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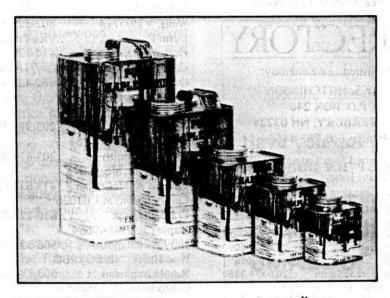
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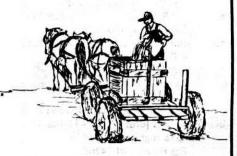




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MAPLE SYRUP DIGEST

Official publication of the **NORTH AMERICAN** MAPLE SYRUP COUNCIL

Published and Edited by: **ROY S. HUTCHINSON** P.O. BOX 240 **CANTERBURY, NH 03224**

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ZZZZZZZZZZZZ EDITORIAL

At the NAMSC Meeting Batavia, a couple of people complained that they had just received their copy of the Digest, and wanted to know if it was mailed by the date on the cover. Let me assure you that it was. It was in the post office in September. This issue will be in the post office by November 30. It is pre-sorted and should go directly to each state for distribution. I don't know what can be done about the delays except to complain to your representative in congress.

There were a number of returns this time for address changes. If you are moving in the future please send me your new address, every returned Digest costs an additional \$.30 to get it back, plus another \$.45 to send it to the correct address. The post office will not deliver it even in the same post office if the box number is wrong.

I will be looking for copy from all the field editors for next issue, so for those whom we have not heard from in awhile — how about it?

Have a Happy and Joyous Holiday Season.

Editor

CONNECTICUT ANNUAL WORKSHOPS

Connecticut will hold their annual workshops on January 19, 1991. University of Connecticut Storrs campus, Storrs Connecticut.

John & Ellen
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a
Merry Christmas
and
a Good 1991
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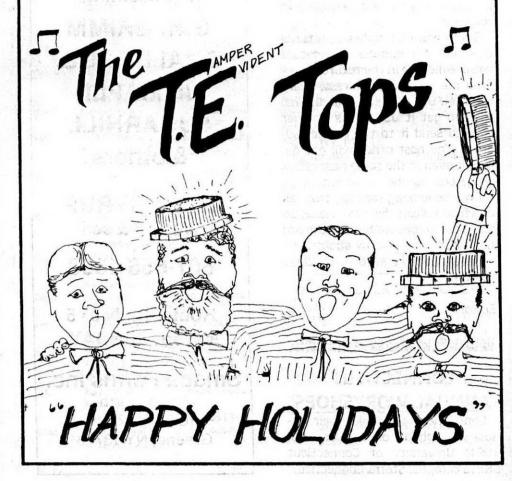
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GREETINGS FROM THE PRESIDENT



Late October saw many of us heading for the anual meeting of North American Maple Syrup Council, hosted this year by the New York Maple Producers Association, at Batavia, New York.

This turned out to be a good down to earth conference. Two hours Sunday evening allowed the directors ample time to discuss NAMSC concerns and business matters.

After supper, former state extension forester, Fred Winch took many of us back through memory lane with his slide collection of over the years of maple sugaring in New York state. Thanks Fredl Eight A.M. monday morning the NAMSC business session started. We were welcomed by Earl Parker President of the New York State Maple Producers Association. State and provincial reports were heard indicating not a great year in maple in most places.

The Maple Digest report was given given by Lloyd Sipple retiring editor and Roy Hutchinson the new editor. They reported a smooth transition from one to the other on July 1, 1990. Roy was commended for his timely first issue, which was dedicated to Lloyd Sipple. Carl Vogt's treasurer report indicated that finances were in good order and Lynn Reynolds reported on the research fund which totaled just

over \$36,000 on September 30, 1990.

The Council received six requests this year for funding consideration, which was the most any year to date.

The council session recessed at noon until Tuesday afternoon.

Monday afternoon and much of Tuesday was devoted to technical and research sessions, well co-ordinated by Lou Staats of Cornell University. A lot of time was dwelt on thrips research and progress. It's good to see the progress being made on this new pest. Two hours Tuesday morning we had the honor of IMSI holding its annual meeting with us under President Juan Reynolds.

The group revealed an ambitious program for the 1991 year. A lot of discussion centered around the Canadian maple bank and the maple marketing order and their effects on the surplus of syrup, pricing, etc. for nearly one hour Steve Selby of Small Brothers did an excellent job fielding questions and answers to the entire Canadian productionmarketing situation. We realized of course that the considerable surplus in Canada will likely affect our U.S. markets for at least the next two years. Monday evening was the annual banquet. After an excellent meal, special honor was given to Lloyd sipple for his many untiring years of producing "The Maple Syrup Digest". While twenty-eight was the acknowledged number, in reality it was twenty-nine dedicated vears.

Also honored was Bob Lamb for his many dedicated years and contributions to the maple industry. Both Lloyd and Bob had some choice comments and stories to tell. Awards were also given out for the best entries of maply syrup.

We were most honored in having as keynote speaker, Gordan Conklin, editor of "The American Agriculturist". Gordan tells it like it is and has a far reaching concept of what north-east agriculture is and what should continue to be. Our sincere thanks to Gordan.

Tuesday afternoon the council dealt with the six research funding requests, after hearing recommendations from the research committee one request was turned down as there was considerable doubt to its merits, \$36,000 was divided up amongst the other five requests. The most ever granted. It was noted by Lynn Reynolds that another \$15,000 has been received in contributions since October 1st.

Russ Davenport reported on the progress of the new U.S. Maple Manual, things seem to be on schedule. Looks like about a year yet to completion.

Federal funding for all maple states crop reporting looks very bleak. A committee was formed to explore state and industry funding or possible 3-way funding. Routine business was finished and we adjourned.

I want to thank everyone who worked so hard to make the meeting a great success. Special thanks to Roger and Arthur and the New York Maple Producers and Lou Staats for the very productive meeting.

Sincerely,

Wilson "Bill" Clark, President

THANK YOU

Thanks to all who attended the North American Maple Syrup Council meeting at the Sheraton Inn, Batavia, NY, October 21, 22 and 23, 1990. Everything went extremely well and we hope you had an enjoyable time and a learning experience. The staff of the Sheraton said the NAMSC was the best group they had every hosted.

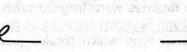
A special thanks is in order for Lew Staats, who spent a great deal of time organizing the technical sessions.

We also wish to thank the people who worked at the planning, organizing and working at the registration table for the meeting. These people include: Art and Florence Merle, Lyle and Norma Spaulding, John and Betty Cheney, Lyle and Dottie Merle, Eric Randall, Lloyd and Mary Lou Sipple, Harold and Evelyn Tyler and Earl and Pat Parker.

Also thanks to Gordon Conklinfor taking time out of his busy schedule to be with us and Fred Winch for his wonderful slide show. The commercial exhibitors deserve a hand for the great display of equipment at the meeting.

It was a great pleasure working with everyone and wonderful to see such a great turnout of over 200 people. Thanks again.

Roger and Cindy Sage



LETTERS TO THE EDITOR

Dear Friends,

Mary Lou and I returned home last Tuesday in a downpour. Probably should have stayed over but neither of us were thinking very well — still up on cloud nine from the evening before.

At the banquet we were both over-whelmed and since Mary Lou doesn't like to talk in front of a crowd, it was left up to me. My emotions made talking very difficult and I couldn't think at all, consequently, many things went unsaid.

As we drove home, we decided a note of thanks in the Digest would be best. But just saying thanks doesn't begin to express our feelings. So, as so many times in the past, I'm going to have to call on my "assistant" editor once more to help me out.

First, a big thank you to Bill Clark for his recognition of both of us.

Then, many thanks to Roger Sage, Harold Tyler and Bob Lamb for the beautiful plaque and their "kind" remarks, and to the rest of the organization committee who set up the program (behind our backs). What fun we have "roasting" each other!

And thank you Ed Curtis and the Pennsylvania Maple Syrup Council for the maple leaf clock and Bob Hess who designed and built it.

Thanks to all our friends who have sent cards and letters on our "retirement." We thank everyone for 28 wonderful years.

God bless you all, Lloyd and Mary Lou

P.S. Most of all — thank you Roy for taking over the Digest so efficiently, for making Lloyd a "cover boy" on your first issue and to Roger Sage and Bill Clark for their flattering editorials.

BESTERBESTER

LETTERS TO THE EDITOR

Dear Editor:

I was glad to see the October issue arrive, but surprised to see in it that Mr. Meyers recommending that we pack in glass containers.

Glass is fine for what we bring to the house for home use, but most consumers I meet don't want glass. Pure maple in a glass container looks like a urine sample. Consumers seem to want to be romanced a little with pictures and informative words, and it's difficult to have much of a label on glass. Metal cans and plastic jugs

have interesting stuff printed on them, or anyone could make up their own propaganda to be printed on a custom jug for just \$50.00 per silkscreen.

Glass is harder for me to pack. I can't figure out, without reboiling and refiltering, how to eliminate the sugar sand in the glass bottle, which looks bad. Have never seen any sugar sand when emptying a retail can or jug; possibly in those containers the sand sticks to the sides when being poured out.

We used to recycle all our containers, until a State inspector told



me that these are single-use containers unless we get a special license and bonding, and sterilize in a special way. (This inspector hasn't met many of my neighbors, since lots of "extra" jug caps and tin innerseals are used hereabouts.) See the number "2" in the triangle on the bottoms of the plastic? This shows which plastic it is. Our local county Solid Waste and Recycling Authority accepts these containers for grinding and remanufacture into irrigation pipe.

Ever try shipping glass containers or driving it to market? The local UPS won't take maple in glass bottles. One neighbor said his liability insurance would be higher if packing in glass, due to the little glass chips which sometimes split off under the caps. Metal cans a few years ago did seem to rust too soon, but these now seem to be of better quality, being slow to rust if stored in a box which is taped shut.

There seems to be two advan-

tages of packing in glass, if selling maple to others - If bought by the tractor-trailer load, glass is less expensive per size than any other containers, and also once packed and warehoused the maple syrup packed in glass should look and taste about the same six months or six years from now. But these advantages only seem to work for the benefit of the big packing corporations. Maybe you've noticed their stuff in your local supermarket, where they've been having a price war the past two years. with some of it being sold by one hustler for less than the cost of production (\$1.28 for 8 1/2 ounce glass including broker, distributor, etc). If the big guys want to dump their pure maple using glass bottles. I'd rather compete with an attractive and informative container that is not glass.

Yours, Warren Allen, Castorland, NY

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Research Proposal Guidelines

Research projects may be submitted for consideration based on the following guidelines:

(1) Proposals must be received no later than July 1, 1991 for consideration in 1991. Proposals received after that date will be considered in 1992.

(2) Proposals shall be complete and detailed in content. However, proposals shall contain a short concise cover statement briefly explaining cost, scope, objective, procedure, and anticipated value to the maple industry.

(3) Proposals shall contain detailed estimated cost breakdown, within the detailed report.

with a minimum of thirty-six (36) complete copies.

(5) Proposals must contain a complete reference section listing and explaining any similar or duplicating research previously accomplished. Proposals for duplication of previously completed research must contain detailed explanations of why such duplication is warranted.

(6) Results or progress of funded projects must be presented annually at the convention of the NAMSC and must be published in the Maple Syrup Digest as soon as possible after completion.

(7) Send proposals to: Lynn H. Reynolds, Research Committee, North American Maple Syrup Council, Route 2, Box 326, Hortonville, WI 54944.



1990

Contributions to the NORTH AMERICAN MAPLE SYRUP COUNCIL RESEARCH FUND

Abbott Farm — Tilton, NH Adirondack Maply Company — Fonda, NY Warren Allen - Castorland, NY Alstead Farms — Keene, NY American Maple Products — Newport, VT (Roger Ames) Andersen Maple Farm — Long Eddy, NY Justus Asthalter - Parksville, NY Atwoods Sugar Shack — New Hartford, CT The Bacon Jug Company, Inc. -Littleton, NH (David McLure) Bascom's Sugar House — Alstead, NH Bean Farm — Westwood, MA Mike Berliner - Lake Luzerne, NY Robert Blair - Kingston, NH Boyd Bradbury — Brdigewater, ME Branon Enterprises — West Chazy, NY Jack Brown — Paw Paw, MI Reed Burman — Thompson, PA Lansing Burdick — Stephentown, NY Butternut Mountain Farms — Johnson. VT (David Marvin) Campbells Maple — Smyrna, NY (William Cambell) Steve Canfield — East Jewett, NY Christies Maple Farm — Lancaster, NH (Colin Christie) Chubb Life America - Concord, NH Gary Cole — Mount Holly, Vt Martin Collins - Putney, VT Karen Cook - Worthington, MA Charles Coons - Richfield Springs, NY Cornell University - Lake Placid, NY (Lewis Staats) Countryside Hardware & Recreation -DeRuyter, NY Ed Crane — St. Johnsbury, VT Ken Crowther — Jackson, NH Ralph Curtis - Newfoundland, PA Dakin Farm — Ferrisburg, Vt (Sam Cutting) Danforth's Sugar House - East Montpelier. VT (Nathan Danforth) Russ Davenport — Shelburne Falls, MA David Davis — Colton, NY Deloughary's Sugar Bush — Bark River, MI J. Curtis Dom — Wellersburg, PA Charles Emerson - Alfred Station, NY Donald Fairbanks — Federal Dam, MN Family Farm Maple Products — Van Etten, NY Troy Firth — Spartansburg, PA

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Warren Allen, Resha Road Castorland, NY 13620



1990 Research Fund Awardees

The North American Maple Syrup Council proudly announces:

The following research proposals were aproved for funding at the 1990 annual convention of the NAMSC in Batavia, New York:

- (1) "Reexamination of the Effects on Trees of Using Paraformaldehyde When Tapping Sugar Maple" U.S. Forest Service \$5,000.00
- (2) "Testing, Evaluation, and Maintenance of Sugar Maple Clonal Bank Plantation at Lack Placid, New York" Cornell University \$5,000.00
- (3) "Refinement of the Use of Visual Traps to Predict Damage to Sugar Maple by Pear Thrips, *Taeniothrips inconsequens* Uzel (Thysanoptera: Thripidae)" University of Massachusetts \$5,000.00
- (4) "Entomopathogenic Fungi for Biological Control of Pear Thrips in Sugar Maple Stands" — University of Vermont — \$10,500.00
- (5) "Biological Control of Pear Thrips (*Taeniothrips inconsequens* [Uzel]) with the Thrips Parasites *Ceranisus menes* Walker and *Ceranisus pacuvisus* Walker" — Pennsylvania State University — \$10,500.00

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- Temperature probe
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- 110 / 12 VDC solenoid adapter

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- Temperature probe
- 12 VDC solenoid valve

Digital Controller — System Configurations MAPLE SYRUP PRESSURE FILTER

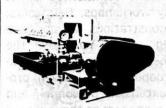
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1990 NORTH AMERICAN MAPLE SYRUP CONVENTION

by Carl E. Vogt Secretary NAMSC

The New York State Maple Producers Association hosted the 31st North American Maple Syrup Council Convention at the Sheraton-Inn, Batavia, New York, October 21–23, 1990.

Walking into the lobby of the hotel on Sunday one could not miss the sight of those beautiful baskets filled with colorful and delicious New York State apples. The "goodie" bag everyone received at the Registration Desk was filled with an assortment of gifts from a variety of NYS companies.

Roger Sage and Arthur Merle were on hand to greet everyone as they registered for the meeting. Exhibitors and suppliers set-up their displays in two large rooms. Representatives had everything from tubing, and spouts to RO's and evaporators on display. There was ample opportunity to have your questions answered by these equipment and supply experts.

By Sunday afternoon maple producers from all over the region began arriving. NAMSC President Bill Clark convened an informal Delegates and Alternates meeting at 5:00 P.M. The main focus of the meeting was to discuss the research proposals received and recommended for possible funding in 1991.

The meeting provided an opportunity for Delegates and Alternates to meet each other. It was noted that over the past year there were some changes in Delegates to the council.

The secretary provided each delegate with a copy of their organizations dues statement for 1991. The meeting adjourned at 7:00 P.M.

Following the meeting, everyone gathered to welcome Fred Winch, retired Professor and Extension Specialist who prepared a slide program on New York State Maple.

Lloyd Sipple, "Retired" Editor of the Digest introduced Fred as a friend and maple innovator. It was obvious that the "standing room only" group of over 100 producers enjoyed Fred's presentation. Fred told about the history of maple syrup and sugar production in New York which dates back to colonial times. There were slides of early maple operations and experiments that producers conducted in conjunction with Fred's Extension work. Maple producers in the audience could identify with fellow producers as they struggled and tested new ways of making syrup and other products.

Fred Winch commented about the many workshops, field tours, and demonstrations which have been held in New York over the years. The slides depicted the excellent cooperation between producers, extension personnel, and resource managers as they worked together to solve problems, share ideas and market pure maple products. The camaraderie between producers in the U.S. and Canada was quite evident.

The overview presented by Fred Winch provided an excellent preface to the meetings and presentations which were scheduled to begin on Monday morning.

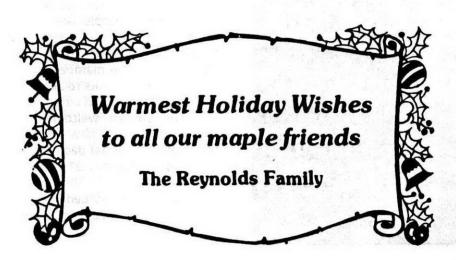
The organizing committee did an excellent job in putting together the program. Those spearheading the effort includes: Roger & Cindy Sage, Art & Florence Merle, John & Betty Chiney, Lloyd & Mary Lou Sipple, Harold & Evelyn Tyler, and Earl & Pat Parker. Many others from New York and elsewhere helped to make the meeting a success.

Following a hearty and complete breakfast on Monday morning, participants were welcomed to the meeting by Earl Parker, President — New York State Maple Producers Association at 8:00 A.M.

NAMSC President Bill Clark presided at the opening of the business meeting and welcomed everyone to Batavia. Bill then asked the Secretary to call the Roll of Delegates and Alternates. As the roll was called, the secretary presented each delegate with a flag to be displayed during the meeting. The following council members were represented at the meeting: Connecticut, Maine, Massachusetts, Michigan, Minnesota, New Brunswick, New Hampshire, Nova Scotia, New York, Ohio, Ontario, Pennsylvania, Vermont, Wisconsin.

The Treasurer's Report and Minutes of last years meeting were presented and approved by the council subject to audit. The secretary made mention of the fact that Lynn Reynolds, past secretary did an excellent job and turned over the records in a very neat and organized fashion. Lynn Reynolds continues to serve as treasurer of the Research Fund.

Lynn reported that close to \$40,000 will be awarded for research projects in 1991. It is anticipated that funds for 1992 research projects may exceed 1991's record year. The NAMSC wishes to thank



all of the contributors (see list of contributors in this issue).

On Tuesday afternoon, Delegates will vote on projects to be funded in for 1991.

One of the highlights of the meeting are the crop and activity reports prepared by the delegates. The reports for 1990 continue a long tradition dating back to the inception of the Council thirty-one years ago.

As in most years production appeared to vary from region to region in almost every state and province. Many delegates noted that the season was early by almost a month and a half, with a lack of really good runs during the "regular" season. Unseasonably warm temperatures delayed the best runs in many areas. Most northern



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areas did well with some places experiencing record runs.

Prices for most grades of syrup remained strong. Reports coming out of Quebec suggest they had a record crop in 1990 and it is estimated that at least 40 million pounds of syrup are on hand at the present time. This surplus is certain to impact governmental policies in the province and create uncertainty among producers in Canada and the U.S. The next few months are expected to be a bit hectic in Canada as everyone looks to the 1991 season.

A number of states are featuring Maple festivals and special events held during the season. These programs help promote maple syrup and consumer acceptance of fine quality maple products. Some states reported that Pear Thrips was still a problem and other insects are also present in their maple stands. Maple decline is still a major problem in some regions and investigations by researchers continue to gather additional information.

The Maple Digest Report was given by Lloyd Sipple, retiring editor. As most people are aware, Lloyd Sipple resigned his position as Editor after serving the industry for 29 years. The membership extends a special thanks to Lloyd and Mary Lou Sipple for an outstanding job. The Council welcomes Roy Hutchinson as the new editor of the Digest. A special dedication in the program for this 31st NAMSC is as follows:

We would like to dedicate this program book to Lloyd and Mary Lou Sipple!

Lloyd and Mary Lou have been Mr. & Mrs. Maple to a great many of us for a long time. Lloyd was instrumental in founding North American Council being the first delegate from New York. At that first meeting it was decided that the council should have a publication. Thus, The Maple Syrup Digest was born and Lloyd agreed to try to come up with a magazine. For the next 28 years Lloyd and Mary Lou published, edited, collected advertising, and mailed four copies a year of The Maple Syrup Digest to the maple producers of the world.

While working diligently publishing the digest, Lloyd and Mary Lou found time to be New York's largest maple producer for many years. In the process of making and marketing a large amount of maple syrup, Lloyd and Mary Lou tested a great many new ideas in conjunction with the Philadelphia Lab, Bob Lamb, and others.

Along the way The New York State Maple Producers decided that they should have a sales and demonstration booth at the New York State Fair. Lloyd again agreed to try this. Using his carpentry skills he designed a booth at the fair. Deciding that something needed to attract customers, Lloyd started making sugar at the fair. Some years over 200 gallons of syrup was made into and sold at the fair. Lloyd continued to manage the State Fair booth for 301/3 years retiring in 1986. Lloyd still makes an appearance at the fair for at least one day.

Lloyd and Mary Lou have attended every North American

Council Meeting except two when their health required that they not attend.

During all their hard and dedicated work to the maple industry, Lloyd and Mary Lou raised two daughters and one son who have blessed them with several grand-children. They also have been active in their church and community affairs and Lloyd has played and directed the Bainbridge Town Band for many years.

Thanks, Lloyd and Mary Lou for your many years of dedicated service to New York and The North American Maple Syrup Council."

President Clark appointed members to the Auditing Committee and the Nominating Committee. The NAMSC business meeting was adjourned and will be continued on Tuesday afternoon at 3:00 P.M. Following a buffet luncheon at noon, the technical sessions began at 1:30 P.M. Moderator for the program was Lewis J. Staats who is well known to the maple industry in NYS. Lew did an excellent job in gathering a fine group of researchers to tell about their individual studies and to present their data and findings. Seven presentations were made during the afternoon session. They were:

Pear Thrips Research and Management Activities in Vermont — 1990 — Dr. Bruce L. Parker, University of Vermont

North American Sugar Maple Decline Project — Dr. Douglas C. Allen, SUNY College of Environmental Science and Forestry

Infestation Levels of Pear Thrips in Sugar Bush Operations in 1990 in New York — Ms. Janet J. Knodel*,

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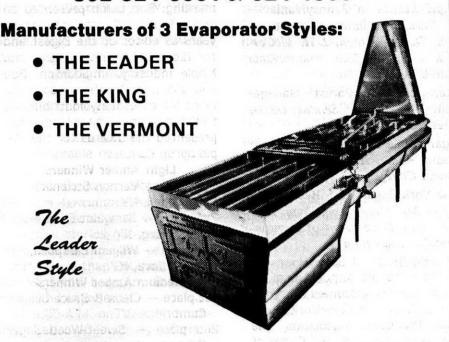








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B. Coli, C. Hollingsworth, and J. Weaver, New York Agricultural
Occurrence, Life, History, and Management of Pear Thrips in Sugar Maple Stands in Pennsylvania — Dr. Durland Shumway*, E.A. Cameron; D.A.J. Teulon, L.H. McCormick, and T.E. Kolb. Pennsylvania State University

Interdisciplinary Forest Management — Dr. Paul E. Sendak, USDA Forest Service.

Sugar Maple Decline and Recovery Studies — Dr. A.R.C. Jones, Mac-Donald College

New York Sugar Bush Health Survey — Mr. Mike Birmingham, New York State Department of Environmental Conservation

A 6:00–7:00 P.M. Social Hour was held prior to the Annual Banquet. Eric A. Randall welcomed everyone on behalf of the New York State Maple Producers Association. The Invocation was led by Ed Curtis of Pennsylvania. The national anthems of the United States and Canada were sung by the audience. Following a complete delicious and plentiful banquet of either Roast Turkey or Boston Scrod plus Eric Randall introduced the State and Provincial Delegates.

President Bill Clark made some brief remarks followed by Roger Sage who acknowledged all those who helped plan and conduct the meeting. Bob Lamb presented an award to Lloyd Sipple for his many years as editor of the Digest and for his active involvement in the Maple industry. In addition, Bob and Florence Lamb were recognized for their many contributions to the industry. Arthur Merle then presented the awards for the Maple Syrup Contest.

Light Amber Winners

1st place — Vernon Scribner, Whitehall, NY 2nd place — Seewaldt Brothers, Varysburg, NY 3rd place — William Campbell,

North Java, NY

Medium Amber Winners

1st place — Cleon & Bruce Gillilan, Cambridge, VT

2nd place — Sweet-Wood Sugar Bush, Loudon, NH

3rd place — S & S Sugar Bush, Lyle Stockwell, Ellsworth, WI

Dark Amber Winner

1st place — Richards Maple Products, Chardon, OH Best of Show

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Medium Amber

Ellwood Jennette; Massachusetts Maple Producers Association

Dark Amber

No honorable mentions — color too dark

Gordon Conklin, Editor of the *American Agriculturist*, keep the audience on the edge of their seats with tales, stories, good humor and some serious thoughts to ponder. For the more than 200 people who attended the banquet, it was a wonderful experience.

At 8:00 A.M. on Tuesday morning a series of four very informative presentations were made. Presentations included: Sap Characteristics of Pear Thrips-injured Sugar Maples - Dr. Durland Shumway*, T.E. Kolb, and L.H. McCormick, Pennsylvania State University Nutrition and Vigor of Seven Sugar Bushes in Northern Vermont: Before Fertilization — Mr. Timothy R. Wilmot, University of Vermont

The Geographical Distribution of Maple Syrup Producers and Climatic Conditions Favorable for Syrup Production — Dr. Gabriel Tucker* and Mr. Keith L. Eggleston, Cornell University

Progeny Testing of 25 Families of Sugar Maple Growing in Pennsylvania and New York — Lewis J. Staats*, Cornell University; Dr. John W. Kelley, Cornell University; Dr.

Charles A. Maynard, SUNY College of Environmental Sciences and Forestry, Syracuse, NY

Following these excellent presentations the International Maple Syrup Institute (IMSI) held its meeting. President Juan Reynolds reported on the activities of IMSI for 1990. The Minutes, Treasurers Report and Approval of Auditors were made and passed. Vito Vescio the new President of IMSI for 1991 presented IMSI programs for the 90's as follows:

Our Mission

The mission of the IMSI is to promote and protect the pure maple syrup market.

The IMSI wishes to be seen as: the voice of the maple syrup industry;

a promoter of innovative uses of pure maple syrup products:

an insurance that products bearing the pure maple syrup symbol deserve the confidence of consumers by their good taste, quality and wholesomeness.

The IMSI should not be seen as a source of supply or a trader of pure maple syrup.

Our Vision

Pure maple syrup producers in Canada and the United States have the capacity to supply more syrup than the current market requirements.

Through the prudent application of modern production techniques, the volumes of syrup made available to the public should continue to improve in taste (flavor), quality and consumer appeal.

The IMSI and its members are dedicated to:

developing the desirability of pure maple syrup among today's consumers in search of good tasting, healthy and wholesome food products adapted to their modern fast pace lifestyle; working with packers, associations and governments to maintain and enhance the quality of pure maple syrup made available to the consumers.

Our Opportunities

Because of its widespread and representative membership from every producing Province and State, the IMSI is a valuable source of information and communication medium for governments.

Governments need to be informed of the broad overall picture of the maple syrup industry as a whole instead of responding to small pressure groups. The IMSI could be a most reliable "consultant" in this respect.

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Governments could also use the IMSI to inform producers and packers of their constituency as well as industry members outside of their constituency of the a propos of their policies.

The IMSI has an excellent credibility with the news media and it should use this credibility to inform the consuming public about new uses, new health benefits and other good news about pure maple syrup.

The IMSI could use its credibility with the food trade in order to set the record straight about controversies. The IMSI is an independent organization with no axe to grind in favor or against any producer, packer or region except for cheaters. It could use this credibility more frequently to inform the trade about mislabeling, adulterations or erroneous rumors and it could use its legitimate members as communication medium with this trade

The IMSI should continue to cooperate with others organizations such as the Clean Air Coalition, Canadian Coalition for Acid Rain, the Wholesome Food Council, The North American Maple Syrup Council, etc. on cross-sectorial issues.

Our Challenges

torial. Cereversity or Ceronic

Consumers have become increasingly concerned about health issues. They are concerned about the quality, wholesomeness and healthfulness of the maple syrup supply but lack information. They namely lack the ability to weigh technical scientific evidence about the difference between the various types of sugars and about the

health benefits of the natural minerals concentrated in pure maple syrup.

Some producers of "organic" or other forms of pure maple syrups are seeking to expand their markets by casting doubt on the wholesomeness of pure maple syrup produced by mainstream farming methods.

Pure maple syrup appears in the media only when something appears to have gone wrong (i.e. acid rain, surplus, shortage, motor oil packed in pure maple syrup cans, fines for mislabeling, etc.) The IMSI risks being perceived as defensive if it only reacts to controversies. To counter these trends, the IMSI needs to undertake positive and pro-active programs to highlight the "good news" about pure maple syrup.

The public will also demand increased testing of pure maple syrup and increased scrutiny of production and processing techniques. The IMSI is a valuable organization to interact with the monitoring and regulation roles of governments in order to develop scientifically valid and economically responsible policies which will en-

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CECIL WRIGHT 1434 Fairview Avenue Columbus, Ohio 43212 sure and enhance the pure maple syrup market.

Geographically, the pure maple syrup industry has to face up to the challenge of improving its category development index in Canada (Toronto), in the USA (all Midwest States) and namely in Europe and the Orient, two growing areas where the traditional uses of pure maple syrup are not as common as at home.

At Risk

The growing carry-over has become a major challenge to maintaining a reasonable price for pure maple syrup in the trade and, ultimately, to holding an intrinsic special value for our product in the eyes of consumers.

Could consumers loose confidence in pure maple syrup? Could pure maple become another evil sugar?

The industry could experience a gradual volume decline over the next decade in North America if it fails to adapt to modern eating habits. Overseas, a failure to feature pure maple syrup on other uses than North American dishes could result in a more and more



restricted tourist niche for our delicacy since the USA and Canada are definitely not going to have as much appeal abroad in the 90s as they used to in the 60s.

Our Strategies

To work with and support government regulatory agencies with regards to packaging, grading, mislabeling, export, etc.

To cooperate with the North American Maple Syrup Council and other organization in order to stimulate and coordinate research in areas like:

> the health benefits of the natural sugars and minerals of pure maple syrup;

the uses (old and new) of pure maple syrup by various groups of consumers in North America and abroad.

To develop and implement information programs directed to the various publics of the IMSI:

consumers, food trade, governments, maple syrup producers and packers.

Our Action Plan

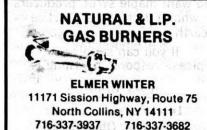
The IMSI is dedicated to provide its enlarged number of members with more communication activities in 1991 in order to provide them with a more tangible return for their contribution. To achieve this, the board of directors has cut overhead expenses to a minimum and members of the board have accepted to assume administrative functions.

The amounts received from the 1991 contribution will be devoted

to a public relations program which will feature modern uses of pure maple syrup as identified in the 1989 IMSI marketing study.

• Assuming that the amounts available will be far from sizable, it is advisable to plan a public relations program in the United States only, using the efficient network of syndicated newspapers. We will explore the possibility of using either David Wachman of New York or Jim McElveen of Chicago to run this program since these two p.r. professionals have had very positive experiences with the IMSI in the past and they could prepare an encore more efficiently than newcomers.

In parallel with this public relations effort, the IMSI will convince the Canadian and U.S. Governments to gather relevant information about the image of our countries and about the perception and uses of pure maple syrup in Europe and the Orient. This could be achieved by handing out entry forms at the entrance of the Canadian and American sections of international food fairs such as Foodex, Anuga, SIAL, IFE, Alimentaria, etc. The entry forms would include a few questions. Participants could be eligible in draws for prizes. The analysis of the answers



could provide valuable leads for the IMSI members who are marketing in these countries and will surely provide us with "brand new" news for the 1992 communication program in North America as well as in the designated countries.

The IMSI will also ask the cooperation of scientific laboratories to provide us with scientific evidence about the health benefits of pure maple syrup. This will also feed a wonderful public relations program in 1992.

In the absence of a representative of the Maple Syrup Bank, and the Maple Syrup Marketing Board in Quebec, Steve Selby did an excellent job in responding to questions about activities and discussions currently going on in Quebec. It is estimated that at least 45 million pounds of maple syrup is in storage in Quebec.

At the present time the Marketing Board, banks and governmental agencies in Quebec are discussing ways to deal with this enormous amount of excess syrup. Negotiations between producers, the marketing board and others will continue until some sort of agreement can be reached. Quebec produces more syrup than all of the other provinces and states combined. The outcome of these deliberations will be important to every single maple syrup producer in North America.

The IMSI meeting was adjourned at noon. After lunch, three technical reports were given. They included:

Pre-evaporative Micro-filtration of Maple Sap — Dr. Eric Randall, SUNY College at Buffalo

Maple Sap Concentration Equipment — Low Energy Alternatives — Mr. Steve Selby, Small Brothers Evaporator, Inc.

Function and operation of RO in the Concentration of Maple Sap —Mr. Bill Touzel, Saprotech System, Inc.

At the conclusion of the final technical session the NAMSC business meeting was continued. President Clark called on Lynn Reynolds to present those projects recommended by the Research Committee for funding.

Russ Davenport reported on the progress being made in the development of the new Maple Syrup Manual. Russ informed the membership that plans call for the draft to be ready for review by USDA in late November. It is expected that after review and revision, it may be possible that the new manual will be ready for printing in late 1991 or early 1992.

Some committee members will be sending their drafts to Russ in November. The project is still "on track" in Washington and it looks like it is a "Go." The council expressed their thanks to Russ and his committee for the many hours they have donated to the project.

Bill Clark reported that it looks like the USDA Crop Reporting service for maple syrup is on hold at present. In the meantime, President Clark appointed Richard Norman, Roland Jorns, Frank Majszak, and Carl Vogt to look into ways or reinstituting the report in their states and regions. The committee will report on their findings at next years meeting. The NAMSC in on record of supporting this effort.

The Auditing Committee consist-

ing of Ture Johnson, Roland Jorns and Bill Robinson, reported that the books and accounts of the NAMSC were in order. The committee recommended that the Secretary store the Councils' Certificates of Deposit in a Safe Deposit Box. They also recommended that a separate audit be made of the Digest by a firm selected by Roy Hutchinson, Editor.

The Nominating Committee recommended the following slate of officers for 1991. President — Bill Clark, Vice President — Lynn Reynolds, Secretary/Treasurer — Carl Vogt. A motion was made that a unanimous vote be cast for the candidates.

President Clark mentioned the proposed future meeting schedule for Council Conventions.

Wisconsin 1991, Ohio 1992, Nova Scotia 1993, Massachusetts 1994, Ontario 1995.

There being no further business, President Clark adjourned the meeting at 5:05 P.M. We wish to thank the New York State Maple Producers Association for hosting the 31st NAMSC Convention.

The 32nd Convention is scheduled for Eau Claire, Wisconsin in October 1991. Until we see you again, Best Wishes for a Happy Holiday Season and a successful 1991 run.

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THANK YOU NEW YORK

The 1990 NAMSC Convention Batavia, New York — a grand success. The invitations were slow in arriving, but every detail or activity at the meetings was right on schedule. Many thanks go to President Bill Clark for his fine leadership in maintaining a highly organized meeting. Many thanks go to Arthur Merle, Roger Sage and Lewis Staats and all those involved in the planning, you guys were really on the ball.

It is always a pleasure to hear stories of the original organizing of the National Council especially by Fred Winch, Bob Lamb and Lloyd Sipple. You fellows did a fine job and needless to say will certainly be remembered in the history of the Council.

Though it was constantly raining outside during the convention, the sun was shining inside, by that I mean it was a wonderful warm

feeling meeting old friends and making new friends during a two day convention with people of the same interest and industry, the Maple Syrup industry.

There was some confusion and errors on certification of delegates by the secretary/secretaries. This should not happen! It is unfortunate that the secretary/secretaries responsible for the errors do not share more of the embarrassment.

While we have such vivid memories of our last Maple Convention, lets mark the Calendar for next year 1991 in Eau Claire, Wisconsin. We hope you can all come and help us celebrate our Wisconsin Fall Tour one day before the NAMSC Convention on October 24, with registration on the evening of October 23 and running thru October 26.

Delegate from Wisconsin, Roland Jorns

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January 11 — Chautauqua County Andy Dufresne (716/664-9502)

January 12 — Wyoming County Steve Childs (716/786-2251) January 15 — Cortland County Micheal Baker (607/753-5077

January 16 — Chenango County Eric Schimke (607/334-5841

January 17 — Otsego County Janet Aldrich (607/547-2536)

January 18 — Delaware County Dean Frazier (607/865-6531)

January 22 — Lewis County Pat Beyer (315/376-5270)

January 23 — St. Lawrence County Steve VanderMark (315/379-2311)

January 24 — Clinton County Beth Spaugh (518/561-7450)

January 25 — Warren/Washington County Laurel Wells (518/623-3291)

Contact county for further information. At this time locations, times, and lunch availability are unknown. If any questions, please call.



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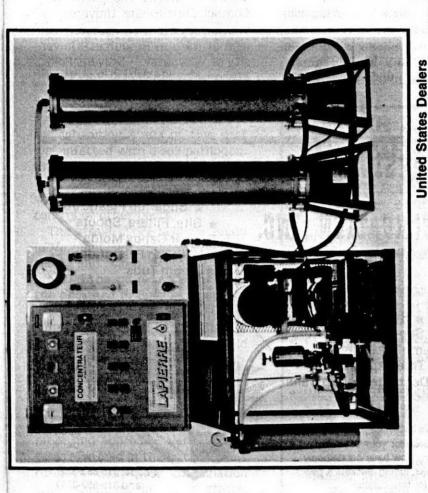
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Saturday, January 5, 1991
Aniwa, Wisconsin
Monday, January 7, 1991
Luxemburg, Wisconsin
Tuesday, January 8, 1991
Newburg, Wisconsin
Wednesday, January 9, 1991
Baraboo, Wisconsin
Thursday, January 10, 1991
Rock Elm, Wisconsin
Friday, January 11, 1991
Spooner, Wisconsin
Saturday, January 12, 1991
Cadott, Wisconsin

The North American Maple Syrup Council meeting will be held in Eau Claire, Wisconsin on October 23, 24, 25, and 26, 1991. Tentative agenda is for Thursday, October 24 to be for registration and meetings. The Wisconsin Fall Maple tour is being planned in connection with this International Event. The International Maple Syrup Institute is planning its annual meeting to be contained within this convention. The Wisconsin Maple Syrup Council warmly invites the entire maple industry to attend and participate. Contact Chris Hauge, University of Wisconsin Extension Forester, College of Natural Resources, University of Wisconsin — Stevens Point, Wisconsin 54481 (715) 346-3797.

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VERMONT EMBARKS ON SIGNIFICANT BIOLOGICAL CONTROL RESEARCH FOR PEAR THRIPS MANAGEMENT

Bruce L. Parker and Margaret Skinner Univeristy of Vermont

With Financial backing from the North American Maple Syrup Council and the USDA, Agricultural Research Service scientists at the Entomology Research Laboratory, University of Vermont are now able to investigate the use of soil fungi for management of pear thrips. Several years ago they discovered a significant portion of the soil inhabiting stage of this pest was infected with a soil pathogen. This pathogen was later identified as Verticillium lecanii, a fungus which has been used in Europe for control of other pests.

The strain of *Verticillium* found in Vermont, which infects only insects and close relatives, may prove to be quite different than the one used in Europe. Hoepfully it will be better adapted for use in sugar maple stands here in the U.S.

Recently a conference was held in Burlington to discuss pest problems in sugar maple stands. The consensus of the group of 80 scientists was that biological control of pear thrips was an extremely promising approach. Vermont has taken the lead in this exciting new research with close coordination with scientists in other states. Pear thrips will be studied from dif-

ferent parts of the entire maple production area in hopes of finding different fungal natural enemies. The initial stages of this program are expected to be completed in one to two years.

Biological control is an effective means of managing many of our agricultural pests. In sugar maple stands there are few control techniques available. Sugarmakers need to insure that their final product is pure and this biological strategy will meet that criteria and also has minimal impact on our forest environment. Couple this with its long lasting effects and the future health of our maples will be nearly quaranteed.

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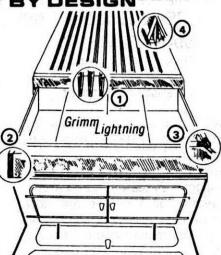
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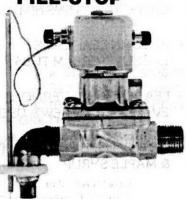


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IN MEMORIUM

Acworth, NH — Ruth M. Bascom, 62 passed away on November 7 at the Darthmouth Hitchcock Medical Center.

She attended schools in Milford, Massachusetts and Houghton College in New York. She resided in Acworth since 1948, was secretary for Sullivan County Extension service for 12 years, a long time Sunday school teacher, past president of Acworth woman's club, former secretary of Fall Mountain school

board and a 4-H leader for 35 years.

She is survived by her husband, Kenneth E. Bascom (past president of NAMSC), sons Bruce and Bradford of Acworth, Judy Snow of Rochester, NH, Nancy Bates of Charlestown, NH, 3 grandchildren and several nieces and nephews.

Contributions may be made in her memory to the Acworth Congregational Church, Ruth Bascom Christian Education Trust Fund, Alstead, NH 03602.

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