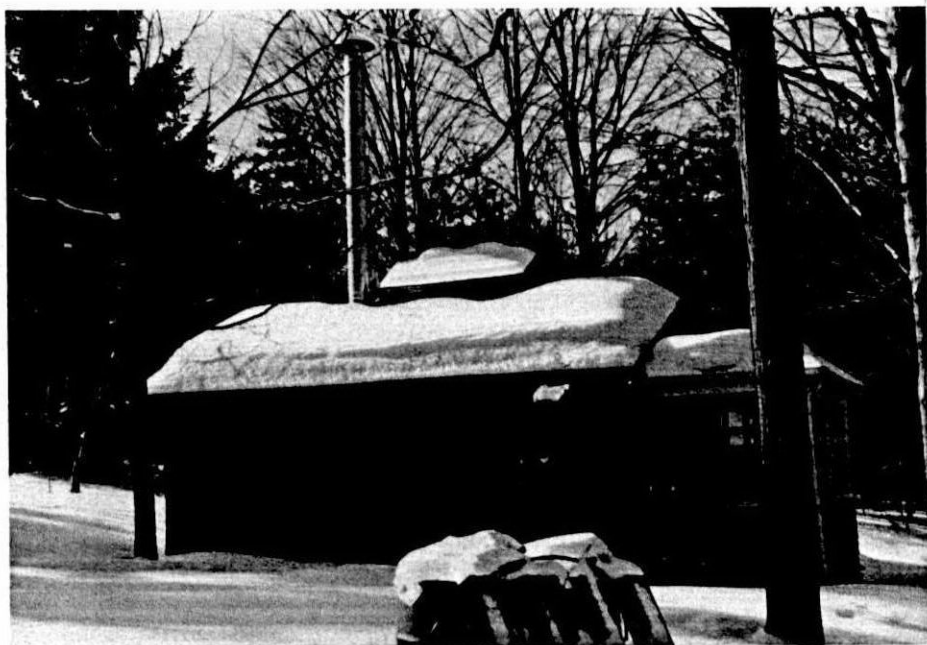


MAPLE SYRUP DIGEST



VOL. 6A, NO. 2

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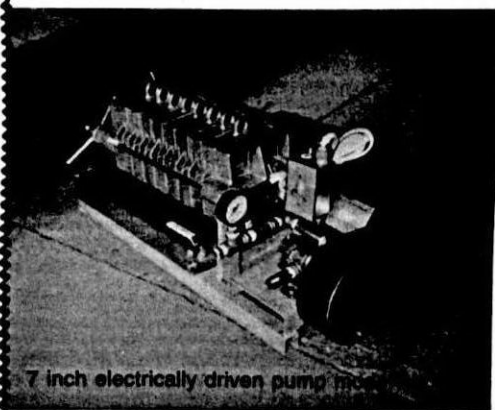
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The Massachusetts Maple Producers Association is delighted to be hosting this year's meeting. We have arranged for numerous events, demonstrations, producer workshops, dealer displays, and tours to interest everyone from the novice sugarmaker with a handful of taps to the largest producers. Even those who just love the taste of pure maple syrup will enjoy this annual gathering.

West Springfield, located near the intersection of the Massachusetts Turnpike and Interstate 91, is easily reached by car, train, or plane. It's only 20 minutes from Bradley Airport in Connecticut; a two-hour drive from central Vermont, New York, Connecticut, and New Hampshire; and a short day's drive from Maine, western New York, Pennsylvania or southern Canada.

This is a great opportunity to learn, meet, mingle, have some fun, and see the latest products. Various events have been planned for each of the five days. Tours of a maple jug manufacturer, a candy box manufacturer, a dairy processing plant, an indoor fish farm, and a candle factory are a few of the planned trips. Also available are a Boston Harbour tour and visits to Old Deerfield Village, local sugar houses, historic sites, shopping areas, and cultural events. The nearby towns of Amherst, Northampton, and Springfield offer many other attractions, as do the lovely villages in the foothills of the Berkshires. Attendees are welcome at any of the meetings and technical sessions of the North American Maple Syrup Council and the International Maple Syrup Institute.

Have some questions? Just complete and mail us the form below and we'll send you more information. We hope you'll plan to join us in October.

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NORTH AMERICAN
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COVER PICTURE:

Ed DeBoer's Sugarhouse in Kirkville, NY.

GREETINGS FROM YOUR PRESIDENT



The sugaring season is over. It was short, sweet and plenty of maple syrup was made. Most States and Provinces report a good to above average crop.

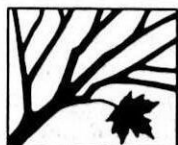
Upon writing we are returning from the IMSI meeting, which was held in Montreal, Canada. The final total looks like the U.S. produced 15 million pounds. Quebec Province produced 55 million pounds. Other provinces produced about five million pounds. Which gives about 75 million pounds from the industry.

This looks like a lot of syrup, which it is. But through the efforts of all the promotion of pure maple syrup around the world, the surplus of syrup has been greatly reduced to 10 million pounds. So that the 75 million pounds produced this year, is just a little over a years supply.

Plans are well on the way for the annual meeting to be held in West Springfield, Massachusetts. I would like to encourage you to make plans to attend.

Hope you had as good a maple season as we did. 🍁

Your president,
Richard Norman



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FROM THE EDITOR

Another maple season gone! We had a decent year—not like some of the reports I have gotten about making 1/3 to 1/2 gallon to the taphole.

Some people are still sending dues money and correspondence to Lloyd Sipple. It has been nearly 4 years since I took over and I know that Mary Lou would like to stop receiving Digest material.

The Digest subscription rate was increased to \$5.00/US, \$7.00/Canadian per year on January 1, 1993 and yet we continue to receive \$3.00 for 1 year or \$6.00 for two years. I sent a few back, called some and then decided to just give them the issues that they paid for.

It is important that you check your mailing label for expiration date.

SF94 means: subscription expires Feb. 1994.

SJ94 means: subscription expires June 1994.

SO94 means: subscription expires Oct. 1994.

SD94 means: subscription expires Dec. 1994.

This only applies to those people who subscribe to the Digest and not those who receive the Digest through an association.

Once again I am leaving for the summer. Back to Alaska. I will be home the last week in August.

Have a great summer, I know I will! ♣

Editor

THOUGHTS FROM YOUR IMSI PRESIDENT

The results are not all tabulated at the time of this writing, but from preliminary reports, we may be faced with one of the largest maple crops in history. We could look on this as negative, but it is a whole lot easier if we look at it as a blessing. We have a plentiful supply to market. Our industry is geared for promotional endeavors. We have the experience of being overwhelmed with syrup and how to sell under a surplus situation. All we have to do is be positive, roll up our sleeves, package that syrup attractively, sell with all our efforts, stay together, don't cut prices, and promote with all our hearts. We can do it.

It will be very important for all of us to support the new IMSI Promotion Board. This board is in its infancy, but has demonstrated with the recent international generic public relations campaign just how effective it can be. This last fall with the help from Agriculture Canada, the IMSI conducted an extensive promotional effort for pure maple syrup. It made us proud to be part of this industry. We need more of this and with your help it will happen. With Quebec leading the way, Provincial and State Promotion Boards are



A REMINDER

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being formed and will provide assistance to the IMSI Promotion Board. The challenge is there; Quebec you must lead in this effort. Quebec, demonstrate your leadership in promotional funds through the IMSI, and the rest of the maple syrup industry will contribute with you.

So with all that syrup, we have our job cut out for us. We can handle it. Let's go to work. We will talk again in October. Have a wonderful summer, smell those flowers, walk a beautiful path of Mother Earth, put a bounce in your step, keep your heads high, and put a song in your heart. The rest will take care of itself. ♣

Lynn Reynolds

1994 NEW YORK STATE MAPLE TOUR TO BE HELD IN WYOMING COUNTY

The New York State Maple Tour is held in a different part of the state each year. This year Wyoming County has been selected as the tour host. The tour is scheduled for July 25th and 26th a Monday and Tuesday. Cornell Cooperative Extension and the Wyoming County Maple Producers Association are working together to plan and manage the tour.

The tour will be conducted from the North Java Fire Hall on Rt. 98 in North Java. The fire hall will host the trade show, registration, the banquet, plus breakfast and lunch on Wednesday. The tour will begin with registration on Monday morning the 25th followed by visits to several sugar houses in the North Java area. Around noon the participants will take a ride into history

behind a steam locomotive on the Arcade and Attica Railroad. Boarding in the Java area and heading to Arcade as they enjoy lunch on the train. In the afternoon maple sites in the Arcade area will be toured before heading back to North Java for the evening banquet. The Monday evening banquet will feature a buffet dinner followed by a most interesting program. Eric Randall will MC the evening program featuring Pat Leimbach. Pat is a farm wife, writer for the "Ohio Farmer" and well known country humorist or comic. Many have found her speeches and humor outstanding.

Tuesday will begin with breakfast at the fire hall followed by touring maple sites till noon. Lunch will be a chicken barbecue and more touring of maple sites into early afternoon. The sites to be toured will be listed in the registration materials being sent out in June or available on request. The number of taps will range from a few hundred to over 10,000 and stops will include vapor compression, reverse osmosis, mechanized wood handling, scenic settings, sugar kitchen, fertilized woodlot, and many other interesting things to see.

Further information and registration materials available by calling Cornell Cooperative Extension of Wyoming County at 716-786-2251 or write 401 North Main Street, Warsaw, NY 14569. ♣

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VERMONT NOTES

By Ray Foulds

UVM Sugar-on-Snow

The Vermont Maple History Committee, a Sub-Committee of the Vermont Maple Industry Council, celebrated its eighth year of successful operation on April 18 with a sugar-on-snow party at the Bailey/Howe library on the UVM campus. With one objective to commemorate the Dean Hills' Sugar-On-Snow Party, which had been held at UVM for several years during the 1940's, the Party featured servings of sugar-on-snow from syrup made at the Proctor Maple Research Center in Underhill; speeches from Dean Hills' modern counter-part and others; music from fiddlers, guitarists, and accordionists from northern Vermont; and radio and TV broadcasters.

Changes in Leadership—V.M.I.C.

During the past year the Vermont Maple Industry Council, which was organized in 1956 by Joseph Carrigan, Fortis H. Abbott, Bill Clark, and others to promote better cooperation in the industry and to solve industry problems, saw a change in leadership. Sam Cutting III, who had acted as Chairman for over 10 years, stepped down and was replaced by David Marvin of Butternut Mountain, Johnson, Vermont. Cutting continued as Vice Chairman; and Larry Myott continued as Secretary-Treasurer.

G.H. Grimm Co.—History

A History of G.H. Grimm Co. has been completed by Ray Foulds with the help of Phil Moore and John Record. It begins with the Company's formation in Ohio in the 1890's and ends with its present location in Rutland,

Vermont and ownership by Leader Evaporator Company of St. Albans. A copy of the history has been filed in the Archives, Special Collections, Bailey/Howe Library, UVM, Burlington, Vermont 05405. ♣

ARTHUR E. MERLE RECEIVES AWARD

Arthur E. Merle, Jr. of Attica, NY received the Charles Hubbell Award for outstanding dedication to the Maple Industry in New York state, during ceremonies at the NY State Maple Festival in Albany, May 6, 1994. Arthur and his family have 10,000 taps in their maple operation in Wyoming County. Art was the first president of the Wyoming County Maple Producers Association, holding that office for 20 years. He was NAMSC president in 1988-1989, and was inducted into the American Maple Museum Hall of Fame in 1988. Arthur is secretary/treasurer of the NY State Maple Producers Association, a post he has held since 1975. Congratulations Art! ♣



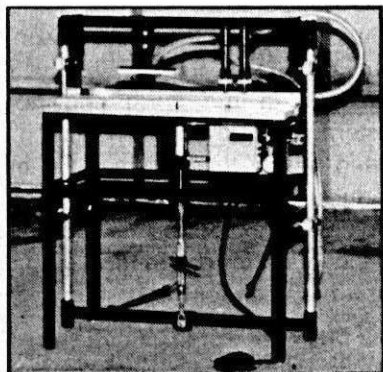
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MAINE NEWS

By Vicky Schmidt

The late winter and spring of 1994 have been eventful for the pure maple syrup industry in Maine. The high volume of snow and colder than seasonal temperatures prolonged the season for many producers. Sugar content of sap, especially in the north and northwestern parts of Maine, has been reported higher than average for most producers.

Maine Maple Sunday was the typical snowy stormy day in most of Maine that it has been for the past few years. Even so, sugarmakers in this years celebration reported "crowds as big as ever". Deering Ice Cream Company donated ice cream to serve with hot syrup. The donation helped make the day a success for everyone involved.

Other business topping the spring season was news that Maine, along with Vermont has been granted exceptions from the Federal Education, Nutrition and Labeling Act. Though final documents have not been received, we have been told the exemption will allow us to keep our Maine grading standards, which are stricter than the Federal grading standards. Our state will still have to file papers with the USDA to document reasons to support the exemption, but the issue of keeping our State's grading standards in place seems to be resolved in the best interest of our State's pure maple syrup industry.

The Maine Maple Producers has also notified the Northern Forest Lands Council of the importance of the pure maple syrup industry to the State of Maine economy. The Northern Forest Lands Council has been working for many years to research and document

the resources of the northeastern forests. The draft report, with some recommended management options was recently released for public comment. Though the northeast forest land study included major portions of Maine, New Hampshire and Vermont, no mention of the economic impact of pure maple syrup, and the hardwood forests associated with it's production, was made in the final draft. MMPA wrote a synopsis of the Maine industry and forwarded it on to the Council for inclusion in their final report.

Summer and fall projects for MMPA include monthly meetings, the Sidney Fair and Maine Farm Days in August, and Fryeburg Fair in October. We have a few new projects on the burner so look for updates in the next Digest! Till then, here's hoping for a good summer with lots of good syrup sales!♣

CONTRIBUTORS

Contributors to the University of Massachusetts Special Research on the Detection of Flavors and Adulteration are as follows:

Bolduc Maple Products.....	\$ 500.00
Delta Foods (John Hyndman).....	500.00
Leader Evaporator Company (Gary Gaudette)	250.00
Maple Sugar Producers of Quebec	1,000.00
David Marvin	250.00
McLure Honey and Maple	400.00
Lynn Reynolds	250.00
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John Roth	250.00
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Turkey Hill (Michael Herman) ...	250.00
Wagner's Maple Products (Dale Jefferey)	200.00
Wisconsin Maple Syrup Producers Association	250.00

MAPLE NEWS FROM OHIO

By Tom Hoffman

In the middle of the hardest winter in over a decade, the first sign of spring arrived in the form of the Ohio Maple Institutes. Everyone enjoyed discussing the upcoming sugaring season even though poor road conditions kept attendance below last years numbers. The program was presented January 25, 26 and 27 in Mt. Gilead, Fredericksburg and Middlefield.

Sumner Williams discussed sap storage and processing, explaining the most recent changes they have made at the Proctor Maple Research Center. By utilizing the latest technology in efficiency enhancing equipment they are able to produce over 60 gallons of syrup per cord of wood.

Randy Heiligmann reported on Facts and Myths regarding determining the proper time to tap. A detailed explanation of maple tree physiology prior to and during a sap run helped everyone understanding what weather conditions result in the best sap flow. Combined with historical weather data this information will help us decide when to tap.

Greg Passewitz and Larry Ault presented information regarding the economics of producing maple syrup. The cost of producing syrup was discussed for different sized operations. The results indicated that after considering fixed costs, the larger operation had a greater profit margin.

Sugaring season arrived in Southern Ohio in mid February with less than ideal weather. Reports indicate a 60%-75% crop due to a lack of freezing weather. Central and Northern

Ohio did not receive a good run of sap until early March and then they occurred repeatedly until early April before turning buddy. Most producers experienced problems with overflowing buckets and tanks. Running out of firewood was a common complaint. Sap sweetness was above average all season with light syrup being produced all season. Very little medium and dark syrup was made. One and a half to two times an average crop was reported.

Ohio Maple Producers are planning for the coming year with participation in "BIOHIO" at the Ohio Agricultural Research and Development Center in July, The Ohio State Fair in August and Paul Bunyan Days in the Fall. Watch for details on our Fall Tour in an upcoming issue of the Digest.

The 65th Annual Geauga County Maple Festival was held the weekend after Easter with cool, damp weather. Friday's award luncheon included new inductees into the Geauga County Maple Hall of Fame. Audre and Evelyn Blair made syrup in the area starting in the 1930's. Members of Grange, Farm Bureau, and Newbury Community Church, they have served the Geauga County Fair Board for 52 years and advised dairy and sheep 4-H clubs. Charles A. Haas was County Extension Agent starting in 1936 and was instrumental in starting Forestry Day, the County Soil Conservation District, The Geauga County Maple Festival and 4-H Camp Whitewood. He later became Extension Supervisor for the northeast section of Ohio and Assistant State Program Leader until he retired in 1970.♣

CLARENCE COONS OF ONTARIO RETIRES

Clarence Coons was raised on a dairy farm in Peterborough County. He attended elementary and secondary school in Lakefield and in 1964 he graduated with a Bachelor of Science in Forestry from the University of New Brunswick.

He worked for the Provincial public service in private land forestry from graduation until December 1993 when he retired. After 20 years with the Ministry of Natural Resources, he was seconded to the position of Provincial Agroforestry Coordinator with the Ministry of Agriculture and Food.

Clarence has written many articles related to private land forestry. He co-authored the Provincial Green Paper entitled "Private Land Forests—A Public Resource". Also, he authored the very popular publications "Sugar Bush Management for Maple Syrup Producers" and "Supplement Your Heat with Wood". Since 1984, Clarence has worked closely with maple syrup producers assisting them by providing advice in sugar bush management. He has also been a keen supporter of

Christmas tree growers, nut tree growers and woodlot and sawmill operators in Ontario.

His work in the maple industry has been recognized Internationally. In 1986 at Rutland Vermont he received an "Award of Merit" from the North American Maple Council for his valuable contribution to the maple industry. In 1991, Clarence was inducted into the North American Maple Hall of Fame at the American Maple Museum in Croghan, New York. He is one of only four Canadians to hold this honour.

Clarence is recognized as a forest historian. He has done considerable research into the history of forestry in the Ottawa Valley.

Clarence has not yet fully determined his plans for the future. His retirement will provide him with more time to spend with his family after holding a very busy and demanding job for many years. We will be watching for an active maple operation as we pass by the Coons farmstead west of Kemptville. Clarence will enjoy his retirement with his wife Joyce, their daughter Wendy, and their son Don. ♦

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NEW YORK NEWS

By Marion Wells

The 1994 maple season in New York was varied, to say the least. Depending on who you talked to, the season was fair, average, or perhaps great. Large amounts of snow hampered getting to the trees early in the season. Especially heavy snowfalls across central New York, and stretching north to Lake Placid, made getting taps set quite a chore. No big runs seemed to occur but respectable flows were harvested. Sap sweetness seemed to be up, with accompanying amounts of sugar sand. Two things most producers agree on — quality was excellent, and this year was a vast improvement over 1993. We'll have to wait for the agricultural statistics service reports to see just how good 1994 turned out to be.

By the time you read this, several major maple events will have taken place. The NY state maple festival at Albany was held May 6, 1994 in West Capitol Park. Maple producers from all parts of the state set up shop to display

their products. An "all New York" pancake breakfast was served all day long.

Other maple events included the Schoharie County Festival at Cobbeskill. This was the 29th annual affair. A large crowd coupled with perfect weather helped make this a successful day. Additional maple festivals were held in Allegheny County, Cattaraugus County, Cortland County, and Albany County.

The American Maple Museum in Croghan, NY held its opening day on May 14th. In addition to opening its doors for another season, it honors two persons elected to its Hall of Fame. Plan to visit the museum this summer for a unique experience!

Additional maple events later this summer are the NY maple tour in Wyoming County on July 25 & 26. Make plans early to attend—its bound to be an excellent tour! If you are in the Syracuse, NY area in late August, you won't want to miss the maple exhibit in the horticultural building at the state fair.*

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SUGARING

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The sugarhouse waits, closed and
bared,
Its cupola vents shut tight.

Idle now its equipment stands
Waiting for the caw of crows,
The signal to ready, buckets and pans,
For the sap that from the maple flows.

Standing ready, the arch to glow
With burning embers from the pit,
Next to the shed in an orderly row,
Five cords of wood, cut and split.

The oxen in their stalls go round
As if they know from the length of day,
With the yoke they'll soon be driven
down

To the sugar bush to make their way
Through the trees, with vat and sled,
Over the snows to haul the tap,
Then back to the sugarhouse, be led,
Emptying loads of liquid sap,

Into tanks and pans to evaporate.
The boiling point plus seven degrees,
Sweet syrup from raw sap creates
And water from the syrup frees,

To fill the air with smoke and steam,
A mellow mist, to rise and vent,
A misty beacon to be seen,
To tell the world it's our intent

To boil as long as there's sap to flow,
As long as the weather will fluctuate,
As long as cold nights, to warm days go
And freezing and thawing alternate.

Into the arch the wood we'll throw,
Into the pans we'll pour the tap,
Back and forth to the bush we'll go
Straining our backs with buckets
of sap,

Only pausing to filter and can,
Testing the color and density

Of completed syrup from the pan,
Light amber our wish and propensity.

To buy, and provide what we earn,
Friends and neighbors will come and
go,
For many a chance to yearn or learn,
For the children maple poured on
snow.

One day the spouts will cease their
drip,
Too warm, there'll be no more sap,
To the bush we'll go on our last trip,
To gather the buckets, spouts and
caps,

To bring them back to clean and store;
Then more our of habit, than of
reason,
The vents we'll close and bar the door,
To await the flow of another season.

—Gerald Griffin

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REFLECTIONS

By Neil Wright

I was born in a north slope farm in Osceola, Lewis County, July 30th, 1917. My father, a farmer in summer and teamster in lumber camps in winter, passed away before I was five years old, leaving my mother with four children to raise.

Mother was very fortunate to find a buyer quickly, and we ended up in a house in the village after two moves.

Osceola to some people is "just a hole in the ground," which means we had plenty of hills. The hill in back of our house was pasture at an elevation of about 50 feet above the valley, with a small grove of ten to fifteen hard maples.

About the time I was nine or ten years old, my mother told my brother (who was two years older) and myself if Mr. Stephenson, the owner of the trees, would let us tap them we would make our own maple syrup. It was agreeable with him so away we went.

We were able to get spiles from an uncle and probably buckets (I don't remember what we had) also from an uncle.

I recall making a path across the meadow and up the hill to the trees, gathering the sap, then slipping and sliding down the hill—with many a time emptying some of the sap down our boots. We boiled the sap in the back yard and then into the house for finishing.

The first runs were canned in glass canning jars, then mother would make a crock of soft sugar (as I remember about three or four gallons). This was kept in the cellar and was a good

spread for homemade bread when we came home from school.

The last process was making vinegar for the year. Three gallons of sap was boiled down to two gallons, then put in the ten gallon vinegar barrel up in the attic. Of course the mother that causes the vinegar to ferment stayed in the barrel from year to year.

I never remember going to the store to buy vinegar when mother made pickles in the fall from a large garden in back of the house. Most of our living came from the garden, with the exception of wild raspberries, blueberries, and blackberries. These were also canned with maple syrup, diluted about three or four to one, with water.

A barrel of apples sent to us by a relative from the apple country also was a coveted item, and many were consumed with popcorn around the living room stove in the evening. We also raised the popcorn (no one had heard of Orville Redenbacher yet).

We left Osceola when I was twelve years old to go to Camden so we could go to high school since there were no busses at the time. I was in the seventh grade and my sister and older brother were in high school. It was mother's aim that all of us were to have at least a high school education. Three of us went on to college.

I know we had maple trees when we lived in Camden, but the memories are not so vivid (I was too busy with scouts, sports, etc.).

After three years in lumber camps, or whatever job to fill in between, I



went on to college. After ten years of sailing around the world twice (a quarter of a million miles) and hauling over a third of a million barrels of oil for our warships, I came home and eventually ended up in the fuel and heating business.

Syrup making came in as a fill-in for spring, when it was too early to install equipment and the fuel sales dropped off.

Now, at 76 years and after 40 years of making syrup, I find it more that I can do to climb the mountain, stretch the tubing, gather the sap, and boil it down.

What I have left is a lot of good memories, knowledge that few people want, a tired old body, and a lot of good equipment.

Advice is something everyone wants to give, and very few want to take. ♣

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CONSUMER TESTING OF MAPLE SYRUP GRADE NAMES

By Barbara H. James and Randall E. James

Various research studies have found that maple syrup customers know very little about maple syrup grades. One of the principle reasons for having a maple syrup grading system is to describe the characteristics of different maple syrup grades to customers. Understandable grade names would allow customers to always buy maple syrup that meets their personal taste. This research suggested consumer understandable names for table grades of maple syrup.

The research was conducted in two parts. Part one used three focus group interviews, small groups of maple syrup customers, to determine characteristics consumers could use to distinguish between maple syrup grades and to propose alternative grading names. Part two used a national mail survey of 349 maple syrup customers to test these alternative systems.

PART 1

The focus group interviews revealed that consumers use not only color but flavor to distinguish between maple syrup grades. They, therefore, concluded maple syrup grade names should not only describe the color of the syrup, but its flavor too. Possible grade names which the group felt had potential appear in Figure 1.

The suggested grade names which seemed to speak to the characteristics of color and flavor were Delicate, Standard and Hearty. Examples: delicate flavor and delicate color; standard flavor and color; and hearty flavor and color. This grading system became the candidate for the consumer test in Part 2.

PART 2

Four sets of maple syrup grade names were tested. The systems tested appear in Figure 2. The Vermont system was included because it has a long history of effective maple syrup marketing.

FIGURE 1

USDA SYSTEMS	GRADE A		
Suggested Names	LIGHT AMBER	MEDIUM AMBER	DARK AMBER
	Light	Medium	Hearty
	Delicate	True	Robust
	First Run	Standard	Strong
	A	Second Run	Thick
	Light Amber	Main Run	Last Run
		B	Heavy
		Medium Amber	C
			Dark Amber

A mail questionnaire tested respondent's ability to match descriptions of maple syrup flavor and color with grade names. The correct answers were as follows:

"A pale golden syrup with a mild flavor" for the lightest grade.

"A golden syrup with the customary maple flavor" for the medium grade.

"A deep golden syrup with a strong flavor" for the darkest grade.

It was found that the "focus group suggested" grade name system was clearly the

FIGURE 2

Maple Syrup Grade Names Tested

	Set 1	Set 2	Set 3	Set 4
	<u>Current USDA</u>	<u>Focus Group</u>	<u>Bogus</u>	<u>Vermont</u>
Lightest Grade	Grade A Light Amber	Delicate	Prime	Fancy
Medium Grade	Grade A Medium Amber	Standard	Choice	Grade A Medium Amber
Darkest Grade	Grade A Dark Amber	Hearty	Good	Grade A Dark Amber

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most understandable by maple syrup customers. Forty-four percent of the respondents correctly matched all three grade names with the appropriate characteristics. Twenty-five percent matched the USDA system and twelve percent matched the Vermont system (Figure 3). Since a very small number of people were able to match the bogus system it was dropped from the analysis.

Individual names for grades from each system were compared. The name "delicate" from the focus group system was far more understandable than the other names for this grade with 71% of the respondents able to make a match. "Fancy" was the least understandable. The name "Standard" from the focus group suggested system was the most understandable for the medium grade syrup. "Grade A Dark Amber" used in the USDA system was as understandable as "Hearty" in the Focus Group system for the darkest grade. Since Vermont was the state system tested, the surveys completed by Vermont residents were further analyzed. It is important to note that only six percent of the respondents (20 people) were Vermont residents. Forty-five percent of the Vermonters were able to match the term "Fancy" to its correct descriptors, however, 80% were able to match the term "Delicate."

IMPLICATIONS

Maple syrup is a relatively expensive sweetener. Any marketing tool that can be employed to reduce customer confusion and possible disappointment with the product is of real benefit to the maple syrup industry. The data overwhelmingly shows that, of the systems tested, the focus group suggested system is the most understandable. The U.S. maple syrup industry work with the Canadian industry to



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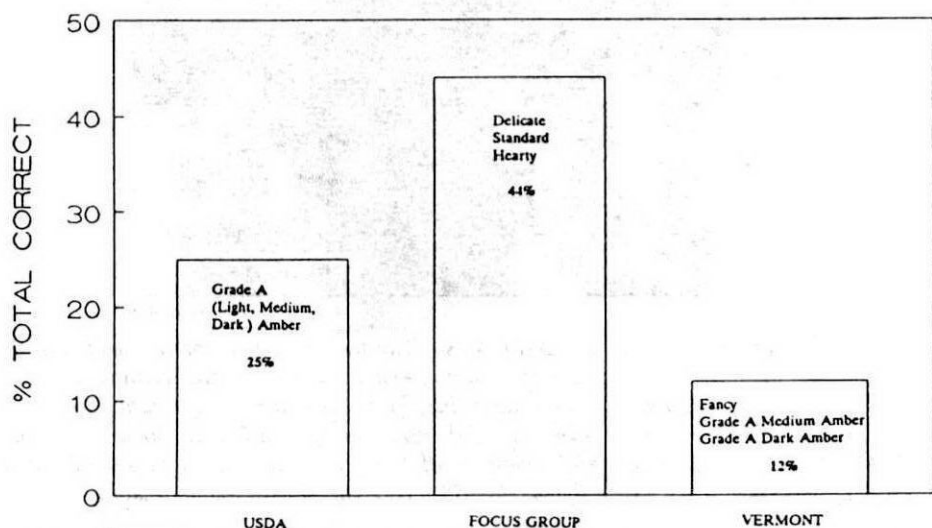


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FIGURE 3

Percent of Respondents Matching All Grade Names In A System
With Appropriate Color And Flavor Characteristics



either replace currently used grade names with the focus group suggested name or at the very least include the terms Delicate, Standard and Hearty in the grade names. ♣

Barbara H. James is Associate Professor, Extension Agent, The Ohio State University Extension. Randall E. James is Associate Professor, Extension Agent, The Ohio State University Extension.

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VERMONT WELCOMES SPRING— GOVERNOR TAPS FIRST TREE



Larry Myott photo

Vermont Governor Howard Dean, MD struck "sap" for the first time in many years during the annual Governor's Tree Tapping ceremony in mid-March. Dean (left) and Vermont Commissioner of Agriculture George Dunsmore taste the sap that tested 5% sugar during the event. Franklin County Vermont sugarmakers hosted the event in Fairfield Center. About 300 school children, tourists, sugarmakers and members of the press participated in several events including snowshoe races, horse drawn sled rides and sampling of maple treats. ♣

VERMONT SUGARMAKERS PRESENT AWARDS

At the annual meeting of the Vermont Maple Sugar Maker's Association, during the Vermont Farm Show, Larry Myott, Vermont Extension Maple Specialist was honored as "Maple Person of the Year."

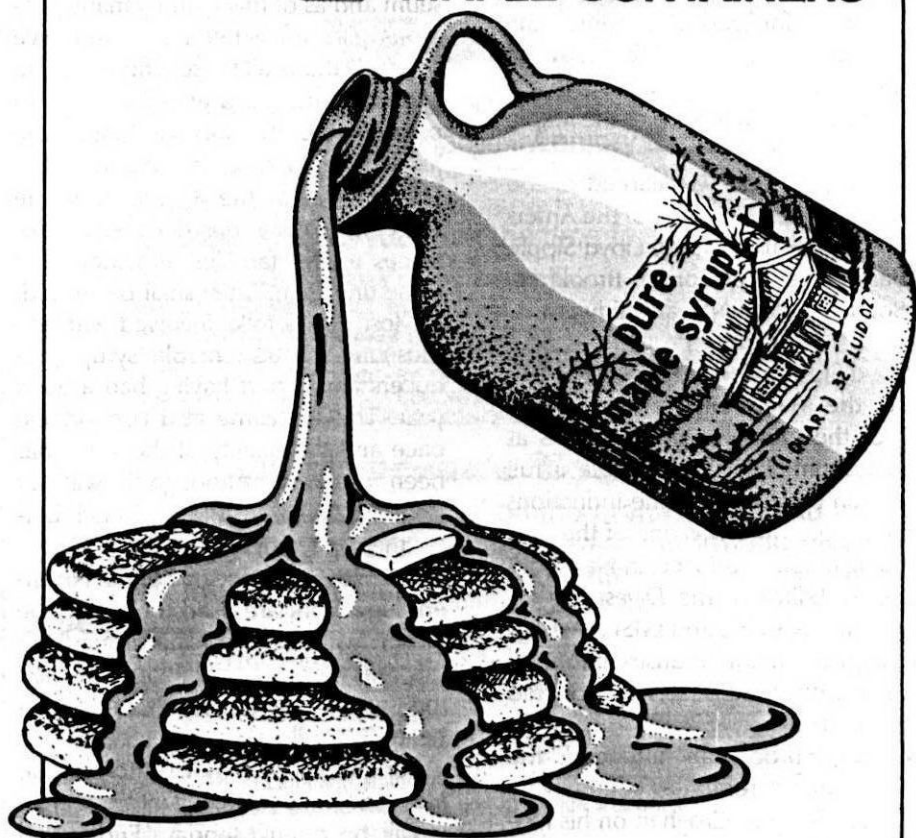
David Marvin, Chair of the Vermont Maple Industry Council presented the award citing Myott's commitment to the industry. He noted his efforts in providing quality educational opportunities to sugarmakers, including the Maple Mainline Newsletter, January maple meetings, and Maplerama. Mentioned in the presentation was the Maple Bus Tour to Nova Scotia for the 1993 NAMSC meeting.

Arthur and Emily Packard of Essex Jct. were honored as the "Maple Sugarmakers of the Year." President Bill Clark presented the award. Clark spoke of the families commitment to the industry and involvement in the state and local associations over the past twenty years.

The Presidents' Award is an award that is presented each year to an individual who has made outstanding contributions to Vermont and the industry. VMIC chair David Marvin and VMSMA President Bill Clark presented the honor to Sam Cutting III of Ferrisburgh. Cutting served as chair of the Vermont Maple Industry Council for nearly 20 years and has been a strong voice in the development of maple policy in Vermont. He has also been a leader in the Vermont Maple Promotion Board. ♣

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YOUR AMERICAN MAPLE MUSEUM

By Fred Schneider, President

Ceremonies marking the annual opening of the Museum will have taken place by the time this reaches you. I can report that James A. Bochy of Somerset, PA, and Kenneth E. Bascom of Alstead, NH, have been nominated for induction into the American Maple Hall of Fame. A full report on the opening events will appear in the October issue of the *Maple Digest*.

In the past year we learned of the passing of three members of the American Maple Hall of Fame. Lloyd Sipple of Bainbridge, NY, Gordon Brookman of South Dayton, NY, and Edward A. Curtis of Honesdale, PA.

Lloyd Sipple, during his years of Editor of the *Maple Digest*, only missed one of the annual opening events at the Museum. He always wrote a full report on the Hall of Fame inductions for the *Digest* and was one of the outstanding maple producers in New York State. As Editor of the *Digest*, he attended the NAMSC and IMSI meetings and kept the maple industry informed of their proceedings. He was inducted May 16, 1981.

Gordon Brookman attended the Hall of Fame ceremonies nearly every year too, riding to Croghan on his motorcycle if the weather was good. He was active in the New York State Maple Producers Association and had served in several capacities in that organization and in the North American Maple Syrup Council. Mr. Brookman was inducted May 14, 1983.

Edward Curtis worked with the Pennsylvania Maple Producers and the NAMSC. Last fall Lynn Reynolds, then

President of the NAMSC, appointed him to the committee to select candidates for the Maple Hall of Fame. Unfortunately his demise came before the committee made it's selection for the 1994 Hall of Fame. Mr. Curtis was inducted May 19, 1984.

The families of these men have requested that memorials in their honor be made to the American Maple Museum and as of this writing, many generous gifts have been received. We sincerely thank all those who have sent contributions. It is a wonderful way to preserve the memory of those who have done so much for this industry. The trustees of the American Maple Museum express our deepest condolences to the families and friends of these fine men. They shall be missed.

Most of the folks involved with the Museum are also maple syrup producers and report having had a good year. The sap came at a comfortable pace and the quality of the syrup has been excellent. Although it was far from a bumper crop, it was much better than last year.

The maple producers here in Northern New York are used to starting the season with snow on the ground but this year there was still a lot of it when the sap season ended. It has surely been THE winter to remember.

For those who may wish to visit the Museum while travelling into our area, it will be open Monday, Friday and Saturday until July then every day but Sunday until September. Hours are 11:00 AM to 4:00 PM but tours can be arranged at other times by calling (315) 346-1107. Admission is \$2.00 for adults and \$1.00 for children.

In the gift shop we have souvenirs, sweatshirts, tee shirts and other items related to the maple industry and are



always looking for new items with a maple theme. Should you or someone you know make such things, we would be interested in knowing about them. Send a sample or photo and description along with pricing. If it is different from what we now have we may want to add it to the gift shop. The address is PO Box 81, Croghan, NY 13327.

Our thanks to all who have sent contributions. Your names will be added to the list of donors. We are also looking for unusual artifacts and books to add to the collection. Should you have something we do not have, we would like to see photos and descriptions. Photos will be returned if you wish. ♣

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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 of 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.

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Cream sugar and shortening. Add syrup and egg, beat well. Combine flour and baking powder. Add to creamed mixture. Add vanilla and mix well. Stir in oats and walnuts. Pour into greased 9" pan. Bake at 350 degrees for 35 minutes. Cut into squares while still warm. ❁



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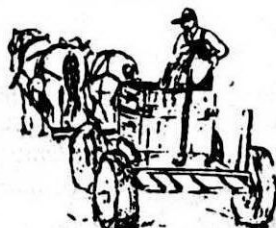
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THE CHANGING AMERICAN MARKET

By Gregory R. Paszewitz, Ph.D
and Larry Ault

MARKETING MAPLE SYRUP

Introduction

Successful Maple producers have to be good at making maple syrup. They also inform others "how good they are at what they do" by using a plan to market their maple products. The plan includes two parts: 1) Who is the market? and 2) How to successfully reach them. These two items work together.

Maple producers should develop a marketing plan which asks, "Who would want to buy my maple syrup?" and "How can I develop or package for these special people?" Once the producer defines the "who", the product can be packaged to fit that market. Give the customer reasons to buy your product. Find ways to make them want your maple product.

Target Markets for the 90's and Beyond

Target marketing improves the chance for increased sales. Age, income level, type of family and gender are a few target markets. Target markets can also be customers who shop in specific types of stores, such as grocery stores, restaurants, gourmet stores, bake shops, and roadside stands. Target customers are also groups of people who purchase maple products like candy, peanut brittle, jelly, or wine. The number of target customers is endless. *The greatest limiting factor in developing new target markets is the imagination of the maple promoter.* Targeting customers and meeting their needs helps increase sales.

Changing Family Format

Between the 1940's and 1970's, the most dominant family unit affecting the consumer market was the single income, married couple with children. Since the 1970's, drastic changes in the size, composition, and income levels of the American family have taken place. It is no longer a consumer market dominated by one household type. The market is rapidly changing into many market types. A brief summary of eight emerging household types that offer market opportunities for the maple producer are reviewed here. *The following examples are provided to stimulate thinking of possible target markets.* It is not an exhaustive list.

1. Dual income, married couples with children.

According to the United States Census for 1970 and 1990, the average income of this group grew from \$38,000 to \$50,000 per year. This is about 20% of the spending power of the American public. The outlook is for this group to increase its income and maintain its market share. This group offers the greatest potential for increased sales.

The high disposable income for this group makes it an ideal group to purchase maple products. Traditional sizes of gallons or half gallons are needed. These families are mobile. They appreciate free time and travel to events such as fairs and shows. They spend a high proportion of their income. Market your maple products at places where this group congregates and in units by size or packaging design which appeal to them. Containers of small sizes may do well at tourist locations. Maybe tins or containers de-



picting the tourist location will encourage a purchase.

2. Single income married couples with children.

This is the traditional American family. Their percent of U.S. households fell drastically from approximately 20% in 1970 to 8% in 1990. The average annual income increased, however, from \$35,000 to \$40,000. The growth rate was slower than the national average. This has been the traditional purchasers of maple syrup. But this is no longer the case because of less disposable income. "Naturalness" or "wholesomeness" of maple products is a selling point. Consider selling in smaller units. If this target group has been your main customer, re-double your efforts to continue to hold them.

3. Married couples who are childless and are under age 45.

This target market could be the most significant household type for long term sales. Average group income grew from \$33,000 to \$48,000 between 1970 and 1990, due to the emergence of a high percentage of working wives. Phrases such as "environmentally", "reusable and recyclable packaging", "health food" and "gourmet food" appeal to the group. Packaging is the premier merchandising method for selling maple products. Promotion at point of purchase and labels which indicate the benefits of buying maple syrup are the key for successful selling.

4. Empty Nesters.

This group could be defined as married couples between the ages of 45 and 64 who have no children living at home. 13% of U.S. household types were in this group in 1990. Average household income is \$54,000. Many

of the husbands are in their peak earning years and the wives also work. Gourmet foods and smaller size units are market strategies which appeal to this group. Variety packs of maple syrup and other maple products may appeal to the empty nesters. Consider different forms of advertising for this group. Catalogues and magazines are good places to advertise. Nostalgia and Americana are important to empty nesters.

5. Retired Married Couples.

Retired married couples, age 65 or older, with no children living at home comprise this group. In 1990, it was 9% of the U.S. households. The average yearly income was \$32,000. This group has purchasing habits similar to empty nesters. They just have less disposable income. Smaller units fit their needs. Gift packs of maple products are a merchandising method.

6. Single parent households.

This type of household increased to 9% of all the U.S. households in 1990 and had an average income of approximately \$21,000. Maple products appeal to parents and children in this group. Inexpensive sized units which are healthy for children are important to parents. Perhaps packaging maple straws similar to honey straws or sugar candy straws would increase market share. An affordable pricing structure is very important for this household type.

7. Young Singles.

This is people under age 45 who live by themselves. Their average income was approximately \$25,000. The number of households in this group increased from 3 to 9% between 1970 and 1990. This is an impulse group. Use point of purchase advertising and



display ads. Easy-to-use packaging also influences purchases by this group.

8. Older Singles.

This group is made up of singles, age 45 and older. 16% of all households are in the group. Their average income in 1990 was \$17,000. This group has increasing strength in the market place. They offer increased marketing opportunities. The group's greatest contribution to increasing the maple market may be their ability to make gift purchases for relatives or friends. Prudent maple producers may want to consider this market strategy. Low unit prices and attractive packaging are keys to attracting this market.

In summary, the successful maple business person must track the changing market. They must continually de-

fine new groups of people who will buy maple products and specifically design packaging to attract these new customer groups. The successful maple business person in the 1990's will have a "thought through" marketing play which will take into account various target markets, packaging options, advertising strategies and sales presentation techniques. Only by planning ahead can the maple industry maintain and **YES** increase market share in the maple and sugar product areas.♣

Gregory R. Passewitz, Ph.D. is Leader, Natural Resources & Small Business Community & Natural Resource Development, Ohio State University Extension, The Ohio State University.

Larry Ault is District Specialist, Community & Natural Resource Development, Ohio State University Extension, The Ohio State University.



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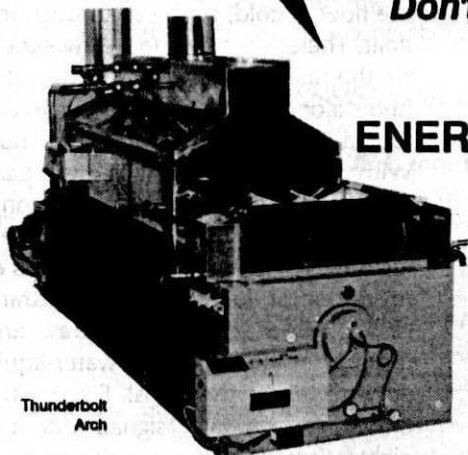
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WHY DO SUGARMAKERS SUGAR?

By Edward DeBoer

What, some may ask, would motivate someone to devote so much time and effort to an endeavor that seems to provide so little in return? This, I'm sure, is the often asked question of the Sugarmaker. The real answer may be as elusive as the Spring Peeper. Is it the feeling of obtaining something from nothing? Perhaps. Is it the monetary rewards? Probably not! Now, at the conclusion of the 1994 sugaring season, with my "crop" safely tucked away, I say with conviction: I'm glad it's over! However, I vividly recall those clear nights watching the steam rush upwards through the moonlit trees as a hoot owl called out from the nearby swamp. There were also nights when a cold and snowy northwest wind blew—I was content to be inside near the warm evaporator; its gaping mouth swallowing an armload of wood every few minutes. There was Mom's tuna fish sandwiches, salt and vinegar potato chips and clam chowder—an exceptionally scrumptious feast after gathering for several hours. And, how about the gathering? First, off to the woods on the four-wheel-drive diesel tractor with four milk cans on the back. Once filled, its back through the meadow filled with knee-deep mud. Then, up a fifty degree slope where I pray the front wheels would touch the ground instead of grabbing helplessly at the air. Finally, with the engine at full, I round the crest of the hill. The front tires once again grab deeply at the muddy earth. The tractor lurches ahead—I look back-my precious cargo is still intact! A warm, elated feeling overcome me. I made it! I make my

way to the storage tank and unload the sweet water. This process, I repeat many times over. Finally, with the last load safely in the storage tank, I retreat to the warm confines of my sugarhouse. I try to "rest" while watching and "feeding" the hungry evaporator. Overhead, bare incandescent bulbs pour down their yellow light through the rising steam. The sap cries out from the inner bowels of the evaporator only to be momentarily interrupted by the flow of cold, fresh sap through the float. There is a pronounced sweetness to the air. Steadily, the evaporator hums along—it seems to be on an automatic setting. But, I know its not! With only 1/2 inch of sap in the pans and a raging inferno beneath, it is only moments away from disaster! Or Perfection! Slowly, I abscond the fruits of my labor of love from the seething mass. Yellow as fresh cut straw and clear as mountain spring water-liquid gold-nectar of the gods! Finally, the empty storage tank signals that the nights "session" is over. Its time to sleep-then repeat the process again—as the trees dictate. Abruptly, the sugaring season ends. This is a certain let-down. I ask myself "Did I do the best I could have done?" "Did I quit too soon?" Then, I hear the peepers calling out from their mudbeds—It's over! It's over! A feeling of contentment pours over me. But, it is short lived, as the cleanup must begin.

Therefore, I would say there is no simple answer as to why the sugarmaker performs his arduous feat of magic each spring. It is all of the above. And more! We try to beat Mother Nature at her own game. We relish the challenge and are smug when we win. Whatever the reason or reasons, I know come next February, I'll be ready to do it all over again! ♣

COMING EVENTS

NEW YORK STATE TOUR

July 25 and 26

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VERMONT MAPLERAMA

July 29 and 30

Ascutney Mountain Resort, Windsor County

For further information contact: Les Motschman (802) 436-2561

PENNSYLVANIA MAPLE TOUR

September 30 and October 1

Settlers Inn, Holly PA

For further information contact Reed Burman at 717-756-2914 or write to him at RD 1, Thompson, PA 18465 or contact Ed Press at the Wayne County Ag. Ext. office at 717-253-5970, ext. 239.

NAMSC AND IMSI ANNUAL MEETING

October 19-23, 1994

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IN MEMORIAM

EDWARD CURTIS

Edward A. Curtis, 73, of Lebanon Twp., Honesdale, died unexpectedly Tuesday, Jan. 18, 1994 while working at his farm. His widow is the former Anna Mae Robinson.

Born in Siko, son of the late Henry G. and Grace Schweighofer Curtis, he was a retired dairy farmer and a life-long resident of Wayne County. He graduated from Clinton and Pleasant Mount High Schools and was a former president of both the national and Pennsylvania Maple Syrup Producers Councils. He was a former Agway committeeman and a former president of the Northern Wayne Taxpayers' Association. He was also a charter member of the Pennsylvania Farmers' Association and president of the Wayne County Wool Growers Association. He served as a Lebanon TWP. supervisor for more than 18 years and had been installed in the Maple Syrup Museum and Hall of Fame, Croghan, NY.

WILLIAM C. CAMPBELL

William C. Campbell, 82, of Route 78, a lifelong dairy farm operator and maple producer, died Thursday, October 21, 1993 at Wyoming County Community Hospital, Warsaw.

Mr. Campbell, who toured the country as a young man with a hand balancing and acrobatics act, was born in North Java,

March 27, 1911, a son of Charles David and Alice Cobry Campbell.

A former director of Wyoming Maple Producers Association, he was a charter member of the Western New York Maple Producers Association. He served more than 30 years as a director of the Buffalo, and later, Upstate Milk Cooperative of Wyoming County, was a member of Wyoming County Farm Bureau, a member and director of ASC (Agricultural Soil Conservation), a member of the American Tree Farm Systems, and Wyoming County Extension Association.

VERA LESURE

Vera M. (Hathaway) Lesure, 86, of 926 Watson Spruce Corner Road, a maple farmer, died on Tuesday at home.

She and her husband of 67 years, Linwood B. Lesure (founder of Massachusetts Maple Association, Past President of NAMSC board and member of the Maple Hall of Fame) owned and ran the Lesure Maple and Tree Farm. Their maple-sugaring abilities were well known among area producers.

Born in Chesterfield, she lived there many years, and was a graduate of Northampton High School. She moved to the Lesure family farm in 1945.

She was a secretary of the Ashfield Christmas Club, worshipped at the Chesterfield and Ashfield Congregational Churches, and belonged to the Chesterfield and Ashfield Granges.

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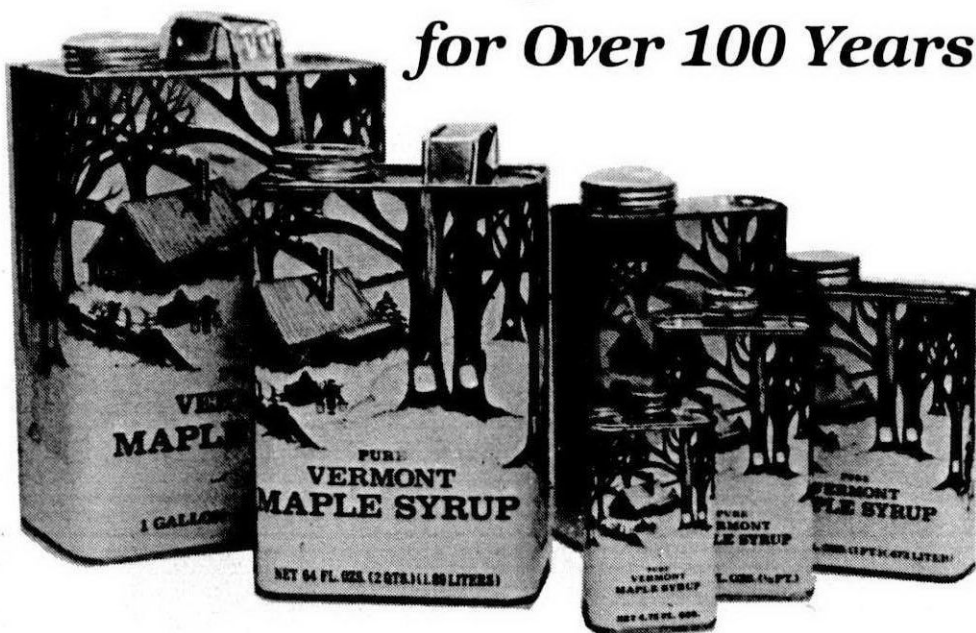
By Jacquie Dearborn

This year the Hobo Railroad in Lincoln, NH wanted a maple season theme for the tourists who ride the early spring express, so they borrowed our buckets to put on the trees along the tracks. We gently chided the GM, you really should have the spiles, too, and some "collection agents". The train could stop at each tree and sap could be poured into the tender, then heat from the evaporator could make both the syrup and power the engine. Think of the maple sales back at the gift shop!

In our area, the White Mountains, entrepreneurs are always looking for ways to attract tourists. We had several proposals to put a sugarshack on a flat-bed and make a portable boiler maple display. Unfortunately, everyone with the trees and equipment was already too busy with their own crop to attempt this. We just give the promoters the list of nearby farms and say, "Why not show them a REAL maple operation? Ain't nothin' like the real thing!" ♣

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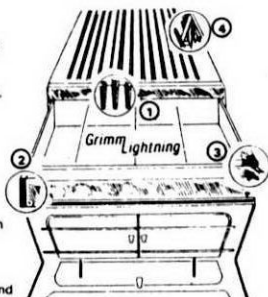
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