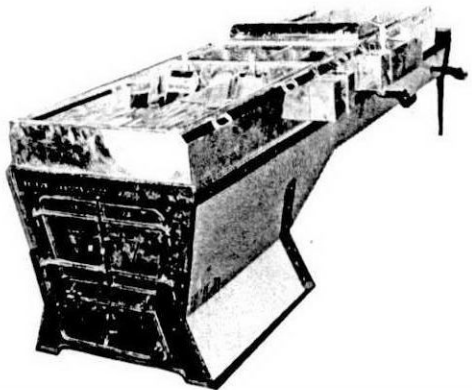
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