



MAPLE SYRUP

DIGEST



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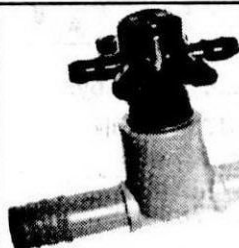
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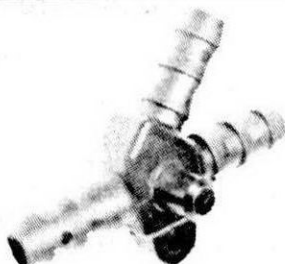
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MAPLE SYRUP DIGEST

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COVER PICTURE:

The Corse farm sugarhouse in Whitingham, VT.

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GREETINGS FROM YOUR PRESIDENT



The sun shines... the rain falls... the grass grows... the flowers blossom... the ice sparkles... the snow blankets... the moon glows... and the seasons change. All are beautiful examples of nature's artistry. But none will compare with the sun shining on a majestic hillside of crimson maple trees on a crisp October morning. The shimmering splendor of this experience is truly an inspiration. We maple producers are so lucky to have these magnificent spectacles in our back yard. The fall season really does demand reverence. Nature's extravaganza of beauty is simply breathtaking. Well, let yourself go, breathe deeply, and become enchanted. This is one part of the maple business that is too good to pass up. So enjoy!!!

Probably the most significant news I have to share with you, is that Quebec will have representation on the North American Maple Syrup Council, commencing in Ohio, at the annual meeting. I consider this to be the most significant step, for creating a world forum to solve mutual problems facing the maple industry. The Council will now speak for the entire maple industry, rather than a portion of it. We shall become truly a North American Council which collectively will address the major obstacles facing all of us. I welcome you Quebec, you have taken a giant

step. I congratulate Quebec and the Council for their recognition of co-operative action, the need for total communication, and its positive impact potential for maple. An extension of the past, an action of the present, provides the future to be in very capable hands.

On the marketing scene, more producers are marketing their own syrup than ever before. The bulk syrup market certainly is slow. However, smaller packers and producers are buying syrup to fill their expanding markets. Generally, I would have to report that prices are some lower than last year, but producers that have established customers have been able to maintain a strong retail price. Bulk prices are low. Wholesale prices are down. So, some good, some bad, but overall I believe we are shouldering our task of marketing in a positive manner. I had no doubt we could do it and we are.

Annual meetings for the Council and the IMSI will take place at Quail Hollow Resort, Concord, Ohio, October 21-23. The agenda will include such historic events as the seating of Quebec on the Council, topics such as world syrup surpluses, organic, proposal for National Maple Syrup Promotion Board, and much, much more. Technical sessions shall include detecting adulteration of pure maple syrup, marketing, storage of syrup, containers, vacuum systems, sugarbush health, and pear thrips. For more information contact the Ohio Maple Producers Association.

The planning for the annual meeting in Ohio is progressing on schedule. The Ohio group is doing

an admirable job. Things are taking shape. It looks like a great program and a most interesting agenda. We face probably the greatest problems our industry has ever seen. This convention will offer the opportunity for the most profound decisions the Council has ever been asked to address. I want all of you to experience this decision making process. I invite you to come. I want you to participate. I urge you to become involved. This is our industry, please become part of it. Come to Ohio, you will not be disappointed.

I hope that you all took time to smell the roses during summer, now I urge you to inhale the beauty of fall. This is a great life. Let us all enjoy it to the fullest together. I look forward to seeing as many of you as possible in October at the convention. If not, we will talk again before Christmas.

Lynn Reynolds
Your President

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LETTER TO THE EDITOR:

President Reynolds seems to invite replies to his interesting articles. First of all, I've been wondering about his suggestion (last December) that we should each cut back our production to balance what gets sold to consumers each year. I haven't heard of the Cadillac dealers asking to cut back on manufacture of those cars until all the Yugos get sold, and I wonder if Idaho potato farmers talk about planting less if there are unsold potatoes in Maine or on Long Island. We maple producers in the U.S. or Ontario seem to have the luxury of selling syrup at our door, or to local stores and farm markets, or we can drive to a nearby city to wholesale to stores and restaurants. The Quebec packers seem mostly stuck with selling their volumes to far-off U.S. supermarket chains; and they can sure have my share of the excitement of paying "slotting fees" to get onto the shelf and then getting dumped for another supplier who will provide the same grade and container for a penny less. So long as my prices are within reach of those of the cheap-syrup crowd, I haven't seen a need for cutting production (and shorting my current customers). It looks like the Quebec packers have some lazy agents who'd rather sit around competing at cutting prices to the same stores, instead of their getting to work finding new consumers.

Secondly, just because Mr. Reynolds may join some other people who dislike one individual who markets organic pure maple syrup, this doesn't seem to justify his dis-

missing the whole idea of organic syrup production, which is a process of interest to many producers and consumers.

Various maple association leaders have mentioned to me for years how they personally oppose the sales tactics of one packer, Mr. Coppola of "Shady Maple Farm." Seven years ago at a NYC food show, Bob Coombs seemed to think the Shady Maple approach was amusing and presumptuous. Two years later the price war was underway, apparently started by Shady Maple, which offered bulk syrup at less than our costs of production. Today we're all trying to cover expenses with the lower bulk prices, and Bob Coombs is out of business, and Shady Maple is said to be the second or the third largest handler of syrup in the world. Whether or not Mr. Coppola is a North American Saddam Hussein, he *has* created a business which connects producers to some new markets. Coppola has gotten a disinterested or "third-party" inspector to visit "his" producers to verify their use of organic farm production methods, and he has also found markets which are asking for syrup produced on the farm and also are now packaged using recognized organic methods.

Mr. Reynolds has written that in his opinion all pure maple syrup is organic. I like to believe that his company thought that it was helping others in distributing its formaldehyde pellets for many years. However, many foresters found that these pellets hurt some trees, and while two suppliers in my country still sell the pellets to local



producers who still want and use them, many other producers never used them or quit them. Not using pellets is a prime part of a certified organic production, in which we do not use synthetic chemicals which could affect the tree or the syrup.

There are now at least three national groups which provide organic certification for those interested farmers and consumers. Each group has one or two low-paid workers in an office, plus large numbers of volunteers who each donate long hours to developing realistic standards for what is "organic." Currently there are small differences between them on what "organic" maple syrup production means. One group, O.G.B.A., which certifies Shady Maple, has recently tried one new rule to now prohibit the use of U.V. lightbulbs. While this one new rule doesn't seem bright to me as a producer, the O.G.B.A. volunteers seem eager to make further corrections to make their standards more sensible.

The cost to the producer seems to run from about 3% to 9% of the wholesale price, to get a "third party" or paid visitor to come and verify that the producer's operations are organic as claimed. After 1993 any producers claiming to use organic methods are required by the USDA to have this third-party certification—but this is not required of producers with maple crops worth under \$5,000, who can continue to describe theirs as organic without being certified.

Mr. Reynolds mentioned concerns over how certified bulk syrup could ever be tracked and monitored in sales between strangers

living in different provinces or states. At least two of the three groups which certify maple require that their inspector visit the sugarbush, and the sugarhouse, and also the packaging facility, before that syrup can be labelled as certified. This seems to make likely long-distance travel of bulk certified maple syrup *only* between people who know each other or at least know the one inspector.

There seem to be many people looking for organically-produced foods today. Some of these consumers have unique food allergies, and whether for medical or psychological reasons they want food with no possibility of any or some synthetic chemicals in their food. (As Mr. Reynolds wrote in his June article, in small quantities it is impossible to determine adulteration of pure maple syrup.) Many other consumers live in urban places, and are interested in ecological protection and stewardship being practiced where their food is produced, and many of these people can afford to or manage to pay more than supermarket prices to get what they want. They often can't come visit our farm, and seem to want these voluntary third-party visits to we the producers. I don't believe that my syrup (or myself) is of better quality than all of my neighbors', but then again if I am not overtapping my trees, am liming my soil, and am thinning out the poorer trees, I won't mind getting paid more for my syrup than a neighbor whose only contact with his trees is when he goes out in March to tap every pole and sapling within reach. Have heard of a sup-



posed maple surplus, but in the past month I've gotten inquiries for 238 barrels of certified organic syrup beyond what little we make here.

When talking about new ideas, wouldn't it be nice if we could be less stubborn and could act as friendly and co-operative as we do during the annual maple tours. Mr. Coppola may advertise that his is better because his is certified organic. Isn't that just salesman's talk, like the claims by others that

any drop packaged in one state is inherently superior. Does the syrup in the truckloads of Quebec syrup always become better when it crosses the line into Vermont? It seems to me that if some producers and some consumers want to voluntarily find new markets together, our elected representatives shouldn't try to stop development of these new markets.

Warren L. Allen
Castorland, NY

IN REPLY

Dear Mr. Allen,

Your letter of July 2, 1992 was certainly an interesting view of many various aspects of the maple syrup industry. A "one-sided diatribe" is a powerful description of my position on organic maple syrup as written in the June 1992 issue of the Maple Syrup Digest. You definitely have the right to your own opinion.

I must set the record straight for you. It was only after much research, and consultation with the Executive Committees of both the North American Maple Syrup Council and the International Maple Syrup Institute; and with as many directors and maple syrup industry leaders as was convenient; that I was able to consolidate the ideas and positions as stated. I even had discussion with your New York Delegates to the NAMSC and the IMSI. The IMSI, the Wisconsin Maple Syrup Producers Council, the Nova Scotia Maple Syrup Producers Association, and the Vermont Maple In-

dustry Council, have officially resolved to support the position which was represented. Unofficially, other Provincial and State Maple Associations have so moved. Support has been substantial.

My intent was never to dictate, but rather to stimulate action towards solution of a very serious problem. I will not be the person to so implement these actions, but rather a committee will most likely be appointed to proceed with any actions that the Council will authorize at our next scheduled meeting. I can assure you that ample opportunity will be made available to present any and all views on this subject as is always done on any actions the Council directs.

I invite you, as well as any other persons with dissenting views, to present them at the open forum as provided at all NAMSC Director meetings. I can assure you that all business is conducted in a most democratic manner. If you had at-



tended meetings in the past, I am sure you would have experienced this democracy in action for the maple industry. To the best of my ability, this course of action will be continued and closely guarded.

I sincerely hope that I have provided you an explanation to your concerns.

Very truly yours,
Lynn Reynolds
President

1993 NEW YORK MAPLE PRODUCTION SCHOOL ANNOUNCED

Planning is well underway at Cornell University for the 1993 satellite transmitted New York Maple Production School. Following the success of the inaugural televised school in 1992, staff of the Cornell Maple Program are alerting maple producers, Cooperative Extension Agents and maple associations throughout North America that the 1993 school will be conducted on Saturday 23 January 1993 from 10:00 a.m. to 3:00 p.m.

The tentative program for the 1993 school includes the following subjects:

1. Sugar maple tree health—insects and diseases.
2. A producer panel discussion of current maple industry issues and concerns.
3. Sugarbush management—including the new Cornell video tape.
4. A review of basic maple syrup production basics.

5. Syrup sales—promotion and marketing tips.

6. Other timely maple topics—to be announced.

As with the program last year, there will be ample opportunity for audience interaction with the speakers through a question and answer session.

Further details on the 1993 school will be announced and distributed as program planning details are finalized. Initial questions regarding participation in the school may be addressed to David W. Dik, c/o Media Services, NB12 MVR, Cornell University, Ithaca, N.Y. 14853, (607) 255-3121 or Fax (607) 225-1533.

This early announcement of the school will hopefully provide ample opportunity for Cooperative Extension Agents, Maple Producer Associations and maple producers to make the necessary plans and arrangements to take advantage of this educational program.



*it
boils down
to one
thing...*



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GUEST EDITORIAL

PROPOSAL FOR A NATIONAL MAPLE SYRUP PROMOTION BOARD

The maple industry is currently experiencing the lowest prices in the past 10 years. The large current inventory of syrup is a result of several good production years recently due to favorable weather, improved production technology, and some "new" orchards being tapped. The best way to improve this situation for the whole industry—Americans and Canadians; producers, suppliers, and packers—is to INCREASE THE DEMAND for our product. Marketing efforts have been made in the past using varying amounts of industry and government money. They have only been moderately successful. Lack of dependable long term funding has been a major problem in these efforts.

A model for a "better solution" may be found in the U.S. National Honey Board. This board is one of several (wool, cotton, watermelon, lime, and others) that comes under the supervision of the U.S. Department of Agriculture. It's purpose is to use industry money under the control of industry people to promote honey. The board's success leads to the conclusion that a similar structure would help the maple industry.

In the mid 1980's the honey industry, led by producers from the

American Beekeeping Federation, worked to persuade the U.S. congress to pass legislation enabling the formation of the National Honey Board. Congress passed the necessary law in 1985. A referendum was held in 1986 under U.S. Department of Agriculture supervision in which 87% of the beekeepers and importers in the honey industry voted to form this board. A key component of the rules governing the board is a one cent per pound fee imposed upon every pound of honey sold in this country, both domestic and imported. U.S. honey production is about 200 million lbs per year, and imports are about 60-70 million lbs. This fee (amounting to about a 2% levy on the average \$.50/lb price of honey) now raises over \$2.6 million per year which is spent solely to promote honey. Collection/payment of the fee is mandatory under federal law, and evasion of it leads to fines and penalties.

Does the Honey Board work? In the last five years, the amount of honey used in manufacturing in the U.S. (which now accounts for about half of the honey sold in this country) has increased by an average of OVER 10% PER YEAR. For honey sold in retail stores, dollar sales have increased by over 5% PER YEAR. In January, 1992, after 5 years in business, beekeepers and honey importers again voted on renewing the Honey Board. 91% of the industry voted to renew, AND 80% voted to ELIMINATE refunds of assessments to those who did not want to pay to support the board.

A similar structure could work



for the maple industry. Key components should include:

1. A 2 cent per pound fee on all syrup SOLD in this country. U.S. Customs service would collect it at the border on all Canadian syrup brought into the U.S. The "First Handler," usually a packer, would deduct it from payment for all domestic bulk syrup purchases. Producers who pack and sell their own production would be responsible for remitting the fee on that syrup.

2. The money raised (\$750,000 per year based on 37.5 million lbs. (?) consumed in this country) would be spent by a board appointed by the U.S. Secretary of Agriculture. The Honey Board is composed of 7 producers (selected on a regional basis), 2 packers, 2 importers, 1 Co-op and 1 public member. Their selection is based on nominations from local and national industry associations. A similar structure, representing the whole industry would work for maple.

3. The Maple Board would hire a full time Director and small staff whose ONLY job would be to promote Pure Maple Syrup.

Imagine what a FULL TIME promotion office could do for the ma-

ple industry—one that had a continuous, dependable source of funding, and permanent personnel to carry out long term projects.

Imagine a way to increase the demand for pure maple syrup in the U.S.—the world's biggest market by far and still the world's biggest POTENTIAL market—using funding provided equitable by Canadians and Americans. The average American consumes less than 2 fluid ounces—one serving—of pure maple syrup PER YEAR.

Pure Maple Syrup shares with Pure Honey a wonderful image—purity, simplicity, wholesomeness. Honey Board sponsored consumer research finds that consumers are willing to pay a 15% premium for products sweetened with honey. Maple, without a doubt, commands a premium at least as great. We only need to capitalize on that.

We can all agree that increasing the demand for pure maple syrup is in the long term best interest of the industry. A National Maple Syrup Promotion Board funded by mandatory assessments on ALL the syrup sold in this country is a fair way to accomplish this.

David F. McLure, President
McLure's Honey & Maple Products

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SUGAR MAPLE IPM

An Update from Vermont

Bruce L. Parker,
Margaret Skinner &
Michael Brownbridge
Entomology Research Laboratory
University of Vermont

It seems as though sugar maple trees are prone to every type of damage imaginable. If it isn't air pollution, it's some canker. If it isn't a porcupine then it's bark splitting because we drove the spouts into frozen bark. Yesterday, it was forest tent caterpillar and today, it is maple leafcutter and pear thrips. It is just not simple to manage a sugar maple stand especially when there are so many impacts.

Sure you can manage the porcupine and you can make sure that the spouts go in at the right time. But what do you do about the chronic insect problems? How do you manage maple leafcutter, forest tent caterpillar or pear thrips?

The use of agricultural chemicals should not be discounted but few, if any, are now available for the sugarmaker to use. Most sugarmakers really don't want to use them anyway. There has to be a better way and IPM, *integrated pest management*, is the strategy for the future. One part of this process involves the use of natural enemies to maintain pest populations at an acceptable level.

The NAMSC has supported research at the University of Vermont on the use of fungal pathogens for management of pear thrips. Several very effective fungi have been discovered that appear

to be useful on a practical basis in sugarbush IPM. Of major interest is that these natural enemies are harmless to sugar maple trees, other plants and to humans. They have great potential for controlling many of the major defoliators that seriously impact maple trees. They have unique characteristics that make them particularly suitable for persisting in a forest and giving us long-term management. We found them in a forest habitat and that is where they will be used.

During the last several months researchers have been able to select several fungal pathogens from a broad range of material. Those selected show the greatest potential for development and will now be formulated for easy application to the forest floor. The next step will be a small pilot test to be conducted in sugarbushes in central Vermont in 1993. We know from our laboratory studies, that they are effective against maple leafcutter, gypsy moth and pear thrips. Now we need to determine if they are effective against these pests in a forest situation. After this is completed plans will be made to test them on a large-scale basis in forests in Vermont and Connecticut.



Sugar maple leaves damaged by maple leafcutter and pear thrips.

1992 Ohio State Fair

By Tom Hoffman

The 1992 Ohio State Fair saw a sizable increase in the number of entrants in the Maple Products categories. All entrants were displayed in two new showcases which allowed much easier viewing of the products. These showcases, along with a modern evaporator, an evaporator from the 1800's, photos of syrup making, and an information table were all housed in a 20 x 32 sugarhouse that was erected in the Agriculture and Horticulture Building. Volunteers from the Ohio Maple Producer's Association staffed the exhibit for the entire run of the fair, from August 7 through August 23.

Results from the Maple Products Competition are as follows:

Maple Syrup

Light Amber

1. Hans Geiss, Burton
2. Paul Rand, Garrettsville
3. Maple Lane Farm
4. Ken Folsom, Burton
5. Richard's, Chardon
6. Hilton Farley, Middlefield
7. Dave Fruth, Carey

Medium Amber

1. Paul Rand, Garrettsville
2. Rhodes' Sisters, Huntsburg
3. Bill Brown, Fredericktown
4. Maple Lane Farm
5. Richard's, Chardon
6. Hans Geiss, Burton
7. Charles Keiter, Xenia

Dark Amber

1. Maple Lane Farm
2. Charles Keiter, Xenia
3. Richard's, Chardon
4. Paul Rand, Garrettsville

5. Hans Geiss, Burton
6. Bill Brown, Fredericktown

Novice

1. Geauga Park District

Sugar Bricks

1. Hans Geiss
2. Richard's
3. Charles Keiter

Stirred Sugar

1. Maple Lane Farm
2. Charles Keiter
3. Hilton Farley
4. Richard's
5. Hans Geiss

Maple Cream

1. Richard's
2. Hans Geiss
3. Charles Keiter

Sugar Cakes

1. Charles Keiter
2. Dave Fruth
3. Hans Geiss
4. Richard's

Soft Icing

1. Charles Keiter
2. Hans Geiss
3. Richard's

Novel Design

1. Richard's
2. Hans Geiss
3. Charles Keiter

Best quarts of syrup (from all categories) Paul Rand, Garrettsville.

The Grand Award and recipient of the Ohio Maple Producer's Plaque for highest total points was awarded to Hans Geiss of Burton.

Barrel-handling equipment: cradles to rock bbl over, for fast and efficient emptying (2 models \$81 ea.) **Bung wrenches** (\$16) (plus freight) Free Morse catalogue. **Steel bbl bungs w/plastic gaskets:** 2 in. \$6/dz or 3/4 in. \$3/dz (plus UPS). **5-gal-lon cans** (square top) & seals \$5 ea. **Corrug carton for 5 gal** 60 cents ea.

Warren Allen, Resha Road
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YOUR AMERICAN MAPLE MUSEUM

By Fred Schneider, President

On May 9, your American Maple Museum celebrated its official re-opening for the 1992 season. A large crowd breakfasted on the traditional pancakes, sausage and pure maple syrup.

The dining room crew did an outstanding job of seeing that everyone was fed and the room rearranged for the opening ceremonies at 11:00 o'clock.

Edward (Sherb) Doubleday of Newport, Vermont and Harold Tyler of Westford, New York were inducted into the American Maple Hall of Fame.

In the contest for New York State Maple Queen, Miss Marcie

Emerson representing Steuben County was selected to represent the New York State maple industry for the next year.

Abby Adams representing Schoharie County was chosen first alternate and Becky Randall representing Genesee County is the second alternate.

While a committee based at the Museum runs the contest, some financial support is received from the New York State Maple Producers Association.

It was again my honor and privilege to serve as MC for this annual event celebrating the North American maple industry. In the years I have been associated with the Museum, I have come to know many of you who have guided and shaped this industry.



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This year the program for the days events was dedicated to Hugh Worden who's efforts and hard work helped create this American Maple Museum. He has served as Secretary and President and is also our pancake chef.

Following the opening ceremonies, a parade with the newly crowned Miss Emerson and her court, along with retiring Maple Queen, Jennifer McAdam Restly, several floats and marchers passed through the little village of Croghan.

On a less than happy note, this was the first year since the founding of the American Maple Museum that Bob and Florence Lamb have been unable to attend. Their health did not permit them to be part of the ceremonies so Perry Farney graciously volunteered to video tape the event and send it to them. They were missed by all.

The Lamb's always enjoy visits from their friends in the maple industry and cards or letters are always welcome.

Officers elected at the annual meeting in June were: President,

Fred Schneider, Vice President, Gary Chartrand, Treasurer, Leslie Lyndaker and Martha Campany were reelected Secretary.

Repairs and repainting continue as money permits. Each year well over a thousand people visit the Museum and a look at the guest book shows they are from all over the world. While a fee is charged, it nowhere near covers the cost of keeping the doors open.

I dislike continually asking for financial support for the Museum but it is necessary if we are to continue to maintain this repository of the history of the maple industry. And while the North American Maple Syrup Council selects those to be honored by induction into the Hall of Fame, it does not provide any funding for the ceremonies or maintenance.

We are doing our best to keep your American Maple Museum the fine place it is but we need your help. All contributions will be gratefully accepted and noted. Send them to: P.O. Box 81, Croghan, NY 13327. And thank you.

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MAINE NEWS

By Vicki Schmidt

The Maine Maple Producers Association is having a busy year promoting the products and producers of pure Maine Maple Syrup. It all started back in March with Maine Maple Sunday and the introduction of Maine Maple Sunday T-shirts, sweatshirts and totebags. These "walking advertisements" have sold extremely well and we're about to place our third re-order for the year!

Our most recent promotional activity was our participation in Maine Farm Days. Though humidity and temperatures in the high 80's and 90's kept visitors away, the two day event was worth the work. Our booth featured a "maple bear" dressed in Maine Maple Sunday gear. For those of you who don't know; a maple bear is a bear that prefers maple syrup over honey!

Now that Farm Days are over we have a few weeks to relax before gearing up for our booth and presentations at Fryeburg Fair. This 10 day fair, held during the first of October, is the final event in the Maine Fair circuit and is billed as Maine's Premier Fair Event.

Throughout this year MMPA has also held monthly meetings. Our August meeting included a cookout for all our members, followed by a directors meeting. Dave Gagnon, Director of Quality Assurance from our State's Department of Agriculture was our guest for the evening. The directors meeting focused on ways MMPA and the Department could work together to ensure that

quality maple syrup and maple products were truly represented, and purely Maine products, when packaged and labeled from Maine.

Our August Meeting, at the Maine Agricultural Trades Show, is not far off. Initial plans for speakers and our technical program were discussed. We also hope to expand our "Best Maple Syrup Contest in Maine," as well as participate in the public outreach events at this years Trades Show and Annual Meeting.

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AMERICAN MAPLE MUSEUM

Edward S. Doubleday

Inducted by Lloyd Sipple

Edward Sherburne Doubleday, better known as "Sherb," was born in Montpelier, Vt. on June 6, 1915. His parents, Glen and Alice, operated a furniture store in St. Albans.

Sherb attended Bellows Falls Free Academy in St. Albans, and went on to the University of Maine, graduating in 1938 with a B.S. degree in Forestry and was a member of Zi Sigma Pi National Honorary Forestry Society. His definition of a virgin forest: "One in which the hand of man has never set foot." After college, Sherb worked for the Vermont State Highway Department and Jones & Lamson Machine Tool Company.

On June 27, 1942, he married Olive Jenne. They were blessed with two daughters, Gail Anne and Joan Sherburne. In 1946, Sherb joined Frank Jenne, his father-in-law, owner of American Maple Products Corporation.

American Maple Products Corporation really started about 100 years ago when Lewis Jenne, of Sutton, Quebec, packaged and marketed maple syrup by mail order under the name of L.L. Jenne Maple Syrup Company. His son, Frank Jenne, was born in 1893. Frank ran the family business from 1919 until 1930 when he sold it to the Cary Maple Sugar Company of St. Johnsbury. He worked for Cary until 1932 when he and Robert Boright purchased the Cary plant in Lennoxville, Quebec, eventually selling



Sherb and Olive Doubleday

his interest in that plant to Mr. Boright.

In the meantime, in 1935, Frank Jenne established the American Maple Products Corporation in a rented warehouse in Newport, Vermont. He soon purchased the property and built up the plant as changes in demand required. A 200 HP boiler powers the processing and packaging equipment. Automatic machines fill, cap, label and case all sizes of containers from gallons down to practically nothing. During World War II they started making maple sugar candies to stretch the syrup supply and could put out 1000 lbs. a day. The darker grades went into tank cars or was made into 70 lb. cakes of block sugar to be used in blended syrups. In the peak years 500,000 gallons of syrup went for this use.

After Sherb stepped into the picture in 1946, many new products and plant improvements were added. They purchased other businesses including three maple processing plants, a general store, a ceramic jug maker, a mail order

continued on page 22

HALL OF FAME



Harold W. Tyler

Inducted by David Kopp

Harold W. Tyler was born in Westford, NY, May 17, 1920, in the original farmhouse. A family farm for 3 generations, it consisted of 120 acres. He graduated from Westford High School in 1938 and immediately went into partnership with his father who had an outdoor maple operation and a 40 cow dairy. They gradually accumulated adjoining farms making a total of 850 acres, built a barn to house 80 milkers making a total of 150 head of cattle.

One of the farms had a large sugarbush on it which really started Harold in the maple business. He built a new sugarhouse, purchased the necessary equipment and, over a period of 40 years went from 1200 taps to 9000. He also purchased sap from several farmers who tapped 14,000, and increased his production from 25 gallons a year to a peak of 8,000. He made maple cream and sugar to use some of this increased production and established new markets as the need arose and included all types of retail outlets.

While all this was going on Harold gave his time, willingly, to help the maple industry. He has been affiliated with the Central New York State Maple Association since its inception. He worked with the N.Y.S. Dept. of Agriculture and Markets in promoting Maple.

He helped start the International



Harold and Evelyn Tyler

Maple Syrup Institute, served a one year term as president, and was on the board of directors for 5 years. He has been instrumental in working with the Otsego County Fair at Morris, The Schoharie County Maple Festival and the New York State Fair, all in the promotion of maple syrup products. He helped coordinate efforts to build a new sugarhouse at the Morris fairgrounds.

Harold attended all of the triennial maple conferences held at the U.S.D.A. Laboratory in Philadelphia and most of the annual meetings of the North American Maple Syrup Council since it was started in 1960. He was honored by the council in 1984 for his service to the industry. For 50 years, Harold has devoted his time and effort in keeping the maple industry active.

Harold has been active in many organizations. He is a director and past chairman of the N.Y.S. Forest Practice Board, a member of Cooperative Extension and New York Farm Bureau serving on the Farm Bureau marketing board. He was a trustee of the Westford United Methodist Church, President of the

continued on page 22

DOUBLEDAY cont. from pg. 20

house and a tea company in Boston. They also set up their own central evaporator plant to purchase sap. New products introduced were crystal coated mints, maple hard sugar candies and a fudge in maple or chocolate flavor that's just out of this world—to name a few.

Sherb either assisted his father-in-law or was sole owner of American Maple for 40 years until he retired in 1986 when he turned over the ownership to Roger Ames, who had married his daughter, Gail.

During this time Sherb was active in many other things. As a member of the Vermont Maple Industry Council he introduced the motion to add a fourth table grade of maple syrup—Vermont Grade B. He is a member of the Vermont Maple Sugar Makers Association; Associate member of the North American Maple Syrup Council; New England Editor and contributing writer to the Maple Syrup Digest; Past Chairman, Newport, Vt. School board; director, Newport & Richford Railway Company and a trustee of the Orleans Company Historical Society.

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TYLER cont. from page 21

Westford Cemetery Board, one of the five members to organize the Westford Fire Department and treasurer of that department for many years. He is a past master of the Schenevus Valley Masons, past president of the Schenevus Rotary Club. He is a member of the Worcester Grange, Otsego County Conservation Association, Otsego County Fair Board and the Westford Historical Association.

With this background, it is fitting and proper that Harold Tyler be inducted into the American Maple Museum Hall of Fame.



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MINUTES OF ISMI BOARD OF DIRECTORS MEETING AUGUST 3, 1992

Have attended: J. Roth, WI, D. Jeffrey, PA, P.S. Richards, OH, J.W. Monahan (legislative assistant to Sen. Leahy), B. Martel, VT, C. Tardif, Que., S. Selby, Pres., J. Couture, VT, D. Marvin, VT, L. Reynolds, WI, D. Scanlan, NH, G. Gaudette, VT, E. Parker, N.Y., W. Moore, VT.

On vacation: D. McLure, P. Ouellet, S. Thiboutot, C. Gatien.

1. *Minutes of the May 4th meeting were read.*

- a) D. Marvin has proposed and L. Reynolds has seconded to have the minutes accepted.
- b) D. Jeffrey has reminded the secretary to report the motions which have been voted in order to build more accurate records.

2. *Maple syrup situation*

- a) C. Tardif has informed members of the auction sale procedure used to sell the 1990-91 carry over.
- b) D. Marvin has proposed and L. Reynolds has seconded that the IMSI be notified of the dates of future auctions and of the procedure to submit bids.
- c) D. Jeffrey has proposed and D. Scanlan has seconded that a letter be sent to Minister Blais to confirm that the US Packers' Association, which has been participating in the Third Line Committee meetings, is not a representative entity of the American maple syrup industry, nor packers nor producers. The only two organizations which are considered to be representative of the U.S. maple industry are the International Maple Syrup Institute (IMSI) and the North American Maple Syrup Council (NAMSC). All voted in favor.
- d) Members have reported market conditions in their respective areas. The following highlights were noted:
 - more producers are marketing more actively their syrup than ever because of the slow bulk syrup market;
 - direct sales are growing to the extent that several producers will need to buy syrup in bulk in order to keep feeding the markets that they have developed;
 - wholesale prices are down 25% in north eastern areas like Vermont and Quebec and marketers are not moving substantially larger volumes at these lower prices;
 - a substantial volume of syrup is still in producers' hands in the field namely in Quebec and Vermont;
 - retail range between US\$20 and \$30/US gallon in Vermont;
 - in several instances, poor quality maple syrup is being sold by producers in farmers markets and retail stores in Quebec.



e) Participating equipment suppliers have indicated that the number of taps should not come down in Quebec in 1993 and that a slight increase could be forecasted in the USA.

3. Maple market development program

a) C. Tardif has updated board members on the recent developments of the above.

b) The IMSI will submit Dr. Low's project for the detection of adulterated maple syrup to the above program in order to seek funding in cooperation with the IMSI and the NAMSC.

4. New committees

a) Board members were informed of the formation of a new committee initiated by the UPA and involving deputy ministers of Ag. Canada and of the Quebec Department of Agriculture.

b) A new pure maple syrup packers association is being set up by W. Callaghan with the support of R. Ares, B. Bascom, D. McLure and M. Golden. This Association intends:

- to lobby governments on behalf of the industry,
- to gain publicity with media,
- to initiate amendments to the maple laws.

5. Steve's Canadian syrup

a) Mr. Herman has proposed that the IMSI send a letter to the Canadian Embassy in Japan along with a letter to the Japanese Department of Consumer Affairs to inform both about the misleading labelling of this product.

6. Annual meeting: 9:00 am October 23

a) Meeting will be held at the end of the NAMSC meeting at the Quail Inn on Highway 90 in Chardon, Ohio.

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b) The board will meet on Thursday night October 22 in the same Inn.

7. Finances

a) C. Tardif reported that, as of 8/3/92 the IMSI had balances of C\$1,906.26 and US\$3,386.33 in its bank accounts.

b) For the annual meeting, a simple unaudited cash flow statement for fiscal year ending August 31, '92 will be prepared by R. Monniere and presented by S. Selby.

c) 1992 dues are payable (see attached the form mailed on 11/91 to members for the assessment of their 1992 dues).

d) For the year 1993, L. Reynolds, seconded by D. Scanlan, has moved that the dues of:

- associations be lowered to \$3 per producer,

- packers receiving syrup directly from producers be lowered to \$3 per producer,

- packers buying syrup through brokers be assessed along the following formula:

volume of syrup sold

divided by 6,000 lb

multiplied by \$3.

This formula assumes that a producer supplying bulk syrup has an average production of 6,000 lb.

all voted in favor of the above formula

8. July 7th meeting

a) B. Martel has reported about the above meeting with K. Jenson of the Canadian Consulate when American producers have expressed their concern about low priced syrup, paraformaldehyde and adulteration.

b) Mr. Jenson has stressed the need to expand the pure maple syrup market in order to accommodate the larger volumes of production.

9. Pear Thrip research

a) D. Jeffrey has proposed and C. Tardif has seconded a motion to have the Forest Service appropriate a \$500,000 allocation to extend research regarding the above beyond its June 1, '93 expiration. A letter of support of this project will be sent to the Appropriation Committee as well as to the Ag. & Forestry Committee. J. W. Monahan will provide C. Tardif with the list of members of both committees. All voted in favor of this motion.

b) L. Reynolds has expressed his concern regarding the administration of the project.

c) D. Jeffrey has confirmed to the group that the Forest Service will invite the various universities with experience in this type of research to submit bids for the continuation of this research.

10. Meeting adjourned

a) J. Couture has moved and D. Marvin has seconded that the meeting be adjourned.

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NOTES FROM VERMONT

Maple Festivals

In recent months Vermonters and others have attended Maple Festivals in St. Isidore, N.B. and St. Albans, Vermont. With the purpose of celebrating the achievements of outstanding sugar makers, as well as seeing and hearing about some of the most up-to-date methods of making maple products, the Festivals have been enjoyable and well-attended. At St. Isidore, N.B., Vermonter Larry Burgess, Treasurer of the Chittenden County Maple Sugar Makers' Association, attended with his wife Ruth; as did Ray Foulds, former Secretary of the Vermont Maple Industry Council and currently Secretary of it's Maple History Committee, and his wife Edith. In earlier

years Larry Burgess sold equipment and supplies to mills and businesses in eastern New Brunswick. He now lives in Underhill, Vermont.

The New Brunswick "Maplefest" has been held for several years. This year it was hosted by the Paquetville Maple Producers Association in collaboration with the Forest Extension Service, New Brunswick Department of Natural Resources and Energy; and with the New Brunswick Maple Producers Coop., Ltd. The program in the Arena, St. Isidore, continued from 6:00 p.m. on Friday, June 5, to 10:30 p.m. on Saturday, June 6. It included an equipment show; a syrup competition; speakers and workshops; visits to sugar bushes



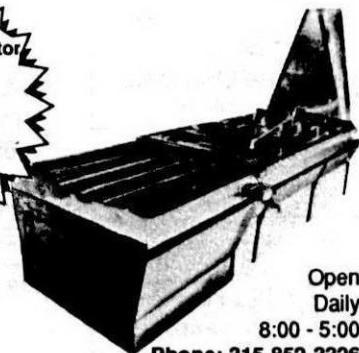
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On June 6 in St. Isidore, N.B. speakers included David Pothier, Ecophysiolgologist, also Michael Barrie, Hydrologist, who spoke on "Biological Factors Influencing Sap Production." They were from the University of Moncton. Other speakers were Jacques Rousseau, who spoke on "Tapping Methods"; and Robert Dupuis, who spoke on "Tubing Installation and Maintenance." In the afternoon, at the sugar bushes, speakers were the local owners, who described their methods of sugar bush management and maple syrup and sugar production. All of the presentations were given in both French and English.

It was noted that near St. Isidore and Paquetville are the remains of

early French settlements made by the Acadians in 1730-1755. Many of them were departed in 1755 to the vicinity of what is now New Orleans, Louisiana. Presently a historic village is maintained at Riviere-du-Nord in N.B., near Caraquet.

Particularly involved with the Maplefest were about 24 sugar makers who live in the immediate area around St. Isidore and Paquetville. Frank Butler, who has won awards at the Vermont Maple Festival, was one of these.

The *Vermont Maple Festival* was held in the St. Albans area on April 24-26. Attendance was from all maple producing areas. Featured were a display of equipment by equipment dealers; a syrup and sugar contest; pancake breakfast;



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a banquet; various exhibits in the American Legion exhibit hall; and a parade. The Festival was sponsored by the Vt. Maple Festival Council, which is made up of sugar makers and others in Franklin County. Chairman in 1990-92 was Larry Myott; Vice Chairman Ron Bartemy; Treasurer Sally Sweet; and Secretary Skip Abare. Connected with the Festival was the Vermont Maple King and Queen Contest. Elected as Vermont Maple King was Scott Wilkins, 18, of Fairfax, Vermont; and as Vermont Maple Queen Colleen Clancy, 17, of Windsor, Vermont.

An improvement this year was a rebuilding and reorganization of the Maple Exhibit Hall in the American Legion Hall. The Antique Show also had a new location. Maple doughnuts made by Nellie Webb

were in great demand, with over 2,000 sold. It was found that it was best to make maple candy in the Exhibit Hall rather than somewhere else, since it had educational and promotional value there.

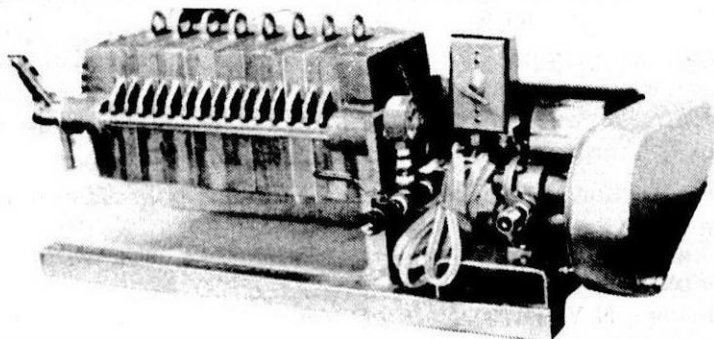
Robert Howrigan of Fairfield spoke as Chairman of the Vermont Maple Promotion Board. He described the value of the Maple Essay Contest for school children, conducted through the Vermont school system with the help of his daughter, Nancy Schreindorfer. The children involved learned more about maple and also practiced their writing skills. The winner this year was Sarah Reynolds of St. Albans. Second place winner was Anne Keller of Burlington. Third place winner was Sarah Partlow of Ludlow.



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Since this was the 25th Anniversary, or "Silver Anniversary" of the Festival, mailing envelopes were arranged for with the St. Albans Post office. Printed next to the 29 cent stamp on the envelope was a diagram showing a team of horses pulling a sled and gathering tank. "MAPLE FESTIVAL STATION" was printed next to the diagram.

At the *Festival Banquet* Ron Bartemy, Jr., Vice Chair, and others expressed appreciation of the Committee for cooperation shown by the St. Albans Mayor and City Departments in helping to make the Festival a success. Vermont Governor Dean also helped with the Tree Tapping Ceremony in February. There was also enthusiasm and good help from local businesses in connection with the "Displays Contest." Recognition was given to Marlene Thibault as Chair of the

Adult Cooking Contest; to Sue Stanley as Chair of the Youth Cooking Contest; and to Betty Anderson as Board Chairperson. Under the "Honorary Membership" category Sally Sweet received recognition, also Nancy Schreindorfer. A new "Trustee Emeritus" award was made to May Shearer and to Sam Hudson. Hudson is Past Chair of the Festival and has given outstanding service to the festival and the County for 25 years.

It was noted that after several years of good crops in Canada there are several million pounds of syrup for sale here and in Canada. Much work is needed to profitably market this.

New Festival Officers elected were Ron Bartemy, Jr., Chairperson; Bruce Gilleland, Vice Chairperson; and Ron Guilmette, Treasurer.

Ray Foulds



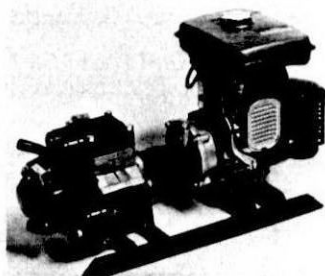
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CORNELL UNIVERSITY SUGAR MAPLE VIDEO TAPE AVAILABLE

A new 20 minute educational video tape "Sugarbush Management—A Guide to Improved Sap Production" is now available for purchase.

The video was produced at the Cornell University Uihlein Sugar Maple Research—Extension Field Station at Lake Placid, N.Y. by John W. Kelley and Lewis J. Staats in cooperation with technical staff of

Paul Smith's College. Financial assistance was received from the U.S. Forest Service and N.Y.S. Department of Environmental Conservation Forest Stewardship Program.

The video tape may be obtained for \$20.00, postage paid, from Dr. John W. Kelley, 122C Fernow Hall, Department of Natural Resources, Cornell University, Ithaca, N.Y. 14853 (607 255-2110). Checks or money orders should be made payable to Cornell University.



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The coveted Ray Foulds Outstanding Young Sugarmaker Award was presented to Marty Sprague of Whitingham for his outstanding work in his own operation, as well as for the industry. Sprague was a member of the Maplerama planning committee. Shown here is Sprague (center), with Maplerama '92 Chair Roy Corse (left), and Vermont Dept. of Forests and Parks Forester Bill Guenther.

COMING EVENTS

OCTOBER 22-24, 1992

**Ohio Maple Producer's Annual Meeting and Tour
to be held in conjunction with N.A.M.S.C./I.M.S.I.**

Quail Hollow Resort, Concord, Ohio

For more information contact:

Ohio Maple Producer's Association

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OMSPA ANNUAL MEETING

The 26th Annual Meeting and Summer Tour of OMSPA was held on July 16, 17 and 18 centering at the Three Bridges Lodge in St. Jacobs. Wellington-Waterloo local did a masterful job of hosting the event in spite of heavy rains during the Friday tour.

The events started with a tour dealing with the significant and heritage aspects of the vicinity. John Weber and Mel Weber provided excellent commentary as the bus wove its way through places such as West Montrose, Elmira, Hawkesville and several other com-

munities. A visit to the Mennonite Church in Elmira provided the busload with an opportunity to view a film on the Mennonite Orders found in the area.

Friday saw three busloads leave Three Bridges bound for the operations of Henry Merlaw and Orland Martin. A bountiful lunch was enjoyed at the Martins' with Suzanne Robinson demonstrating her expertise at candy making. A tour of the Homestead Woodworks concluded the tour.

The banquet at Three Bridges featured the awarding of honours to present and past members.



Vermont Maplerama '92 was pronounced a "great success" by UVM's Regional Extension Maple Specialist, Larry Myott. Myott reported over 350 participated from some 15 different states and provinces.

Shown above is Jason Morse winner of the International Maple Syrup contest. Jason (center) and his Dad, Steve, (left) received the award from chief judge Bruce Martell of the Vermont Department of Agriculture. The Morse farm is located in Whitingham and they served as a host family for the Maplerama tours.

The contest attracted 92 entries from eleven different states and provinces. The entry of Jason Morse, 19, was the class winner in the Fancy Grade category, the Grade A Medium Amber class was won by Gunnebrooke Farms of Elgin, Ontario. Grade A Dark Amber also went to Whitingham, as the Corse Farm took home the honors.

Entertainment was provided by Ron Weber of Mr. Forest and a singing duo of local ladies known as "Il in Accord". The traditional Maple Auction under the direction of Brien Paul and George James was enjoyed by all and realized a good profit for the association.

Saturday found a number of members visiting the Farmer's Market at St. Jacobs. They then toured the headquarters of the Home Hardware stores just outside St. Jacobs. A bountiful lunch at Three Bridges concluded a successful meeting.

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FOR SALE: Two 4'x12' evaporators, complete; 5'x14' all flue oil; 4' wood saver, sugar machine, molds, 40 hp. steam boiler, steam pans, steam kettle, used gathering tanks. SMADA FARMS, INC. 607-656-4058.

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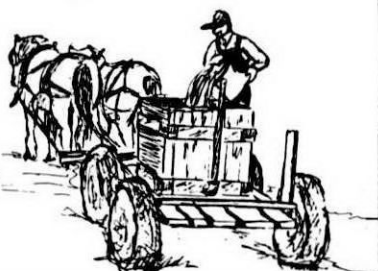
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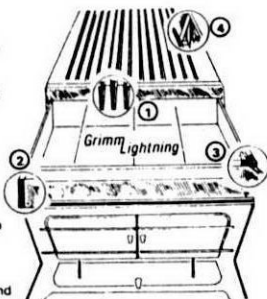
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