

MAPLE SYRUP

DIGEST



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MAPLE SYRUP DIGEST

Official publication of the
NORTH AMERICAN
MAPLE SYRUP COUNCIL

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COVER PICTURE:

Sugarhouse at Proctor Research Laboratory,
Underhill, Vermont.

GREETINGS FROM YOUR PRESIDENT



Winter is upon us. As we write this, it is very cold. The temperature is around zero, that is cold for Connecticut.

The winter workshops and schools are going on or have been completed. This means the syrup season is here. It's time to start tapping.

As we look forward to the new season, most people believe that the 93 crop has been pretty well used up. Most people reported

sales were good. There is still a surplus though, but no where near as much as there was.

We must continue to promote pure maple syrup as we push forward into a new season. Advertising and producing a high quality product is still the best way to sell our syrup. There are still many people who have not tried pure maple syrup on their pancakes, but when they do we must give them a pure quality natural product.

Best wishes for a successful season.

Your President,
Richard Norman



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EDITORIAL

Happy New Year to all of you.

We look forward to the New Year and the upcoming maple syrup season with renewed hope. The bulk price of syrup is higher than it was a year ago. The surplus is coming down and retail sales have been steady. All of the people that I have talked to said that Christmas sales were very good.

A couple of things — If I don't get back to people who call and leave a message please try again. Some people call and leave a phone number with no area code and no town or state. Some don't wait for the "beep" and I get part of a message. When I got home from the NAMSC meeting in Nova Scotia my machine was "full", so I don't know how many I lost.

This issue contains a form for subscription to the Digest. Most subscriptions will run out next is-

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sue. People keep their Digest around forever. I still get forms from years past when you could get the Digest for 3 years for \$5.00 Sorry — no more. For those who sent \$5.00 for 2 years — you only got 1 year. For those who sent \$3.00 I gave you a reduced number of issues. Please check the expiration date on your label, S/94 means that it expires with the June issue. For the vast majority of you, if you belong to a state association, your subscription is covered with your state dues.

I am publishing the sap prices again, this year and these prices are only a guide and not carved in granite. In this area we still get \$35.00 per gallon or better. In other parts of the country it is a lot lower so you have to adjust your sap prices accordingly.

E'nuff said, Happy sugarin'.

Editor

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THOUGHTS FROM YOUR IMSI PRESIDENT

The holidays are over, winter has set in, and syrup season is just around the corner. Sleigh bells are no longer ringing, the shovels have been put to test, and we're trying to locate our tubing under two feet of snow. Some years I might question our resolve, but this year is different. We have some real good things to be excited about.

Promotion boards are being formed in several states. Activity in promotion has never been stronger. And, the IMSI has just completed probably the most extensive public relations campaign since its formation in 1976.

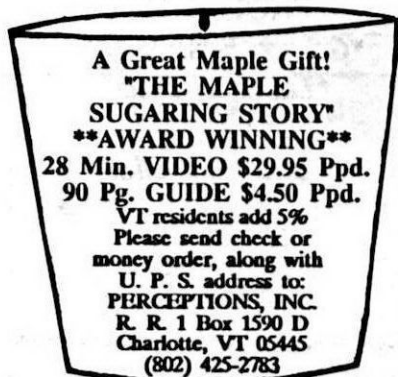
I have never been more proud to be part of this industry and part of the IMSI. We are really getting somewhere. During the past four months with funds provided by Agriculture Canada, the IMSI has conducted the most extensive promotion effort probably ever undertaken by the maple industry. Promotions and public relations conducted by David S. Wachsman Associates, Inc., in the name of the IMSI has appeared throughout the United States and Canada. These efforts have produced promotions in major television markets, in the Family Circle Magazine, and other North American publications which has spread the word about pure maple syrup around the world. But the most important thing to remember is that these promotions and public relations are about the guarantee of purity as provided by the IMSI logo. This is the most important aspect to consider, the

consumer has the logo on the container as their guarantee, that they are buying and eating pure maple syrup. Never before have we been able to so capably and so extensively, spread the word as to what the IMSI logo means and what it does.

Now comes your part. As members of the IMSI, the logo is yours. Use it proudly. Protect the logo. Police the logo for anyone attempting to degrade or desecrate its integrity. Report any suspected adulteration with the logo involved. It is yours. Don't let anyone injure the image it provides to your customers. The dollars you and your organizations pay for dues makes the IMSI part of your maple syrup operation. Thus the logo use is critical to you. You can be very proud of your IMSI, your IMSI actions, and your pure maple industry symbol—the IMSI logo. Treat it with pride and respect. Pure maple syrup is number one—the IMSI logo guarantees it to the customer. Wow, what a deal.

Wishing you all a successful syrup season and a prosperous New Year.

Lynn Reynolds



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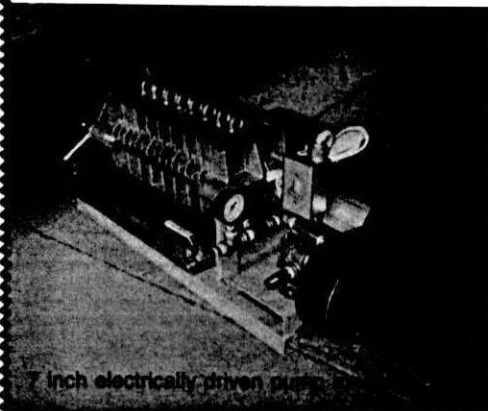
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1993 OHIO FALL TOUR

By Tom Hoffman

Sugarmakers from Ohio, Indiana, Michigan, New York, and Vermont met in Findlay Ohio, the weekend of November 5 and 6, for the Ohio Maple Producers' Association Annual Meeting and Tour.

Friday afternoon started with maple equipment suppliers exhibiting in the atrium of the Findlay Inn and Conference Center. All the latest equipment was on display for everyone to peruse and representatives were on hand to answer questions.

Later that afternoon was a tour of Differential Car, which is one of only two companies in the country which rebuild coal and mining railroad cars. Everything from replac-

ing running gear, to custom built radio controlled dumping chutes, to total refurbishing and painting are all performed in these facilities. They even restore the "arch" in flat cars by heating the entire underneath of the car and weighting the ends.

After district meetings and more time at the trade show everyone enjoyed a delicious banquet (the best anyone could remember!) and an outstanding performance by the ladies chorus, "Sounds of Music". The business meeting included reports of the recently held NAMSC and IMSI meetings as well as director's elections.

Saturday's tour began at the University of Findlay Equestrian Farm. These facilities actually consist of



Richard Day describes his syrup making operation to some of those in attendance at Ohio Fall Tour.

two separate farms, one specializing in hunters and jumpers and the other in western and pre-veterinary studies. As part of their studies in nutrition, horse training, and riding instruction, students care for 200 to 300 horses keeping careful records as to each animal's health and progress.

The bus then traveled to Charles Crates Sugar Camp. Three generations have made syrup on this farm. This 1200 tap operation is in a virgin stand of timber and uses tubing with vacuum. As sap is pumped to storage tanks it passes through a recorder which gives the total gallons of sap for each day's run. Sap is processed through an R.O. Machine and boiled in a 4 x 12 raised flue, oil fired rig.

After lunch we stopped by Dietsch's for dessert. This company has been making fine quality ice creams and candies since 1926!

With our sweet teeth satisfied we traveled to the Yarn Farm. Here we learned about the production of mohair from the farm's 300 angora goats. The goats are guarded by a special breed of dog called a Maremma. They were originally bred in Italy for the purpose of protecting flocks from predators. The ladies on the tour really enjoyed the chance to view the handknit sweaters and spinning demonstrations and browse through the shop.

Our final stop was the Richard Day Sugar Camp. Careful records are kept covering production, sap sweetness, cords of wood used, etc. Richard said that record keeping comes naturally since it is part of his job as a state fish biologist. It

was fascinating looking at the chart that gave all the data for the past 15 years production. Careful attention is paid to the vigor of each tree, so the number of taps varies from below 400 to over 500 depending on tree health. Buckets are used and gathering is done by tractor. Sap is boiled in a 3' x 12' dropped flue evaporator.

New year's tour will be in Central Ohio, we hope to see you there.



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Two courses of interest to forest land owners will be offered this spring at SUNY Canton in Canton, NY.

Maple Syrup Production and Marketing will start Monday, February 14 in the evening and continue for the next 3 Mondays. There will also be sessions held in the college's sugar house that will be scheduled as the sap run progresses. The cost will be \$40.00. Included in the course are equipment, evaluating the maple stand, collection and boiling of sap, sanitation and marketing of syrup and other products such as cream and candy.

Woodlot Management will start Monday evening March 21 and continue for four sessions. The cost will be \$50.00. Included in the course are tree identification, volume determination and harvesting options. Examples of contracts and sales or how to market your woodlot will be discussed.

The classes will be taught by Grover Katzman and many guest speakers, including producers, DEC and Extension personnel will be on the program. All classes will be held at the college farm on Rt. 68 outside of Canton. For more information, call Betsy Hodge at 315-386-7402 (talk to secretaries to sign-up) or 315-379-0607.



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HALL OF FAME INDUCTEES

1. Professor Fred Winch, Cornell University, May 28, 1977

2. Robert M. Lamb, Bernhards Bay, NY, May 20, 1978

3. Dr. Charles O. Willits, USDA Regional Research Lab, Philadelphia, PA, May 20, 1978

*4. Verne A. Wicks, Harrisville, NY, May 20, 1978

5. Adin Reynolds, Aniwa, WI, May 12, 1979

6. Dr. James Marvin, University of Vermont, Burlington, VT, May 12, 1979

*7. Samuel Zehr, New Bremen, NY, May 12, 1980

8. Leon Wright, Farmersville, NY, May 17, 1980

*9. Joseph Yancey, May 17, 1980

*10. Erwin Yancey, Croghan, NY, May 17, 1980

11. Professor Josh A. Cope, Cornell University, May 17, 1980

12. Ture Johnson, Burton, Ohio, May 16, 1981

13. Lloyd Sipple, Bainbridge, NY, May 16, 1981

*14. Nelson Widrick, Croghan, NY, May 16, 1981

15. Walter Humphreys, Barrie, Ontario, May 15, 1982 →



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*16. Everett Valentine, Harrisville, NY, May 15, 1982

17. Edward Farrand, State College, PA, May 15, 1982

18. Linwood B. Lesure, Ashfield, Mass., May 14, 1983

19. Gordon Brookman, South Dayton, NY, May 14, 1983

20. Putnam W. Robbins, Michigan State University, May 19, 1984

21. Edward A. Curtis, Honesdale, PA, May 19, 1984

22. Fred M. Laing, Burlington, VT, May 18, 1985

23. Robert B. Huxtable, Lansing, MI, May 18, 1985

24. Russell M. Davenport, Shelburne Falls, Mass, May 17, 1986

25. Dr. Robert Morrow, Cornell University, May 17, 1986

26. Ronald Shaw, Hawkestone, Ontario, May 16, 1987

27. Gordon Gowen, Alstead, NH, May 16, 1987

28. Paul S. Richards, Chardon, Ohio, May 14, 1988

29. Arthur E. Merle, Attica, NY, May 14, 1988

30. Robert Coombs, Jacksonville, VT, May 20, 1989

31. A.R.C. Jones, MacDonald College of McGill University, May 20, 1989

32. Ray Foulds, University of Vermont, Burlington, VT, May 19, 1990

33. Elmer Kress, Oxford, CT, May 19, 1990

34. Dr. Mariafranca Morselli, University of Vermont, Burlington, VT, May 11, 1991

35. Clarence F. Coons, Kemptville, Ontario, May 11, 1991

36. Harold Tyler, Westford, NY, May 9, 1992

37. Edward Doubleday, Newport, VT, May 9, 1992

38. Charles Bacon, Jaffrey Center, NH, May 8, 1993

James Bocky of Somerset, PA was also selected to be inducted into the Hall of Fame in 1993 but was unable to attend because of serious illness. He was rescheduled for 1994.

*In the early years of the American Maple Hall of Fame, the Directors of the American Maple Museum also inducted a local maple producer who had been instrumental in the founding and support of the Museum. This practice was discontinued in 1983.

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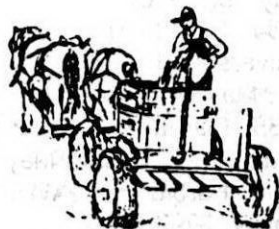
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1994 SAP PRICES

A lot of people have requested that we publish sap prices. What I have found is that sap prices vary greatly depending upon the retail price of syrup. The retail price of syrup in the Northeast is higher than in the Midwest, hence the price paid for sap is higher in the Northeast. Listed below are sap prices being paid by SOME producers in New Hampshire and Vermont.

Remember these prices are for sap delivered to the sugarhouse.

These prices are intended to be used only as a guide for buying sap and no way intends that they dictate the price for the entire industry.

sugar	\$/gal.	sugar	\$/gal.
1.50	.096	3.60	.374
1.60	.113	3.70	.387
1.70	.130	3.80	.400
1.80	.145	3.90	.412
1.90	.159	4.00	.425
2.00	.173	4.10	.437
2.10	.185	4.20	.450
2.20	.198	4.30	.463
2.30	.211	4.40	.475
2.40	.223	4.50	.488
2.50	.236	4.60	.500
2.60	.248	4.70	.513
2.70	.261	4.80	.526
2.80	.274	4.90	.538
2.90	.286	5.00	.551
3.00	.299	5.10	.563
3.10	.311	5.20	.576
3.20	.324	5.30	.589
3.30	.337	5.40	.601
3.40	.349	5.50	.614
3.50	.362		

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The Windsor County Maplerama Committee is now working on preparations for the tour; host sugarhouses and sugarbushes have been chosen, events and entertainment are being scheduled. The program booklet is also being prepared. Advertisers and exhibitors are invited to contact the Maplerama Committee for information on rates and reservations. Businesses are also invited to sponsor or co-sponsor Maplerama events, such as underwriting awards, meals, booklet production, tours, or other costs.

Please contact Les Motschman, Maplerama Committee Chairperson (802-436-2561) for general Maplerama information, or Nina Huffer (802-875-3092) for advertising information or exhibit space reservations.

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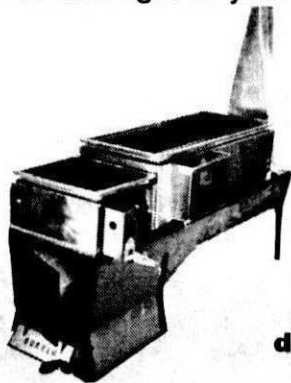
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REFLECTIONS

By Sherb Doubleday

The main thrust of this tale is to record for historians a description of the manufacture of a maple syrup product known to the trade as, "block maple sugar," but first I'll digress to relate some cunning practices used by producers to enhance their return from the sale of bulk maple syrup.

To put things into perspective, a few of us old-timers remember the good old days when bulk maple syrup prices were in the 20 cents per pound range. In the 1940's, as the U.S. recovered from World War II and government price controls were lifted on maple syrup selling prices, (yes, maple syrup was considered an essential commodity along with cane sugar), I was introduced to several crafty practices used

by producers to enhance their return from the sales of bulk maple syrup.

Example A: Counterfeit maple syrup could be adulterated with cane sugar added to the sap in the boiling process. This enhanced the color for a higher grade and price.

Example B: Cane syrup could be adulterated with brown sugar to imitate maple color.

Example C: Maple sugar cakes could be made with rocks in the center to add weight and reduce the actual weight the buyer received and paid for. This is how it worked:

At the end of the sap run when the quality of syrup was less than table grade, a few sly individuals processed their unfiltered and ungradable product into what was known as "bag sugar" because it was maple sugar packaged for sale to dealers in grain



Photo illustrates 70 lb. boxes of block maple sugar. On right in photo is Frank L. Jenne, founder and first president of American Maple Products Corporation, Newport, Vermont.

bags which were commonly available to farmers as discards from horse feed.

I saw a pile of large cobblestone rocks in a buyer's warehouse that was discovered by poking a sharp steel rod into large blocks of maple sugar. Let the buyer beware was the watchword in the 1940's. This sort of trickery resulted in the compulsory grading of maple syrup in Quebec.

To get back to the subject of "block maple sugar," in the January 1990 issue of the Maple Syrup Digest I wrote about the Cary Maple Sugar Co. of St. Johnsbury, Vermont, that referred to the 1931 bankruptcy of that business due to a huge excess inventory of "block maple sugar" that had been manufactured and stored in anticipation of a sale to the American Tobacco Co. That didn't materialize. The Cary Maple Sugar Co. was never the same after that failure.

My father-in-law, Frank Jenne, who was associated with the Cary Maple Sugar Co., was financially burned by this failure, but rose from the ashes and founded American Maple Products Corp. which he located in Newport, Vermont, in 1940, 40 miles north of St. Johnsbury. In those days shipments of maple syrup in drums from syrup producing areas was by rail and Newport is located at the junction of the Canadian Pacific Railway and the Quebec Central Railway with connections to New England and states west of Vermont. Space was available in railway owned buildings known as the Flour Sheds. And why were they known as the Flour Sheds, you ask? Well, because the railroad had facilities for the storing and handling of grain products shipped in from the midwest for distribution to New England grain dealers. These wood frame warehouses are 80 ft. wide and several football fields long.

Hundreds of carloads of bagged grain were unloaded and reloaded annually from these storage sheds. As you can imagine, it required men with strong arms and backs to handle 100 lb. sacks of grain. There were no fork lift trucks in those days.

One hundred years later, there are

no railroad steam engines huffing and puffing switching rail boxcars to and from the Flour Sheds, but the buildings are still here and one of them is partially occupied by American Maple Products as a maple syrup processing plant. Locals know it as the Maple Sugar Factory, naturally enough, as the principal business at that time was the manufacture of "block maple sugar" for sale to the tobacco and blended cane and maple sugar syrup manufacturers.

I started my apprenticeship with American Maple Products (first I married the boss's daughter) in 1946 and hung in there through short and long maple crops for 40 years. That's how I learned to make "block maple sugar."

In addition to the uses mentioned above, minor markets for maple sugar existed for candy, ice cream and meat products, especially pork products such as maple-flavored hams and bacon.

There were advantages and disadvantages to the manufacture and use of maple sugar. The obvious disadvantage was that high heat was required in the manufacture to remove water from maple syrup before it was processed into maple sugar containing about 7% moisture and 93% sugar solids. Then the user had to add water and heat to convert the sugar back to syrup.

The advantages were: (1) It reduced the shipping weight of the finished product by the removal of water, (2) it reduced the amount of space required for storage, (3) it emptied maple syrup barrels for future use.

The syrup used for this product was of the darkest amber color as this enhanced the color and flavor of the finished pancake syrup blended with cane and other sugar syrups. Darker grades of maple syrup sometimes have high concentrations of invert sugars so chemical tests were run on batches of syrup to determine their suitability for maple sugar manufacture. Syrups high in invert sugars would result in runny maple sugar that had a short storage life.



To produce maple sugar with a minimum of 93% solids required cooking temperatures of about 250 degrees F. I have no idea how many BTU's it takes to raise the temperature of a pound of maple syrup from 0 degrees to 250 degrees, but it's a lot and was sometimes necessary to raise the temperature of maple syrup stored in an unheated warehouse in northern Vermont winters. A lot of fuel can be consumed in the process of heating a 2,000 lb. batch of maple syrup in preparation for the manufacture of block maple sugar.

American Maple's first high pressure steam boiler was second-hand coal-fired 80 H.P. rated rig that could produce a maximum of 100 lbs. of steam. It had a 3 ft. by 60 ft. metal smokestack that needed a periodic coating of heat-resistant aluminum paint. This required the services of a steeplejack who somehow got to the top of the stack where he swung from a bosun's chair as he painted from the top to the bottom. The name of the daring young

man who performed this hazardous task sticks in my mind 30 years later. Who else but Cecil Percy! With a name like that he had to be good!

Coal for the boiler was received by rail and unloaded by hand. The outdoor uncovered coal pile helped the fireman keep warm in winter as well as summer because he had to break up the frozen coal with a pick-axe in winter, then he had to wheel a loaded barrow to the boiler room. Sometimes a freshly fired boiler would produce lovely clouds of black smoke that would drift past the neighborhood wash hanging on the outdoor clothes line. This caused irate housewives to set our office phone ringing. This and other factors resulted in a new automatic oil-fired replacement boiler.

Another drawback to a hand-fired coal boiler that also heated the factory was the need to keep a perpetual fire burning in the winter. This required manpower to stoke the boiler in the



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late evening and on weekends. I sometimes took my turn at that task which could be a drag on social and holiday occasions when it meant leaving a good party for that chore.

But we survived until the old boiler just couldn't take it anymore, and besides, it wasn't adequate to meet the increased demand for processing larger quantities of maple syrup as the business grew. It was replaced by a 200 H.P., 125 p.s.i. automatic oil-fired steam boiler which is still in use today.

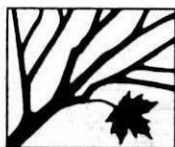
The production of "block maple sugar" is a muscle-building exercise from start to finish beginning with the transfer of maple syrup in drums from a storage warehouse to a room where the drums were opened and the syrup dumped into a floor-level pit tank, to the hand-loading of 70 lb. blocks of maple sugar into rail freight cars.

The syrup was then pumped into a large storage tank equipped with a mechanical agitator to blend the syrup from many drums into a uniform color

and density mix. It was then pumped into cooking tanks where preliminary heat was applied to facilitate filtration through filter paper in a large plate and frame press. The clarified syrup was then pumped into cooking tanks that held about 2,000 lbs. of maple syrup where it was heated to temperatures of about 250 degrees.

In the beginning of the manufacture of block maple sugar, the initial orders were produced by transferring cooked maple syrup to a large flat pan where it was agitated by men wielding garden hoes until the syrup crystallized into semi-liquid sugar that was then pushed with wide hoes to a gate valve outlet where it dropped into corrugated cartons lined with non-stick coated brown wrapping paper.

This small batch process wasn't adequate to meet increased demand for the product that required 40,000 lb. rail carload quantities so a mechanical agitator was designed and built to



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SUGARHOUSE POWERED BY SOLAR ENERGY

By Rich Patterson

Hi tech has been added to a Sugarhouse in Eastern Iowa.

boost production to about 2,000 lbs. of maple syrup per batch. A Paul Bunyan size bathtub-like tank with slow speed electric motor turned a four-bladed paddle wheel that looked much like those on a stern-wheeler boat. When the mixture was semi-liquid it was drained in the sloping bottom tank into pliofilm lined corrugated boxes that were pushed on roller track where it cooled and solidified into maple sugar. The boxes were then sealed and transported to a warehouse where they were piled for storage.

Last September a crew of students and engineers from Iowa State University attached an array of photovoltaic panels to the south roof of the structure. In sunlight the panels produce 240 watts of 12 volt power at 12 amps.

A strong back was helpful in hand-stacking 70 lb. boxes of maple sugar and later in loading 40,000 lbs. into a rail freight car for transport to the customer. We knew of maple sugar pancake syrup manufacturers that used men with jack hammers to break up these 70 lb. blocks of sugar into smaller pieces in preparation for the addition of water and heat to reduce them to a liquid state.

Wires bring electricity into the building, where it is stored in four large deep cycle golf cart batteries. When the light switch is turned on, power flows from the batteries through an inverter, which converts it to 110 volts AC. It then powers the six high efficiency fluorescent bulbs that light the sugarhouse.

The whole labor-intensive manufacturing and customer conversion process was eventually replaced by the shipment of liquid maple syrup in drums, tank trucks and railway tank cars. At the peak of use of liquid maple, American Maple shipped an average of one 8,000 gallon tank car a week (an 8,000 gallon tank car held about 90,000 lbs. of maple syrup) to blenders of national brand pancake syrups. Unfortunately the rising cost of maple syrup as an ingredient of maple-flavored pancake syrups reduced this volume to a comparative trickle.

The flexible solar cells were developed by Howard Shanks and Frank Jeffrey of ISU, and they designed the system with enough backup power to keep the lights burning through ten cloudy days.

I'm sorry to say I don't have a brilliant idea for a new product that would require a high volume of bulk maple syrup, but I hope there are some researchers out there who will respond to the challenge.

There are many environmental benefits to electricity produced by solar cells. No fossil or nuclear fuel is consumed, and there is no air pollution.

A major benefit of photovoltaic (pv) power is the lack of need for running power lines to a building, and, of course, there is no monthly electricity bill.

Although pv systems are expensive, the price has been dropping for years, and the day is not far off when they will be price competitive with electricity purchased from a utility.

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Summary of Research Results

AN ECONOMIC ANALYSIS OF THE DEMAND FOR MAPLE SYRUP

Julie Iskow, Jane Kolodinsky, and David Russo

The major objective of this research was to examine and measure the change in consumer demand for maple syrup (syrup sales) when there are changes in the price of pure maple syrup, promotional activities for pure maple syrup, prices and promotion of imitation syrups, and the health of the economy (consumer income and unemployment).

We calculated these measures of consumer responsiveness or "demand elasticities" by statistically analyzing infoscanner grocery data

purchased from *Information Resources, Inc.* The data allowed us to analyze, over a four year period (1988-1991), the changes in consumer purchases of the top-selling brands of pure maple and imitation maple syrup in each of four cities in the Northeast. *Results* indicate that:

1. The demand for the top selling brand in each city is more "elastic" or responsive to price changes, regardless of whether the syrup is pure maple or imitation. Thus, consumers of the top brand are quite responsive to changes in the price of that top brand.



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2. Consumers of imitation maple syrup are far more responsive to changes in the price of the pure maple syrup substitute than pure maple syrup consumers are to changes in the price of the imitation substitute, and the prices of imitation maple syrups don't influence pure maple syrup consumers' purchase decisions to any great extent. Thus, pure maple syrup consumers appear to perceive fewer maple syrup substitutes than imitation maple syrup consumers.

3. Increases in the percent of stores merchandising pure or imitation maple syrup increases consumption for both types of syrup. However, imitation maple syrup consumers are more responsive to

promotion than pure syrup consumers.

4. Increases in pure maple syrup merchandising increase the demand for imitation maple syrup and vice versa. Thus, *cross merchandising* appears to help the syrup category slightly as a whole.

5. Both pure and imitation syrup consumption tend to increase as per capita income increases. Responsiveness to income by pure maple syrup consumers is larger than for imitation syrup consumers (a result we would expect for a specialty product and its mass market counterpart), but for both syrup types, a 1% change in income will change sales by *less* than 1%. →

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REMINDER

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, 1994 for consideration in 1994. Proposals received after that date will be considered in 1995.

(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.

(4) Proposals shall be submitted with a minimum of forty (40) 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, W10010 Givens Road, Hortonville, WI 54944.

Remember: July 1 Deadline.

6. As the unemployment rate rises, consumption of both syrup types falls. For pure maple syrup, however, this effect is larger—which is in line with the finding that the income responsiveness is greater for pure versus imitation maple syrup consumers.

The implications of our results are the following:

1. Consumer purchase decisions for maple syrup are influenced substantially more by price than by promotion.

2. Promoting pure maple syrup or its imitation will increase demand in both markets.

3. Promotional efforts may be most effective if they focus on differentiating the pure maple syrup from imitation maple syrup.

Completion of this project, which was made possible by the NAMSC, has enabled us to obtain funds from several other sources in the U.S. and Canada and to expand the scope of our analysis. We are currently in the initial phases of examining consumer responsiveness at several alternative marketing outlets (roadside stands, specialty product stores, mail-order catalogs) and incorporating consumers in non-maple producing regions in the U.S. and the Canadian maple syrup market.

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YOUR AMERICAN MAPLE MUSEUM

By Fred Schneider

The American Maple Museum is closed for the winter following another successful season. During the year nearly 1900 people toured the exhibits including NAMSC President, Lynn Reynolds who paid us some very nice compliments in the last issue of this magazine.

The building that houses the Museum was built in 1916 as a parochial school and, as with most old buildings, this one always needs something. Most recently we replaced all three entrance doors with new, more secure steel doors that meet fire and building codes.

During the winter we will be re-finishing the hardwood floors in the gift shop area and rebuilding a couple of donated showcases. We have acquired several small items and old books which will be displayed in these cases.

The collection of sugar house photos is growing and we invite you to send us one of your operation. Be sure to include the name, address and location of the sugar house.

The 1994 season reopening is scheduled for Saturday, May 14. As usual a pancake breakfast will be served from 7:00 a.m. to 9:30 a.m. and when the last pancake has been served, the tables will be taken down and the dining room converted into an auditorium for the American Maple Hall of Fame induction ceremonies.

Mr. James Bocky of Somerset, PA, was to have been inducted last year but illness precluded his at-

tendance so we look forward to seeing him installed in May.

We are also looking forward to working with the Hall of Fame nomination committee appointed by Lynn Reynolds. The members of the committee are themselves members of the Hall of Fame and are well aware of the honor of having been chosen by their peers in the maple industry.

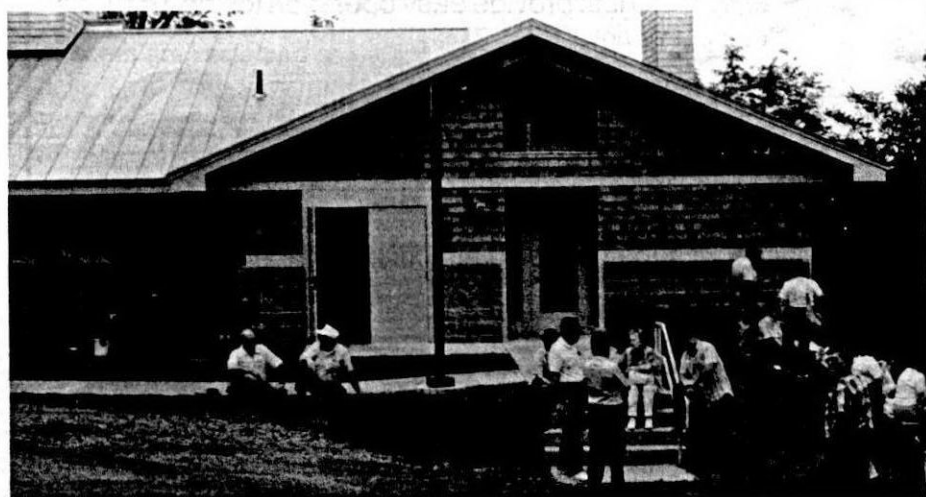
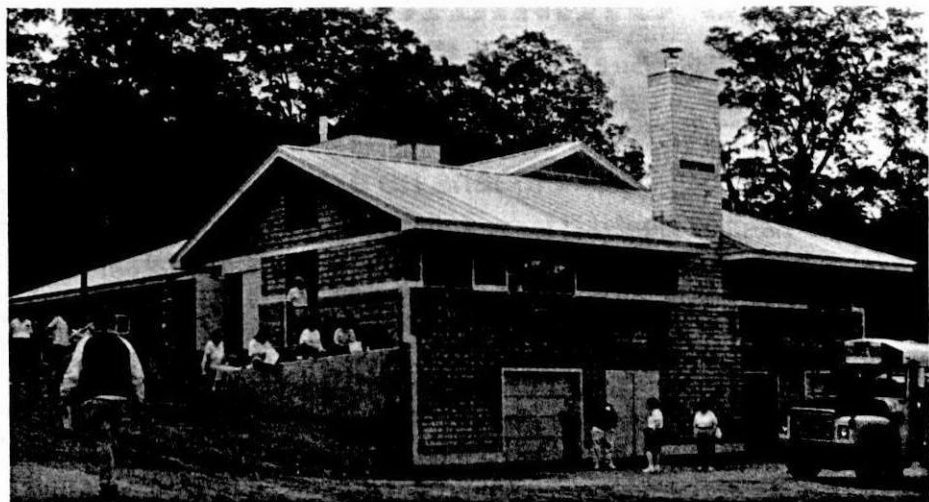
And we thank the North American Maple Syrup Council and those individuals who have made financial contributions to the American Maple Museum in the past year. Most of the money to operate the Museum comes from the pancake breakfasts and other fund raisers so financial gifts are greatly appreciated. They allow us to continue improving your Museum.

We look forward to seeing many of you at the opening festivities on May 14, 1994. Breakfast starts at 7:00 a.m., opening ceremonies are at 11:00 a.m. and the parade is scheduled for 1:30 p.m. Several area crafters will be set up on the front lawn to exhibit and sell their wares.

Croghan is in the western foothills of the Adirondack Mountains. From Interstate 90, take Route 12 north from Utica to Lowville then route 812 east to Croghan. Or take Interstate 81 to Watertown then route 12 or 126 south to Lowville and Croghan. We are about an hours drive south of Canada and welcome our neighbors to the north.

For information call (315) 346-1107 or write: American Maple Museum, PO Box 81, Croghan, NY 13327.

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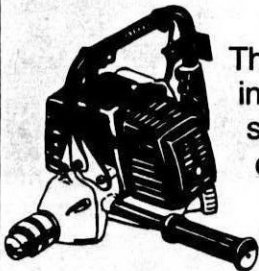
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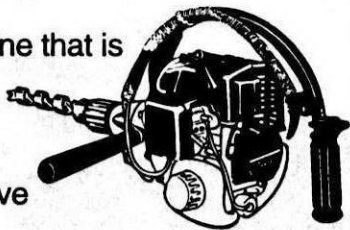
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A SHORTAGE OF HONESTY IN SUGARMAKERS

By Loudon Young

The typical Vermont sugarmaker appears to be a very innocent person, don't you agree?

But sheep grazing in a meadow instead of being in the pasture appear to be innocent also, don't they? So you might get fooled.

This innocence for sugarmakers is displayed in all kinds of packages. Some are old, some are young; there is also the tall and the short, the bearded and clean-shaven, the long-haired and the bald; some are male and some are female, some are very quiet and some are really boisterous. Some of them have only a few maple taps and some have thousands, some have a major investment in equipment and some have a smoky fire in the backyard.

But for all the things about them that aren't the same, there is one thing they all have in common.

That's right, they lie; not just little white lies, but great big whoppers; not just a few but a lot. So you say well, maybe they do exaggerate a little. But they don't. They lie consistently and constantly.

I'll bet you think I'm lying, don't you? Not me, I've done my research and here are the results. This study was not funded by a government grant but by keeping my ears open and in some cases my mouth shut. That's the way you learn. Honest!

So to begin at the beginning, they lie to you or anyone who asks about the size of their sugarwood pile. "Must have 50 or 60 cords

anyway, maybe more." Of course the woodshed won't hold more than 25 cords at the most, so where in hell is the rest of it? See I told you. Big lies.

Then we go on to the number of taps they have. They probably don't know anywhere near, but that doesn't stop them from telling you some number and it's a big number and it's another lie. That big old tree blew down and there are three taps there that are gone and you found two leaky buckets one afternoon and slung them into the brush. Sugarmakers add but they never subtract.

Then we come to the quantity of syrup that they make. If you notice, they have their tongue in their cheek and won't look you in the eye when they tell you, "We had a real good year" and then tell you the biggest lie of all. "Must have made a thousand gallons." How do you put a thousand gallons in 20, 30-gallon drums? Aren't they awful? Just can't tell the truth.

On with our findings. The biggest whopper comes in the quality of their syrup. "Shucks, our syrup was so light colored, must be at least two grades better than Fancy. It looked like boiling butter."

Bull. There is no grade above Fancy in the color kit. So Fancy is Fancy and that's that. Honesty is not one of the big things with sugarmakers, let me tell you!

But I must admit that they are a democratic bunch. They not only lie to their friends, neighbors, and relatives but they probably lie to the IRS, too. Wouldn't want to leave anyone out now, would we? ➡

This kind of concludes the results of my study and I think I have defended by conclusion.

These people are not bad people at all. You can let them borrow your tapper, even lend them your pickup. They could be trusted with your money or your life or your

beer. But don't believe a word they tell you about sugaring. They have some trouble telling the truth. I should know, I'm a sugarmaker, too.

Permission to reprint this article given by Loudon Young and the Chronicle.

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March 12-13, 1994
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MAINE MAPLE SUNDAY

March 27th, 1994
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GEAUGA COUNTY MAPLE FESTIVAL

April 7, 8, 9 & 10
Those interested in entering the syrup competition or desire additional information contact: Geauga County Maple Festival, PO Box 124, Chardon, OH 44024

VERMONT MAPLE FESTIVAL

April 22, 23 and 24, 1994
St. Albans, Vermont
For information call: 802-524-5800

THE AMERICAN MAPLE MUSEUM ANNUAL FESTIVAL AND HALL OF FAME INDUCTION

May 14, 1994
Croghan, New York
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Owner	Mayotte's Maple Products — RD 1, Box 1300, E. Fairfield, VT 05448	802-849-8810
VT	Carl Blasdel — PO Box 33, Gilman, VT 05904	802-892-6108
	Martin Collins — RFD 3, Putney, VT 05346	802-387-5757
	Nate Danforth — US Rte. 2, Box 2848, E. Montpelier, VT 05651	802-229-9536
	Hilton Foote — Cornwall Cider Mill Rd., Middlebury, VT 05763	802-462-2472
	Palmer Hunt — Box 304, Jeffersonville, VT 05464	802-644-5627
	Lamphere Enterprises Inc. — PO Box 37, McIndoe Falls, VT 05050	802-633-4495
	Raymond Kinney — HC Box 304, E. Berkshire, VT 05443	802-933-4627
	Gerald Masterson — RD 1, Box 1280, Bristol, VT 05483	802-453-2028
	William Moore — RR 1, Box 190, Morgan, VT 05853	802-895-2764
	Mountainside Orchards — Box 337, Hardwick, VT 05843	802-472-5973
	Peter Purrington — RD 1, Box 190C, Richmond, VT 05477	802-434-4365
	Gary Rapanotti — PO Box 828, Springfield, VT 05156	802-885-3376
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	Richard Moore — Sunnyside Maples, RD 8, Concord, NH 03301	603-267-8217
	Frank Owen — 35 Bridge St., Colebrook, NH 03576	603-237-4432
	Ted Young — Merrimack Farm & Country Store, Main St., Bradford, NH 03221	603-938-2211
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WI	Jeff Nordby — Prance Farm, WI 54762	715-455-1529
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IN MEMORIAM

VIRGINIA BACON

Virginia (Hunt) Bacon, 69, of Dublin Road, died December 2, 1993, in her residence.

She was born in Winchendon, Mass., the daughter of Philip and Emelia (Martin) Hunt. She graduated from Conant High School in Jaffrey in 1942.

Mrs. Bacon and her husband were involved in the ownership and operation of The Ark Hotel in Jaffrey Center from 1943-65.

Later she worked at Monadnock Community Hospital in Peterborough in the payroll and per-

sonnel department for five years.

She worked in the registrar's office and became acting registrar at Franklin Pierce College in Rindge until 1973.

At that time she and her family opened Bacon's Sugar House Drive-in on Dublin Road.

Mrs. Bacon was involved with the development and sales of The Bacon Jug for maple syrup, and was involved with the operation of Bacon's Sugar House until her death.

IN MEMORIAM

GORDON BROOKMAN

Gordon Brookman past chairman of the NAMSC and the New York State Maple Producers Association passed away suddenly November 17, 1993 at his home in So. Dayton, New York. Gordon is survived by two sons, Roger and Dennis and 4 grandchildren.

For many years Gordon was the New York delegate to the NAMSC serving as chairman in 1978 and 1977. He was president of the New York State Maple Producer Association for many years. He managed the Erie County fair booth for Western New York Maple Producers Association for several years.

Gordon was instrumental in es-

tablishing the IMSI, traveling many times to Vermont and Canada to attend meetings for the development of this organization.

In 1966 Gordon undertook the responsibility of managing the New York Farm Bureau Marketing Co-op Maple Program purchasing syrup across New York State assuring the producers a high price for their bulk syrup.

Gordon's many years of dedication to the maple industry will be sadly missed by all of us. Any memorials may be made to the American Maple Museum, Croghan, NY, where Gordon is in the Hall of Fame.

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FOR SALE: 70 acre, 1200 plus tap sugarbush, New Trailer \$89,000, Harrisville, NY 717-636-2840.

FOR SALE: Small Brothers stainless steel front pan 72" x 48" used one season. \$750.00. 603-399-4981

NUTMEG NEWS

By Jerry Milne

The 17th annual meeting of the Connecticut Maple Syrup Producers Association was held on November 6, 1993 in Simsbury. The program included tours of the sugarhouses of Ronald Kasulaitis, Hugh Brown, and Ray Leonard, Jr. The afternoon session featured a presentation by Joseph Bonelli, a tax specialist with Farm Credit, on tax laws that affect sugarmakers. In addition, a representative from the CT Department of Agriculture discussed the new Agricultural Directional Signs program in which farmers may install, after approval by the Departments of Agriculture and Transportation, signs on state highways directing motorists to their farm.

The next meeting will be the spring workshop on January 15, 1994 at the University of Connecticut in Storrs.

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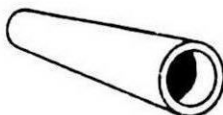
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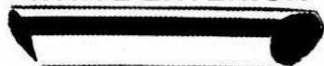


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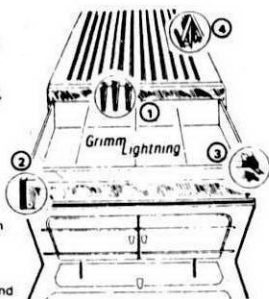
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