



MAPLE SYRUP

DIGEST



Vol. 24, No. 1

February 1984

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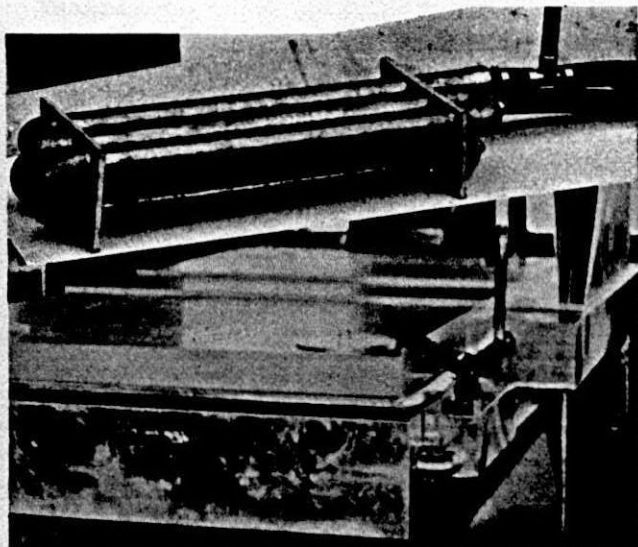
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Maple Syrup Equipment — Hay Tedders

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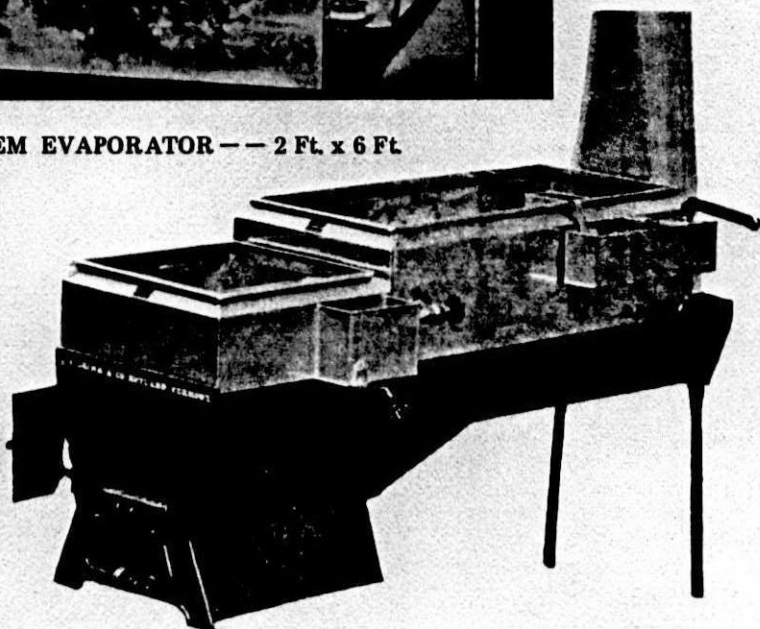
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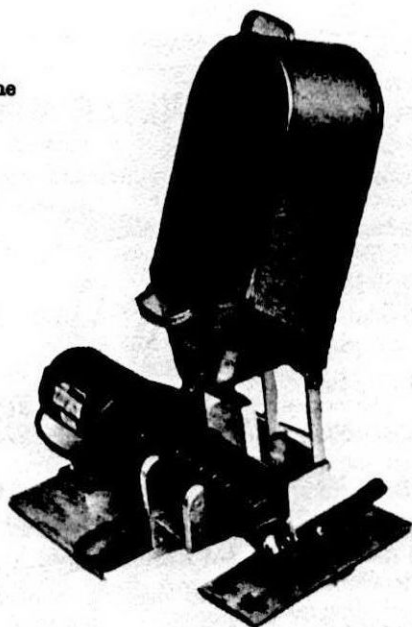
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THE MAPLE SYRUP DIGEST

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COVER PICTURE

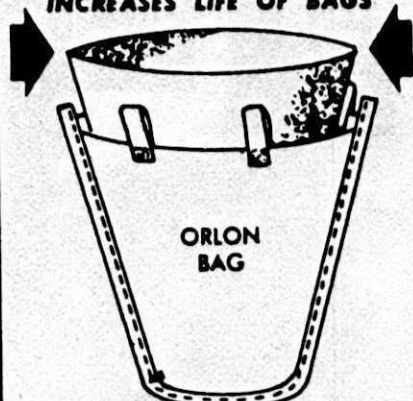
Patten's Sugar House, Springfield, NH. Approximately 800 buckets. Gathering done with oxen and horses. Photo by Paul Currier.

DIGEST ADVERTISING RATES

2 Page Spread..... \$395.00
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Editorial

CONTRIBUTIONS

Financially, the Digest didn't do very well last year. Most of the Associations paid for their members, some even increased the number, but all states were down on individual contributions. It wasn't much in any one place but a little here and a little there all added up. The year before we had a small surplus so we made out all right but if we have another poor year we're in trouble.

The outlook for the maple business is good. Producers all over the country report excellent sales this fall and many have had trouble finding enough good syrup. Even dark syrup sold very well. The surplus seems to be gone and the bulk price is up considerably.

So let's all start 1984 with a positive outlook. Use the self addressed envelope in the centerfold and send your contribution right away. The suggested amount is \$2.00 per year or \$5.00 for three years. If you belong to a participating association you can disregard this plea but make sure your association participates.

Then start early and plan to make a good crop of syrup. There are some good tips to help you sell it in an article on signs and advertising in this issue. This article alone could be worth the subscription price.

COUNCIL

Michael Girard, Simsbury, CT., had requested a leave of absence from his secretarial duties with the North American Maple Syrup Council. Chairman Gordon Gowen appointed Russell Davenport acting secretary and treasurer until the next annual meeting. All correspondence pertaining to Council business should be sent to Russell Davenport, RD 1, Shelburne Falls, MA. 01370.

Darrell Russ will replace Michael Girard as delegate to the Council. His

address is: 34 West Side Rd., Norfolk, CT, 06058.

DEADLINE

If your digest arrives a bit late this time, it certainly wasn't intentional.

Ever since we started printing it, we've had a deadline for all copy. It's 30 days ahead of the date of the issue. The deadline for the February issue was January 1st.

I believe any publication should be sent out at a regular time, at least within a day or two of when it is scheduled. This is quite difficult when we have to wait for copy. All too often we have given a day or two here and a few days there and before we know it we've lost a

DEADLINE FOR JULY ISSUE - JUNE 1

week or more. Then the printer complains because he doesn't have time to get it out. If it takes 2 weeks to deliver most of them, the February issue runs into tapping time. The advertisers complain because the producers don't have time to order from them. And, believe it or not, the advertisers are quite often the ones with late copy!

I've talked with the printer and they say they have to have the full 30 days because of other business. This seems reasonable since some periodicals require 60 to 90 days. So from now on there will be no exceptions. The deadline for the July issue will be June 1st.

The Maple Syrup Digest is the official publication of the North American Maple Syrup Council. It is your connection with the Council and your source of all information pertinent to the industry. Circulation last issue was just over 7000 copies.

ADVERTISERS

Increased costs require a raise in advertising rates. Beginning with the July, 1984 issue, the rates will be as listed on page 4.

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- COMPLETE SUPPLIER TO THE MAPLE PRODUCER
- WE STOCK BACON JUGS, LAMB TUBING SYSTEM
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Give Us A Call or
Write For Catalog

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COMING EVENTS

Annual Meeting of the New Hampshire Maple Producers Assoc. will be held Feb. 11 at the New Convention Center, Manchester, NH in conjunction with the Farm and Forest Days.

Evaporator Works Maple Festival, Hudson, OH. March 3-4 and 10-11.

Andover Maple Festival, Andover, NY. April 7 & 8.

Marathon Maple Festival, Marathon, NY. April 7 & 8.

Vermont Maple Festival, St. Albans, VT. April 13, 14 & 15.

Geauga County Maple Festival, Chardon, OH. April 26, 27, 28 & 29.

Maple Center Maple Festival, St. Johnsbury, VT. April 27, 28 & 29.

Franklinville Maple Festival, Franklinville, NY. April 28 & 29.

Schoharie Co. Maple Festival, Jefferson, NY. May 5 & 6.

Wisconsin Maple Festival, Reynolds Plant, Aniwa, WI. May 27.

American Maple Museum Festival and Hall of Fame Inductions, Croghan, NY. May 19.

American Maple Products

Newport, Vermont 05855

- produces maple syrup,
- buys bulk Maple Syrup from other producers,
- packs Pure Maple Syrup,
- makes Maple Candies, Maple Sugar and Maple Butter,
- wholesales these products to the retailer
- and supplies leading food manufacturers with Bulk Maple Syrup or Maple Sugar.

CAN WE HELP YOU WITH YOUR MAPLE REQUIREMENTS?

NEW YORK QUEEN CONTEST

The committee for the selection of a 1984 New York State Maple Queen is seeking candidates to participate in a pageant to be held at the American Maple Museum on Saturday, May 19.

To be eligible a candidate must:

1. Be a resident of New York State.
2. Be between the ages of 16 and 21.
3. Be from a maple producing family, or a employee of a maple producing family, or a maple producer must indicate applicant has spent at least 20 hours of service in his/her sugar bush.
4. Give a two to three minute presen-

tation (oral or written) topic of own choosing concerning maple and it's products.

Applications are available from:

American Maple Museum
Box 81
Croghan, NY 13327

Requests should be made by April 1, 1984

EVERYTHING FOR THE MAPLE PRODUCER

Grimm, Lightning & Waterloo
Evaporators, Lamb Tubing and
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MEMTEK PROUDLY INTRODUCES THE NEW BABY MAPLE UNIT

COMPACT IN SIZE: Half the size of a kitchen fridge.

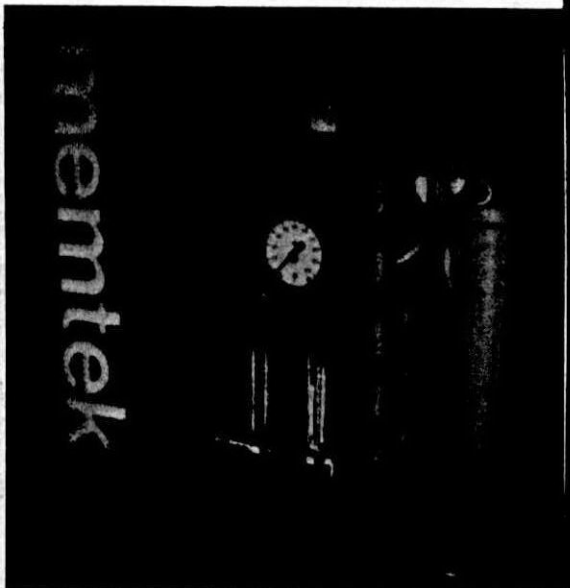
VERTICAL MEMBRANE CIRCULATION: For ease of drainage.

COMPLETELY INSULATED AND HEATED: To prevent frost damage.

EASY OPERATING INSTRUCTIONS: Printed on the front panel.

NEW SUPER MEMBRANE: With high flux rates and will not be destroyed by bacteria.

ELECTRONICALLY PROTECTED: Shuts-off when unit is out of sap. High pressure relief valve also protects the membrane.



AVAILABLE IN A VARIETY OF SIZES

Model Number	Number of Taps	Number of Membranes	Dimensions		
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MRO- 40S	500-1226	1	24"	36"	24"
MRO- 80S	1226-2453	2	24"	36"	24"
MRO-120S	2453-3680	3	24"	36"	24"

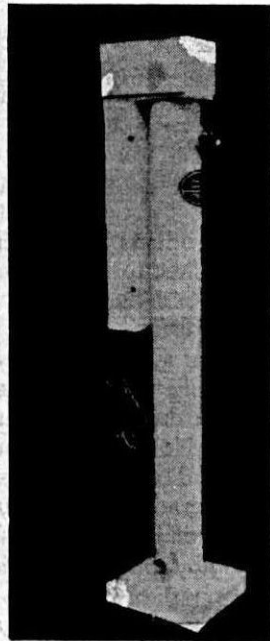
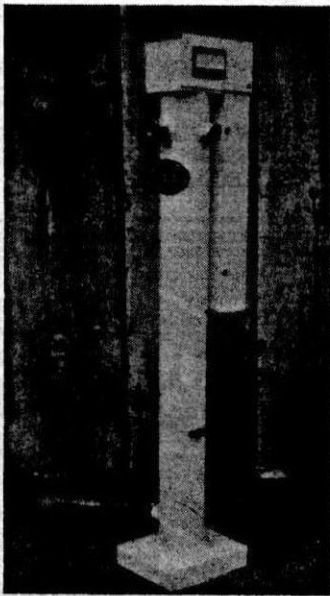
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Mike Girard.....	Simsbury, CT.	203-658-5083
Bill Coombs.....	Wilmington, VT.	802-464-5232
Robert Coombs.....	Jacksonville, VT.	802-368-2452
Dave Mayotte.....	Fletcher, VT.	802-849-6810
Nate Danforth.....	Montpelier, VT.	802-229-9536
Dan Johnson.....	Jaffrey, NH.	603-532-7379
Thomas Todd.....	Norwood, NY.	315-352-2808
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Greatly extends sap storage life



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Sap Treatment Systems Co. Brandon, Vt

Distributed by Bill Coombs

Box 186 Wilmington, Vt. 05363

\$595.00

shipped UPS

Sales areas still open inquire Bill Coombs

GREETINGS FROM THE CHAIRMAN



After a beautiful warm, dry fall, Mother Nature changed her pattern and blessed the Northeast with all kinds of water, even to the flood and damage stage. You folks in the midwest got it as snow, I believe.

In talking with folks from all over, the one thing that Mother Nature (or somebody) did was turn on the public's desire for maple products. Practically everyone I have talked to has had good sales this fall. Syrup is becoming scarce and the bulk price is moving up.

Dark amber syrup has been in great demand. Could this be because it is called 'Grade A dark amber' rather than Grade B or No. 2? The Council has worked off and on for over twenty years for universal grade terminology. We finally succeeded!! In spite of rather inflexible thinking by the USDA (and several abrupt changes) all the states and the USDA representation finally agreed upon the terminology for all grades. Since then, many states have modified their state grading laws to conform to or work within the framework of this new U.S. maple grading law.

As I write this, it is -8F. so I'm going to put my feet in the oven.

Gordon Gowen

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Vermont Maple Syrup Business

- Super tourist location.
- 4000 gallon annual production.
- Popular retail store.
- Strong and growing mail order.
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- Selling price of \$375,000 includes inventory, Modern Sugar house, Gift Shop, Acreage, plus 4 bedroom home.
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SMALL BROS. & GRIMM EVAPORATORS
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BULK, WHOLESALE & RETAIL SYRUP SALES

SEND FOR
CATALOG
(\$1.00 outside
New
England)



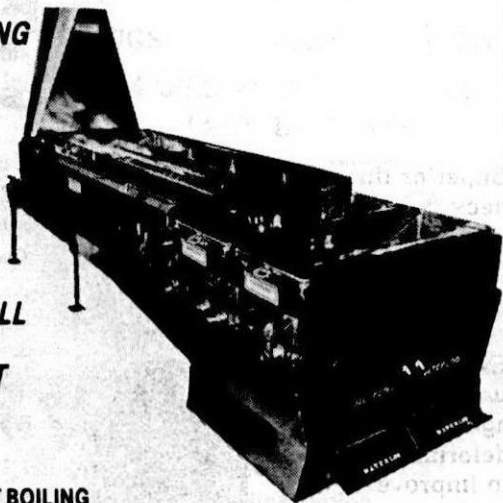
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Alstead, NH 03602
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**THE ENERGY AND LABOR SAVING
EVAPORATORS OF THE 80's**

**WATERLOO EVAPORATORS
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60 YEARS.**

**A WATERLOO EVAPORATOR WILL
GIVE YOU A HIGHER OVER-ALL
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THAN ANY OTHER MAKE.**



YOU GET:

**SPEED FOR TOP
QUALITY SYRUP**

**DURABILITY TO
STRETCH YOUR DOLLAR**

**ECONOMY
TO CUT OPERATING COSTS**

**SECURITY AND
EASE
OF OPERATION**

**LARGEST BOILING
SURFACE**

**REINFORCED SEAMS +
STRICTLY 22 GAUGE
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**HIGHEST BTU CONVERSION
RATE IN THE INDUSTRY**

**TWO SAP LEVELS AND
DOUBLE FLOATS FOR
EXTRA SECURITY**

**REVERSIBLE RAISED BOTTOM.
FLUE PANS FOR COMPLETE
"ON ARCH DRAINAGE"**

**MULTIPLE FRONT PANS FOR
EASY AND SAFE HANDLING**

WATERLOO/ESCAN STEAM KETTLES

**A MUST FOR THE PRODUCER WITH
MAPLE SYRUP MARKETING IN MIND**

The WATERLOO/ESCAN steam kettles will reheat your syrup for sterile packaging, it will boil your syrup up to 255° Fahrenheit to produce your Maple Taffy, your Maple Cream, your Soft Sugar, your Candies and your Hard Sugar Blocks.



WATERLOO ALSO OFFERS THE FAMOUS ELECTROHOME R/O SYSTEMS

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Superior thread and neck finishes to assure proper sealing.

Minimal to no flashing

Extra thick walls to guard against deforming and to improve keeping qualities



Assortment of decorative designs available in choice of one or two colors

What do folks have to say about KRESS jugs?

Dear Sir:

I have recently tried some of your Kress jugs that I won as a door prize on the '82 New York Maple Tour. They are of higher quality than the _____ jugs I've used in the past.

William VonMatt
Rome, New York

Dear Sir:

We sell maple syrup and candy and have been using your Kress jugs for eight years ... we have a lot of comments about your jugs. Our customers love them. We are pleased with the quality of your jugs as we had used others before we used yours.

John & Carol Deets
Titusville, PA

Dear Sir:

We have used Kress jugs purchased through M.M.S.A., so we know they are good. Our customers say they are "cute".

Paul Bergmann
Traverse City, MI

Dear Kress Creations:

We are very discouraged with the metal cans as they rust and the caps and inner seals are assorted sizes. We have decided not to buy them next season. We feel that Kress jugs are the most attractive plastic containers of all the ones we've looked at ... Ninety-nine percent of the people who buy our syrup choose your container over the metal.

Randy Whitcher
Warren, NH

**Try KRESS jugs and become another one of our very satisfied customers.
If our jugs aren't available in your area, write or call us.**

KRESS

CREATIONS, INC. 349 Christian Street • Oxford, CT. 06483 (203) 264-9898

SAP PRICES

This year we are repeating last year's sap prices because syrup prices have remained about the same. We're printing it in case you may have mislaid last year's copy.

Please remember, this chart is published to be used only as a guide and the Digest in no way intends that it should dictate the price paid for sap by any producer.

Retail	22.00	24.00
Wholesale	16.50	18.00
Sap Brix	per. gal.	per. gal.
1.5	.034	.037
1.6	.048	.055
1.7	.062	.07
1.8	.076	.084
1.9	.089	.097
2.0	.10	.109
2.1	.11	.12
2.2	.119	.129
2.3	.127	.138
2.4	.136	.147
2.5	.142	.155
2.6	.151	.164
2.7	.158	.172
2.8	.166	.18
2.9	.173	.188
3.0	.18	.196
3.1	.188	.204
3.2	.196	.212
3.3	.203	.22
3.4	.210	.288
3.5	.217	.236
3.6	.224	.244
3.7	.232	.252
3.8	.239	.26
3.9	.246	.268
4.0	.254	.276

SHOW OFF YOUR FANCY SYRUP IN

JUGS BOTTLES JARS
MAPLE PRODUCTS SELL
BEST IN GLASS

WE ALSO CARRY MANY
TYPES OF PLASTIC CONTAINERS
INCLUDING THE KRESS JUGS.

Send for complete list.

M. R. CARY CORPORATION

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Salina Station
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POLAK'S SUGAR BUSH

Proudly announces that
we are now a manufacturer's
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KRESS JUGS

Place your order and we'll
arrange for your jugs to be shipped
(prepaid) to you from the factory.

Realize considerable savings!

POLAK'S SUGAR BUSH
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SUCCESSFUL MARKETING PURE MAPLE SYRUP

The success of a maple syrup operation is not determined by the reduction in cost of production alone. Marketing determines the profitability to a large extent too. The profit margin in producing maple syrup can be increased by a vigorous promotion campaign, followed by effective advertising techniques. Producers who are retailing maple syrup directly to the consumers at their sugar house are generally more involved in promotion of their products through displays at various agricultural fairs rather than directly advertising their products. Promotion of maple products is often favoured by the producers since it

generally costs less and is carried out collectively with various government agencies. Promotion in general makes the consumer aware of the product's existence on the market, but advertising on the other hand suggests to the consumer: "To go out and buy the product". This article deals with the advertising aspects of marketing maple products and how you as a maple producer should spend your advertising dollars so that you can increase your production and retain a healthy profit margin.

BUDGET

Budgeting your advertising dollars is the first requirement before you plunge yourself on the advertising market. The amount of dollars you should spend de-

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MAPLE SUPPLIES COMPANY

WEST SECOND STREET (P.O. BOX 895)
BARRE, VERMONT 05641
IN VERMONT (802) 479-1827
IN OHIO (216) 247-2967

pends entirely how well you are known in the region. If you are a newcomer in the maple industry your advertising costs should be about 10 percent of your gross income. If you are a well-known maple syrup producer you may spend as little as 3 percent. It is important to continue to advertise, regardless of the popularity you have obtained as a syrup producer, so that you keep your clientele and subsequent sales.

Once you have set aside a budget for advertising your next step will be to determine where to spend those precious advertising dollars in order to obtain the best effect.

SIGNS

Market signs are essential to a sugar-bush operation. They are the least costly forms of advertising. They are the silent salesmen that work 24 hours per day.

Your signs should consist of a market sign, a number of direction signs and an

advance sign. The market sign is located at the entrance of your sugar camp or your sales outlet. Direction signs are located at the various intersections to direct the potential customer from the main road to your location. The number of signs to use depends on the distance of your sugar camp from the main roads. Advance signs are helpful in giving motorists time to make the decision to visit your operation and stop safely. Signs should be neat, brief, conspicuous, meaningful and well cared for, as they often form the first impression and the image of your maple syrup operation. Even the landscaping around the sign, can improve the image of your business tremendously. The use of evergreens such as cedars and junipers often enhance the entrance of your sugar camp and the image of your signs. Signs should be erected in accordance with the regulations of the municipalities or the Ministry of Transport. With the

YES!

KRESS jugs are available
in New Hampshire

One and two color designs

CONTACT:

Ancestral Acres
R.F.D.
Ashland, NH 03217

Hardscrabble Tree Farm
35 Bridge Street
Colebrook, NH 03576

WAGNER'S SUGAR CAMP

Manufacturer's
Representatives for

KRESS JUGS

We'll arrange for your jugs
to be shipped (prepaid) directly
to you from the factory.

Realize considerable savings!

Write or Call . . .

WAGNER'S SUGAR CAMP
Wagner Road
West Salisbury, PA 15565
Tel: (814) 662-2904

increased usage of road signs department officials have become very strict in allowing road signs along highways and secondary roads.

Legibility of your signs depends on the size and the color of letters used, such as green, scarlet, navy blue, brown or black on a white or yellow background. Be sure not to use more than two different styles or sizes of lettering. The number of words and their letter size vary with the length of time motorists have to read the sign; which depends on the speed at which they travel, and how far down the road the sign is visible.

* Letter thickness should be approximately one-fifth the height of the letter. Letter thickness refers to the width of the lines making up the letter, not the width of the entire letter.

Table 1 Letter size of Market Signs under various conditions of visibility

Maximum no. of words that can be read by a motorist at 30 to 60 mph	Distance from which signs are legible (feet)	Minimum letter height (inches)	*Minimum letter thickness (inches)				
30	40	50	60				
4	2	1	0	50	1 3/4	5/16	
8	5	4	3	100	3 1/2	11/16	
15	11	8	6	200	7	1 - 3/8	
22	16	13	10	300	11	2	
30	22	17	14	400	14	2 - 3/4	
38	28	22	18	500	17 1/2	3 - 1/2	

From Table 1, you can see that if your sugar house is located in a 50 mph speed zone, motorists can read 13 words if they can see your sign at a distance of 300 feet, when the letters are 11 inches high and 2 inches thick. To avoid distracting the motorist's attention too long from the road traffic, your sign should contain no more than 6 words with letters 7 inches high and 1 3/8 inches thick.

SPECIAL

CAR LOAD SALE

SPECIAL

SAVE ON YOUR

PLAIN 1 — GALLON MAPLE SYRUP CANS

Special price until supply gone

packed — 30 — 1 gallon cans per case

.60¢ each plus shipping charges

Order now and save

Write or phone



REYNOLDS

SUGAR BUSH INC.

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Table 2 Advance sign locations for various speed limits

Speed Limit (mph)	Feet Traveled Per Second	Minimum Distance from Advance Sign To Entrance (Feet)
30	44	1,000
40	60	1,300
50	75	1,600
60	88	2,100

Advance signs generally indicate the distance to your main market sign, so that the motorist has an indication of your location and slows his speed down.

From Table 2 you can determine their minimum distance from your main sign at various speed limits.

In obtaining the motorist's attention road signs are far more effective if they have the form of pictures, such as a large syrup container, painted in similar colours as your lithographed maple syrup containers.

BROCHURES

Brochures are also effective in advertising your maple syrup operation. In a brochure you can describe your operation in about 300 words. Be sure to include: the history of your sugar camp, how maple syrup is made, perhaps a

FOOTE'S MAPLE GARDENS

RD 2, Cornwall Cider Mill Rd.
Middlebury, VT 05753

Agent for
U.S. MAPLE INC.

Green Tubing/Orange & Black Pipeline



New Design Spouts & Tees,
Connectors and
4 way Manifolds
manufactured in
Middlebury, VT

802/462-2472

legend and important things to see and do. Your brochure should, of course, include a map showing the location of your operation.

DIRECT-MAIL ADVERTISING

Direct-mail advertising can also be very effective; it adds a personal touch, not possible in larger retail outlets. You send the literature only to people who have shown an interest in your operation by signing their names in your register. The mailings can be sent out at the start of the season, reminding your customers of your opening hours and the quality of your syrup and products.

NEWSPAPER ADVERTISING

Newspaper advertising has obtained increased interest among roadside markets. You can generally place an ad a day or two before it is published. The cost of placing an ad depends on the papers circulation.

THE SYRUP MAKER'S DREAM



SAP TUBING

SMALL BROS. & GRIMM
EVAPORATORS

SAPSUCKER VACCUM PUMPS

OSMONICS & MEMTEK
R. O. MACHINES

KRESS & SUGARHILL JUGS

DAVIES CANS and MANY

OTHER ITEMS TOO

ORDER NOW AND SAVE!

SCHAMBACH'S MAPLE SYRUP
EQUIPMENT & SUPPLIES

7288 Hayes Hollow Road
West Falls, New York 14170
(716) 652-8289

Fig. 1 Distinctive Ads to be Used in Classified Sections



Weekly newspapers are often most effective and economical in advertising your operation. Since weeklies generally stay in the household longer than the dailies, your ad will have greater visibility. By advertising in a weekly you will reach potential customers in a rather local area of about a 20-mile radius. To obtain good visibility you should place a display ad in the weekly for a period of four weeks.

Daily newspapers are more costly in advertising than the weeklies, because of their higher circulation, but you will be reaching potential customers in a much wider area of about a 100 mile radius. The daily newspapers, however, do not stay in a household longer than 24 hours.

Weekly inserts in daily newspapers have reached much popularity in Ontario for advertising. All major newspapers carry a weekend insert such as the T.V. Direc-

tory with the TV listings for the coming week. Such an insert generally stays in the household for one week. You can get great visibility by placing an ad in the "Saturday night movie guide". Ask the advertising department of your daily newspaper for their help in designing a display ad for the weekend inserts.

Before placing an ad in any newspaper it is important to keep the following facts in mind: A good ad has four basic principals: it gets attention, arouses interest, creates desire, and suggests action. Remember there are many different types of ads in a newspaper, so make your ad distinctive. It should be eye catching and mouth watering. After all you are selling Pure Maple Syrup. To make your ad distinctive, use a border, an illustration, a logo or trademark in your display ad. Keep your ad simple and don't use prices in your ad. Prices will only attract bargain hunters. Select the proper

EVAPORATORS & SUPPLIES

New & Used

LAMB TUBING & FITTINGS

ORDER EARLY & SAVE

ROGER C. SAGE

4449 SAGE ROAD
WARSAW, N. Y. 14569
Tel: 716-786-5684

LABELS

For
MAPLE SYRUP, CREAM & SUGAR

No more Hand-stamping
Name, Address, Grade & Color
On 1 Self Stick Label or Tape
For Metal, Plastic or Glass
CHOICE OF COLORS — ALL SIZES

For Prices and Samples write to

WILLIAM L. CHALMER
Dept. D
150 Traverse Blvd. Buffalo, N.Y. 14223

section of the newspaper: The Women's Section, The Better Living Section, The Food Column, The Things To Do and Things To See Section or place your ad near a popular column. Grocery stores advertise on certain days. Rather than compete with these ads, advertise on different days.

Display ads are generally sold by the column with its height depending on the information you want to include in the ad. The use of classified ads in the dailies is very economical. To make your ad distinctive among the hundreds of ads that appear in this section it is important to keep your ad as simple as possible. Use a trademark or logo, no more than four to six words and a telephone Number. (Fig. 1).

RADIO

Spot announcements can reach the audience you want if you choose the radio stations carefully. Send the announcer that first small container of that pure gift from nature. Highlight the products that you have for sale.

Advertising will only be effective if you sell a high quality product, properly graded and labelled with your own stamp of approval. Listen to your customers and use their comments in your ads. Consistency is also important to reinforce your image. Look for an opportunity to be unique in your advertising campaign and make people remember your maple syrup operation.

REFERENCE:

Farm Roadside Marketing in Ontario. Publication 63 Ontario Ministry of Agriculture and Food
1983 Illinois Strawberry School Proceedings.
Co-Op Extension Service, University of Illinois Hort Series 43

Author:

W. J. Langenberg,
Lecturer, Horticulture,
Ontario Ministry of Agriculture and Food,
Kemptville College of Agricultural Technology,
Kemptville, Ontario. KOG 1J0

AMERICAN MAPLE MUSEUM INDUCTION

The American Maple Museum Board of Directors has set Saturday, May 19, 1984, for the annual opening and Maple Festival to be held at the Museum, Main Street, Croghan, Lewis County, N. Y. A major event of the Festival will be the induction of two persons who have been leaders in the Maple Industry, into the Hall of Fame.

The Directors remind all maple producers, or associations, that it is time to submit nominees for the Hall of Fame. Associations should include a list of names of all people who are voting as a group; as selection is made by the number of votes received. Mail nominations to: THE AMERICAN MAPLE MUSEUM, BOX 81, CROGHAN, N. Y. 13327 by February 15th, 1984. Also, during the Festival the 1984 NYS Maple Queen will be selected. Associations, or area individuals, should write to the Museum for application blanks. This should be done by APRIL 1st.

The festival date, May 19th, will be a full day of activities, beginning at 8:00 A.M. with a pancake breakfast. Other events will include tours, displays, demonstrations, a parade, entertainment, and a chicken barbecue.

★ FIVE GAL. CANS ★

1 1/4" or 3" screw cap & seal, welded seam, \$3.50 each (less in bulk).
Cardboard cartons for them .70¢.
Also, Sugarhill Jugs and cartons;
Waterloo equip; Tubing & fittings;
Davies cans by the truckload.

W. Allen, Croghan, N.Y.
(P.O. Castorland 13620)
(315-346-6706)

IN STOCK:

LAMB TUBING SUPPLIES

Electric Tappers

GORDON H. GOWEN

Tamarack Farm

Alstead, N. H. 03602 835-6531

Letter to the Editor

This is a reprint from Vol. 2, No. 3. We thought it to be more timely now than then. Ed.

Dear Editor:

The other day my neighbor told me the government paid him \$1,000.00 to not raise any corn. I wonder if you could tell me if they would pay me to not make any Maple Syrup.

I am too old and crippled to do any work and since I don't have a sugar bush anyway, getting paid to not make syrup would be right up my alley. I have never made any syrup so I don't know anything about it, but I don't think it would be too hard to learn enough to not make any.

I would also like to know if they pay more to not make fancy syrup than they do to not make the dark, commercial grades. I would rather not make fancy because I don't like the dark kind, but I

figure I might better not make the kind that they pay the most for.

Yours truly,
A. Ole Mann

P.S.

A few years ago the government paid me to clear the trees off from a piece of my land. Would they also pay me to plant maple trees on this land for the purpose of not making syrup (for pay) when they get big enough to not tap?

SMALL BROTHERS

Lightning Evaporators

The new wood saver

REVERSE OSMOSIS

Other equipment & supplies

U.S. MAPLE TUBING & SUPPLIES

SAPSUCKER VACUUM PUMPS

BRODIES SUGAR BUSH

Otsego County Route 34
1 mile off N. Y. 165 in South Valley
Westford, N. Y. 13488 607-264-3225

NEW YORK STATE

Lithoed Metal Containers



- For Dealer Nearest you contact us.
- Dealer Inquires Invited

Prime Container Corporation

P.O. Box 38, 40 Marble St.

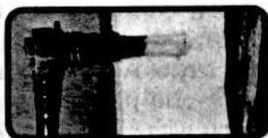
West Rutland, Vt. 05777

802-438-2312



Vacuum tubing system ...for maple sap gathering

the system which can double the yield
of your sugar bush



The sap is taken from the tree with use of a 5/16" threaded spigot. The sap then flows through 5/16" tubing to the main lines.



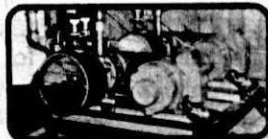
A double fork is used to connect the 5/16" secondary lines to the main line.



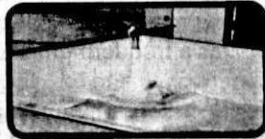
The main lines convey the sap to the sugar house.



In the sugar house, the sap flows into a vacuum release tank, which is connected to a pressure regulating tank.



Vacuum pumps are used to create a suction in the release tank. This vacuum action causes the sap to flow through the tubing to the sugar house at increased flow.



A float device either electronic or mechanical is needed inside the release tank to determine when it is full. The sap is then transferred into a large reservoir for storage, until fed into the evaporator.

Exclusive features

New threaded spigot, equipped with grooves at the intake, serves to draw the sap from the new growth layers of the tree. As a result of numerous tests conducted at our experimental sugar bush, we have determined that spigots with grooves at the intake will increase flow rate by 20 to 30% over ungrooved spigots.

New spigot cap, threaded to fit the spigot. After sap flow ceases, this completely closes off the spigot, allowing the system to be easily cleaned and flushed in the bush.

New hardness controlled 5/16" tubing, reinforced with lateral ribbing which prevents its collapse, such as when sharply bent around a tree or used under high vacuum pressure. It will also withstand high pressure needed during cleaning.

Advantages in comparison to buckets

The IPL VACUUM TUBING SYSTEM can easily double the

yield of your sugar bush.

Once installed, the IPL VACUUM TUBING SYSTEM requires little maintenance and only 33% of the manpower necessary for the old method of collection in buckets.

The IPL VACUUM TUBING SYSTEM greatly improves the quality of end products, because the sap is conveyed rapidly inside the tubing to the sugar house, and is protected from deterioration caused by weather and handling.

Free professional service

A most important point is that the IPL specialist estimates at no cost the needs of each sugar bush. In order to insure maximum production, our company provides free of charge an expert team to assist the producer in the initial installation of the system.

It is absolutely essential that a company provides this service to the producer.

For additional information, phone or mail this coupon.

Yes, I would like to receive your catalogue and price list

Have your representative visit me as soon as possible

Name _____

Address _____

Zip code _____

Tel: (_____) _____

Number of taps _____



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PROVINCIAL INDUSTRIES LTD
140 COMMERCIALE, ST-DAMIE
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TELEX 051-3973

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PLATTSBURGH, N.Y. 12901
TEL (518) 561-8260
TELEX 937-497

GORDON CUNNINGHAM EXTENSION FORESTER RETIRES

Gordon R. Cunningham, Extension forester at the University of Wisconsin-Madison, will retire June 29. He has been a member of the Department of Forestry in the College of Agricultural and Life Sciences for 20 years. Counting years spent in Illinois and New York, he has been an extension forester for 32 years.

"Gordy" has devoted much of his career to helping landowners manage farm woodlots and other small parcels of forested land. He is well-known across Wisconsin as the organizer of workshops and conferences for woodland owners, as a frequent guest on the state radio network, and as the author of many UW-Extension publications.

Cunningham initiated the "Wisconsin Woodlands" and "Wood for Home Heating" series of Extension publications. The "Wood for Home Heating" series was awarded a Blue Ribbon Award by the American Society of Agricultural Engineers in 1978.

Cunningham was instrumental in organizing the Wisconsin Woodland Owners Association (WWOA) in 1979. He is cochairman of the organization's education committee and a member of the newsletter committee.

Gordy was named Distinguished National 4-H Forester in 1978 for his "many activities and endeavors on behalf of the national and state 4-H forestry programs." He received the John S. Donald Excellence in Teaching Award in 1980 for the short course in woodland management that he has taught for many years at UW.

Cunningham received B.S. and Ph. D. degrees from Michigan State University and an M.S. from Pennsylvania State University. He was Extension Forester at the University of Illinois for five years

and at Cornell University for seven years before coming to UW-Madison.

Contemplating the future of forestry, the Extension forester says, keeping forest production ahead of harvest, as commercial forest acreage declines and wood demand increases, will be the chief challenge facing foresters.

After retiring, Cunningham, plans to serve as Tree Farm inspector and as a forest management consultant. Along with his wife, Vera, who retired from the American Society of Agronomy staff last December, he also plans to spend some time helping with WWOA newsletters and other mailings. When not concentrating on forests and forestry, the Cunninghams plan to learn Italian and Spanish, to become a facilitating couple for marriage enrichment programs, to "Elderhostel" across the country, and to "catch up on all those home maintenance chores."

THE SUGAR MAPLE

A new book for young readers has been published. A copy was sent to us which we found delightful.

It was written by Rosemond S. Metcalf for readers 5 to 12 and older, all about the sugar maple tree and making syrup and sugar. An excellent item for schools and gift shops.

It is available, in soft cover, for \$3.50 each, less for quantities, from:


Rosamond S. Metcalf

RR 1, Box 530

Charlestown, NH 03603

Tel. 603-826-3657

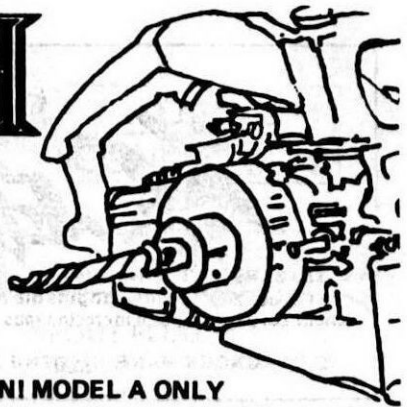
ERRATUM

We gave Nelson Maine an incorrect address in the last issue. The correct one is on page 23. 

We apologize for the error and hope his losses are minimal.

EZ TACH

TAPPERS TO FIT MOST CHAIN SAWS



MODEL A

Fits most Homelites, Stihls, Poulan and McCulloch, etc. This model fits most saws with outboard clutch. Comes with one 7/16 left hand bradpoint bit and allen wrench. \$50 plus \$2 for shipping cost. Extra 7/16 bradpoint bits....\$10 each.

REMEMBER-BY USING A CHAIN SAW TO TAP WITH, YOU CAN CHOOSE YOUR OWN SPEED.

CAUTION! MODEL A ONLY

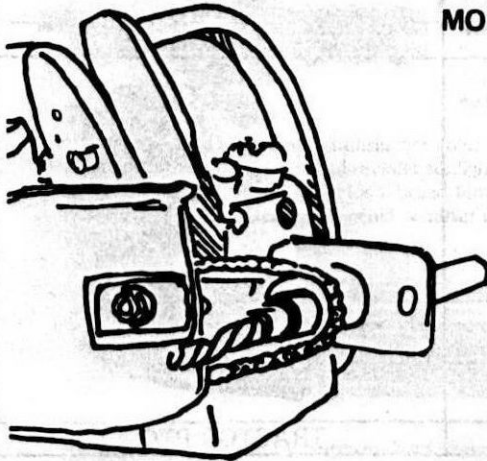
Do NOT run either model with excessive speed. Run your saw at a fast idle. Stop the taper from turning with your gloved left hand. Then place against the tree and let go. Rev the motor just enough to cut the hole. Hold with the gloved hand and remove.

IMPORTANT!

Make sure we have make, model and chain pitch. PLEASE!

MODEL B

This model fits most chain saws. Runs with a short piece of saw chain. Has a short fork in place of a saw bar with another sprocket out front. \$85 plus \$2 for shipping cost. Extra bradpoint bits, \$10 each. Comes with 7/16 left hand bradpoint bit. With the unit on the saw and the chain guard in place, hold the taper and pull the chain tight, then tighten the bar nuts.



1/4" 99 100 101

USE THESE SAMPLES TO CHECK CHAIN PITCH.

76 77 78

.325"

68 69 70

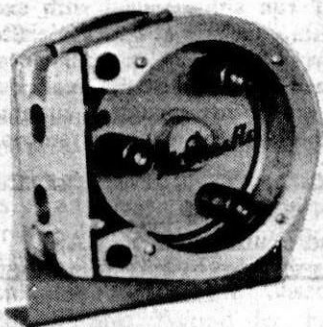
3/8"

Nelson Maine, Rt. 1, Henniker, N.H. 03242 (603) 428-7284

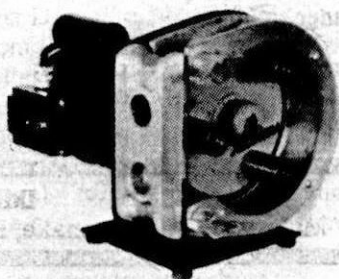
SAPSUCKER *XCENTRAFlo*

The SAPSUCKER, with its new name, has been joined by 16 other models powered by just about any means imaginable and is handling numerous liquid food and difficult chemical pumping and metering jobs throughout the World.

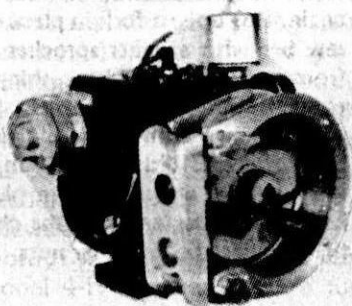
WE NO LONGER MAKE JUST THE BEST VACUUM PUMP IN THE SUGARBUSH!



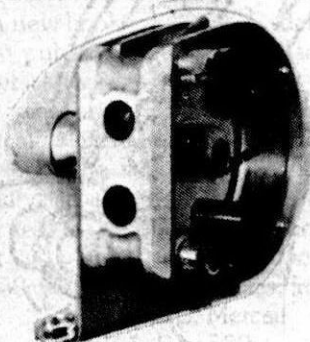
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GEARMOTOR A/C



DUAL FUEL



TRACTOR PTO

PLUS: New improved tube materials [For all previous Sapsuckers too!] and numerous minor improvements that all add up to: **A GOOD IDEA GETTING BETTER!**

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Phone (616) 331-6328

U.S. MAPLE



TUBING

CONNECTORS

SPOUTS

"T's"

SPOUTS

- Black color aids in rapid tap-hole thawing.
- For removal use 1" wrench or hammer.



SPOUT-PLUG

- Interconnection between "T" and spout.



CONNECTOR

- Will not pull apart.



SPOUT-PLUG

- Tight seal with spout allows pressure or vacuum washing of tubing in place.

"T's"

- Tapered "T" with smaller first ridge for easier tubing insertion.

TUBING

"SUPER-COLD" — Green translucent color. I.D. is standard for complete interchangeability. Minimizes ultraviolet sunlight deterioration. Blends with nature in summer for year round lines. Has a broad temperature range in which elasticity remains the same. Excellent for cold weather use and reduces extreme sags in warmer weather.



Owned and operated by Sugarmakers. Sugarmakers with extensive tubing experience, concerned about quality and service. All items are: • Guaranteed against defects of any kind • Completely interchangeable with other brands allowing you to trade a section at a time. Fittings are: • Made from a new formula. Dupont ST 801 Nylon for low temperature and impact strength • Designed not to pull apart • Rugged, most plastic per fitting on the market • Vacuum tight.

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 Coombs Sugar House, Box 503, Wilmington, VT 05363 (802) 462-5232
 Mayotte's Maple Products, RR 2, East Fairfield, VT 05443 (802) 849-6810
 Wagners Sugar Camp, Box 15, West Salisbury, PA 15565 (814) 662-2904
 Maple Syrup Supplies, P.O. Box 245, Potterville, MI 48876 (517) 645-7305 or 372-6399

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MASSACHUSETTS:		413-684-3418, 634-8821
Al Hubbard, 373 North St., Dalton Mass.....		
Mt. Esther Maple Products; Whately, Mass 01093		413-665-4848, 4442
MICHIGAN:		906-466-2305
Terry DeLoughary, Bark River, MI 49807.....		
Lucille Lesh, 2985 Everette, Harrisville, MI 48740.....		
Springbrook Irrigation, 11291 Lakewood Blvd., Holland, Mich. 49423		616-396-1956
NEW HAMPSHIRE:		603-224-0820
Dean Willer, Box 413, Concord, NH		
NEW YORK:		716-759-2962
Erie County Brian Fahey, 6161 Genesee Rd, Lancaster, NY 14086		
St. Lawrence Jim Woodrow, Route 2, Hermon, NY 13652		315-347-2395
Otsego/Del. Matt Kent, R.D. #1, Franklin, NY 13775.....		807-829-8262
Cha. & Cat. Gary Peterson, RD 6, Box 192, Jamestown, NY 14701		716-665-3378
Lewis/Jeff. Warren Allen, RD, Castorland, NY 13620		315-346-6706
Gen. & Wyo. Dave Graziplene, North Java, NY 14113		716-457-9640
Sul. & Ora. Vern Meyer, Long Eddy, NY 12760.....		914-887-4108
Col. & Gre. Scotty Burdick, 335 East Rd. Stephenstown, NY 12168.....		518-733-5591
Clinton Barry Branon, 54 Cogan Ave., Plattsburgh, NY 12901		518-563-1063
OHIO:		419-562-4861
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ALL OTHER COUNTIES OPEN FOR NEW DISTRIBUTORS:		
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WISCONSIN:		715-289-3665
John Roth, Roth's Sugar Bush, Route 1, Cadott, WI 54727.....		
VERMONT:		802-479-2891
Ora. & Wash. Bill Gehr, RD 2, Barre VT 05641.....		
Caledonia Buckey Shelton, Sugarwoods Farm RFD 2, Glover, VT 05839.....		802-525-3718
Addison: Gill Goodyear, Bristol, VT.....		802-453-4825
Chittendon Chas. Elliot, S. Burlington.....		802-882-2497
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Rutland R.C.M.P., Ed Merrow, RD, Danby, VT 05739		802-293-5378
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CANADA:		705-728-5848
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Over 60 years



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05342

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Dealer for a full line of maple sugaring equipment
specializing in "Leader" and "King" evaporators.

Many sizes of gathering and storage tanks kept in stock
as well as the small utensils used in making maple syrup.

Buying and selling of bulk maple syrup.

Processor and packer of maple syrup and candies in
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05450

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5 Models to Choose From

NEW and USED
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Filter tanks
Sugar machines
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Used buckets
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Complete vacuum systems
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Filters
Heated canner
Pumps

Lightning

EVAPORATORS

"BUILT TO BOIL FASTER"

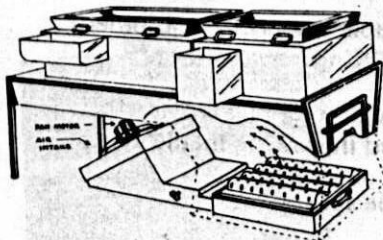
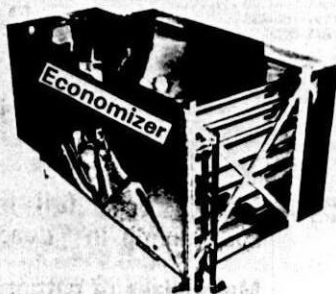
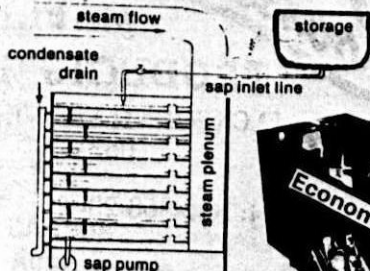


Reverse Osmosis 100-20,000 taps
16 models

Cut operating costs by approximately
75%. Designed for both small and
large maple operations.

New Economizer

Raithby Economizer
Utilizes all steam from existing
evaporator. Increase total
efficiency to 65%. Can be installed
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fuel consumption decrease.



New Woodsaver

Increase your heat by 20% and burn 50% less wood! Impossible! Wrong, it is being done. Designed to be installed on any make of woodfired arch.

Send me complete FREE information, catalog and price list and nearest distributor

Name _____

Address _____

Zip _____

Have your representative contact me as soon as possible.

Telephone (____) _____

Number of Taps _____

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Quality Polyethylene Containers
with all materials F.D.A. approved

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**SMALL BROTHERS
EQUIPMENT**

BACON JUGS

LITHOGRAPHED CANS

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**AUTOMATIC DRAWOFF
110 volt**

A drawoff which completely compensates for barometric pressure changes without a boiling water probe. Digital temperature readout and syrup temperature adjustment from boiling point of water to 9.9 above boiling point.

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CATALOG AVAILABLE

**Star Route Rt. 41 N
GREENE, N. Y. 13778**

607-656-4058

NEW YORK MAPLE PHOTO CONTEST

Sponsored by the Central New York Maple Producer's Association for the promotion of the New York State Maple industry.

RULES:

1. Picture must show some phase of maple production.
2. Picture must be taken by person submitting entry.
3. Amateur photographs are encouraged.
4. Color picture or color slide acceptable.
5. Contest open to all residents of New York State.
6. Photo/slide becomes property of Central New York Maple Producer's Association.
7. Entries due by May 1, 1984.
8. Prizes - 1st, \$35.00; 2nd, \$25.00; 3rd, \$15.00.
9. Send entries with your name, address and telephone number to William Campbell, Smyrna, NY 13464.
10. Judging will be based on originality and quality.

ARCHIE'S SUGARBUSH

Dear Mr. Editor:

My wife, she sez, "Truthful Archie," sometimes she calls me Honest Archie, "please tell that nice Mr. Editor man about the year of the missing buckets." It was the year after the year of the Blue snow. Well, we waz about eleben hundred buckets short. I'm not one to say they was stolen, but they waz.

Well, Mama always raised gourds and had them on the fence all around the garden. Well, when it was time to tap, I remembered them thar gourds. Some were a little small, one held about

CLASSIFIED

"CHIEFTAIN WILD RICE", the ideal companion item to sell with your delicious Maple Syrup. For full information write: Chieftain Wild Rice Co. Rte. 7, Hayward, WI 54843

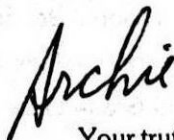
ULTRAVIOLET TREATMENT OF SAP A PROVEN SUCCESS. 1983 UVM research project finds in-line ultraviolet treatment of maple sap a viable solution to high microorganisms. Treated sap produces higher grade syrups and allows longer sap storage periods. Write or call for complete details. Sap Treatment Systems Co., Box 307, Brandon, VT. 05733 802-247-6139

FOR SALE: Lightning 5' x 16' evaporator with hood and stack. U.S. made by G.H. Grimm Co. 2' x 6' propane finishing unit and filter tank. This equipment never used. I'm helping sell it for a friend. \$6,000 BOB LAMB, Box 368 Bernhards Bay, N.Y. 13028. Phone: 315-675-3652, Home phone: 315-675-3559.

4 gallons, but I used them anyway.

They worked out o. k. except the syrup had a pumpkin pie flavor. When Jewel Tea Co. discovered the taste, they bought the entire production. Sold it for pumpkin pie spice. The government didn't like it because the Jewel Tea Co. quit buying spices from over seas. Destroyed our balance of trade.

We waz gently advised to quit by the C. I. A.



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Archie

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by new FDA approved process
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WANTED: Agents or Distributors to sell complete line of Canadian Maple Syrup Equipment. SMALL BROTHERS INC., P.O. Box 160, Dunham, Quebec, Canada. JOE IMO. Tel: 514-295-2451

WANTED: Any horse drawn equipment. Also antique sugaring equipment & old farm relics. "SUGAR AND SPICE" (802) 773-7832 Sugarhouse & Restaurant serving Breakfast & Lunch. Open year around. Route 4, Mendon, VT.

FOR SALE: Used Osmonics R/O 1 year old, 6 membranes, 2 used 1 year and 4 brand new. Model 330-43. price \$12,000. negotiable Call Bill Coombs 802-464-5232 Wilmington, VT. 05363

Oil Burners. 1 new, 5 used, good condition 15 gph. Used SS filter rig for large operation with flat felts, pump & motor. Wheeling 15 qt. buckets, covers - \$3.50 unit. Sipple, Bainbridge, NY. 607-967-7208.

3 x 8 Leader pans, 4 x 16 Grimm wood fired complete, gas fired finishers, used tubing, Universal vacuum system, several Sapsucker vacuum pumps, used wood fired arches. SMADA FARMS INC., Star Route, Greene, NY 13778. 607-656-4058

FOR SALE: Used sap buckets "Wheeling" galvanized. Top condition covers & Grimm spouts/hooks. 5000 available price varies with quantity \$2.50 - \$3.00 call: Bill Coombs, Wilmington, VT. 05364 802-464-5232

FOR SALE: 5* 8 King Flue pans, each has own arch with high temp. Plybricko Insulation, stack, and oil burners. One has a pre-heater. They are trained to work together for \$4,500. But will separate to a good home for \$2,500 each Call Bill Coombs, 802-464-5232, Wilmington, VT

Groen 40 gal. self contained steam kettle, gas fired, natural or propane. Like new condition. Other kettles also available. Sugar Bush Supplies, 2611 Okemos Rd., Mason, MI 48854. (517)349-5185

Make Mine Maple. Novice's guide to making maple syrup. Single copies -- \$6.95 plus \$1.00 postage. Dealers -- \$4.17. Helen Mason, Box 725, Parry Sound, ON, P2A 2Z1, Canada.

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At Hussey Molding, we're proud that Charlie Bacon has chosen us to continue his maple syrup packaging business.

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- Name and Grade Labels
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Where to Find Bacon Packaging:

Maine

- Kinney & Hodgkins Maple Supplies, Thorndike, ME 04986 (207) 568-3683
Kinney & Hodgkins Maple Supplies, Yarmouth, ME 04096 (207) 846-4570
Maine Maple Products, Inc., Titcomb Hill, Farmington, ME 04938 (207) 778-3803

Massachusetts

- Devon Lane Farm Supply Inc., Daniel Shays Hwy., Belchertown, MA 01007 (413) 323-6607
James Ewen & Sons, 66 Elmwood Rd., Lunenburg, MA 01462 (617) 582-6655

Michigan

- Sugar Bush Supplies, 2611 Okemos Rd., Mason, MI 48854 (517) 349-5185

New Hampshire

- R.N. Johnson, Walpole, NH 03608 (603) 756-3321
N.H. Maple Producers Assn., Warehouse, Rt. 106, Loudon, NH 03301 (603) 783-9961
Charles R. Emerson, RD 1, Alfred Station, NY 14803 (603) 267-8217

New York

- W. Barry Branon, 54 Cogan Ave., Plattsburgh, NY 12901 (518) 563-1063
Lansing Burdick, 335 East Rd., Stephentown, NY 12168 (518) 733-5591
Campbell's Maple, Smyrna, NY 13464 (607) 627-6653
Charles R. Emerson, RD 1, Alfred Station, NY 14803 (607) 276-6481
Farnum & Cumming Maple Products, Locust Street,
Roxbury, NY 12474 (607) 326-7226 or (607) 326-7569
David Nascimbeni, Glen Durham Sugarhouse, Cairo, NY 12413 (518) 622-9878
Larry Smith, Rt. 55, Box 177, Napanoch, NY 12458 (914) 647-5539
Harold Tyler, Maple Farms, Tyler Rd., Westford, NY 13488 (607) 638-9474
Neil C. Wright, 28 Liberty St., Camden, NY 13316 (315) 245-1434 or (315) 245-1519

Ohio

- Wyman W. Manes & Son, East Orwell, OH 44034 (216) 583-2388
Richards Maple Products, 545 Water St., Chardon, OH 44024 (216) 286-4160
O.C. Stevens & Son, Maple Lane Farm, Mt. Gilead, OH 43338 (419) 946-3300

Pennsylvania

- Northeastern Pennsylvania Maple Producers Association
Court House, Honesdale, PA 18431 (717) 689-2353 or (717) 253-5970
Potter-Tioga Maple Prod. Assn., Coudersport, PA 16915 (814) 274-8540
Robert McConnell, Coudersport, PA 16915 (814) 274-9143
H.W. Russell & Sons Maple Farms, Rome, PA 18837 (717) 247-7361
Somerset County Maple Producers Association c/o Dale Jeffrey,
Box 15, Wagners Rd., W. Salisbury, PA 15565 (814) 662-2904

Vermont

- Donald Amero, W. Woodstock, VT 05091 (802) 457-3722
Clark Brothers, Wells, VT 05774 (802) 325-3203
Coombs' Maple Products, Inc., Jacksonville, VT 05342 (802) 368-2345
The Dakin Farm, Ferrisburg, VT 05456 (802) 877-2936
Danforth's Sugar House, County Rd., Montpelier, VT 05602 (802) 229-9536
Hilton Foote, Cornwall Cider Mill Rd., Middlebury, VT 05753 (802) 462-2472
Leader Evaporator Co., St. Albans, VT 05478 (802) 524-4966
David R. Marvin, Johnson, VT 05656 (802) 635-7483
David Mayotte, E. Fairfield, VT 05448 (802) 849-6810
Vermont Sugar House, Exit 3, I-89, So. Royalton, VT 05068 (802) 763-8809

Virginia

- Ivan Puffenbarger, Rt. 637, Blue Grass, VA 24413 (703) 474-2771

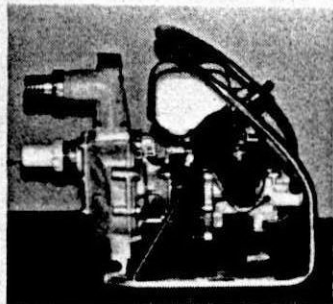
Wisconsin

- Reynold's Sugar Bush, Inc., Aniwa, WI 54408 (715) 449-2057

Quebec

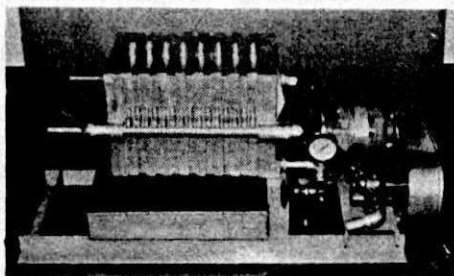
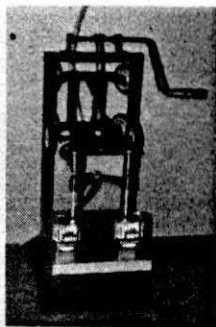
- Small Brothers Inc., P.O. Box 160, Dunham, Quebec, Canada JOE 1M0 (514) 295-2441

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Too troublesome to fill cans? Not anymore, with a 2 spout gravity filler. Designed by a local producer, the simplicity makes for a very dependable unit. Adjustable table for all size containers.



The LEADER 10" plate and frame PRESSURE FILTER is offered because of numerous inquiries from the Maple Producers for a larger filter press. Thoroughly tested by both producers and packers. Filtering capacity of up to 150 gallons.

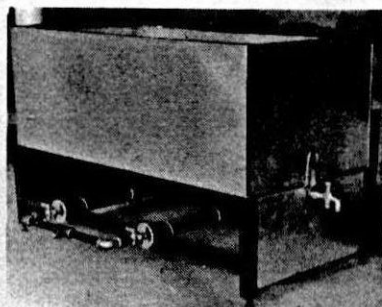
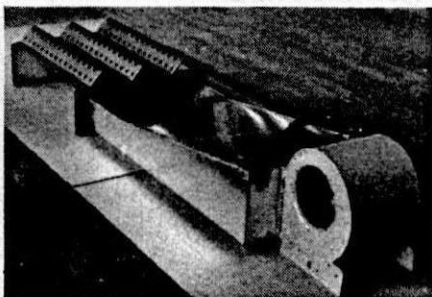
Have you checked on the Raithby Economiser? Maybe this will give your operation the needed increase in production. We are a licensed manufacturer for the U.S.A. Give us a call.

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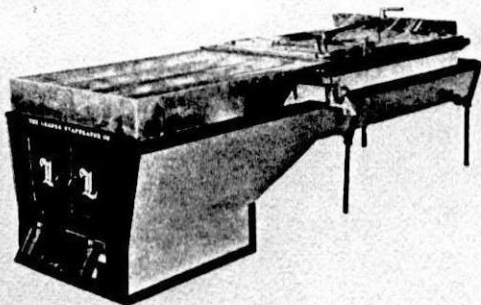
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