

# MAPLE SYRUP

# DIGEST



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## CHRISTMAS GREETINGS

VOL. 7A, NO. 4

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### FIELD EDITORS

**Connecticut** . . . Gerry Milne—203-283-9851  
South St. Ext., Plymouth, CT 06782

**Indiana** . . . . . Dan Garner—812-824-4406  
6776 W. Rockeast Rd., Bloomington, IN 47403

**Maine** . . . . . Vicki Schmidt—207-377-6275  
PO Box 282, Kents Hill, ME 04349

**Mass** . . . . . James Graves—413-625-9066  
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**Michigan** . . . Frank Majszak—616-228-5835  
R.D. 1, Baatz Road, Maple City, MI 49664

**Minnesota** . . . . Carl Vogt—612-425-3742  
10304 94th Ave. No. Maple Grove, MN 55369

**N.H.** . . . . . Jacquie Dearborn—603-726-3257  
Box 1040, Rt 1, West Campton, NH 03223

**N.S.** . . . . . Maxwell Spicer—902-392-2823  
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Skowhegan, ME 04976  
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Westchester, NS B0M 2A0  
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CARL VOGT, Secretary-Treasurer

10304 94th Ave. No.,  
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# GREETINGS FROM YOUR PRESIDENT



It's hard to realize that many of us have just returned from the 36th Annual Meeting of the North American Maple Syrup Council and the 21st Annual Meeting of the International Maple Syrup Institute, held in Kingston, Ontario, Canada. We of the Council and maple producers in general wish to thank the Ontario Maple Producers Association for planning and hosting this Conference. As far as I know, everything went off as planned. A special thanks to all those that contributed to the Program Booklet, there is a lot of history on the Council and the IMSI. This may be easily remembered by some of the members that have been connected with the organizations for

many years but to a newcomer it is interesting to see them compiled in this way. Maybe Roy will have space in the Digest sometime to publish some of this History.

For the first time, I can remember, we have some money left in our Research Fund. I think this is good, we have a little money to work with if the need arises. All the business of the Council was taken care of and there was time to take in a few of the Technical Programs.

I wish to congratulate Avar Bentley of Nova Scotia on being elected Vice-President and Carl Vogt of Osseo, Minnesota for being elected Secretary/Treasurer.

Have a Joyous Holiday Season.

Sincerely,

Robert S. Smith  
President

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## MAPLE FIELD OF DREAMS

The convention for 1995 is over and everyone has returned home to their own turf. Hopefully with some information or ideas for the 1996 season.

I omitted a special thank you to all those who attended the tour and meetings at the Ambassador in Kingston, Ontario.

As Ruthanne and I were driving home from the convention it reminded us of the movie entitled "Field of Dreams." The committee planned a program and a place and you came. Approximately 400 registrants, which made the committee very proud.

As with any meeting or function, only by your attendance and support can they be successful. So, on behalf

of the committee, may I extend a belated thank you to each registrant, each participant in the equipment show, the poster show, the syrup contest, photo contest and the spile and antique display.

Your participation made the conference a success. With all our busy lives, it takes dedication and a concerted effort to arrange business and family to support our industry. THANK YOU.

The proceedings of the convention will be available in the near future for under \$10.00 U.S. or Canadian funds from: Mr. Ken McGregor, R.R. #6, Strathroy, Ontario, Canada N7G 3H7.

A notice will be put in the Maple Digest when they become available.

Sincerely,  
Ronald N. Shaw

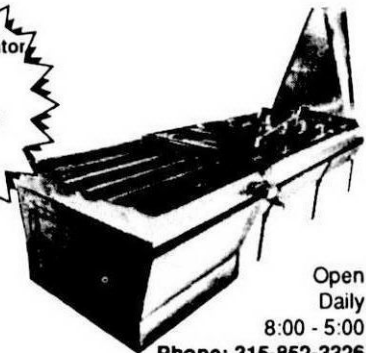
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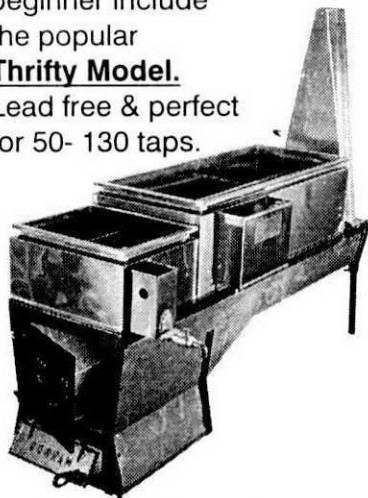
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## A TRIBUTE

**TO RICHARD NORMAN**  
**Past President, NAMSC**

Dear Richard,

We wish to express our gratitude for your service as President of the North American Maple Syrup Council. You have demonstrated a true degree of dedication.

Many a time the position you chose was the tough one. Among controversy and even though sometimes an unpopular position, you stood your ground. You have our respect for your determination in serving the maple industry.

You have served without reserve. Your opinion will be sought and valued in the future.

Thank you for your willingness to donate your time. And, thank you for your leadership demonstrating ethics, morality, and devotion.

By: Lynn Reynolds, Past President

On Behalf Of: Directors, North American Maple Syrup Council; Directors, International Maple Syrup Institute; and, the Entire Maple Syrup Industry.



## CORNELL UNIVERSITY RELEASES THREE VIDEOS ON MAPLE SYRUP

Travel with Cornell maple specialist Lewis Staats through the sugar bush and sugar house to learn how to col-

lect sap and produce maple syrup efficiently.

Designed for the experienced or novice maple products producer, and of special interest to people considering getting in to the business, the videos show what is new in the industry as well as covering basic principals.

"Sugar Bush Management: A guide to Improved Sap Production" is a 20-minute video that shows exactly how proper sugar bush management will result in faster-growing sugar maple trees that produce more sap over a longer period of time.

Maple Sap Production: From Tree to Collection Tank" shows how the method of sap collection can dictate the quality of the resulting product. Sap storage and quality control are covered in this 30-minute video.

"Maple Sap Processing: Converting Sap to Syrup for a quality Product" shows how to obtain the highest quality product with the greatest efficiency. Siting the house, types of evaporators and equipment and energy-efficient improvements are only a few of the items covered in this 26-minute video.

A series of edited segments from the Cornell University Maple Production School is also available. These 30-minute videos provide additional instruction.

Contact Richard Gray, AV Librarian at the Cornell University Resource Center, 8 BTP, Ithaca, NY 14850, (607) 255-2090 for more information.

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JANUARY 1, 1996**

# INTERNATIONAL MAPLE SYRUP INSTITUTE (October 23, 1995)

Dear members of the Institute:

Our mission is to increase consumption through promoting pure maple syrup. This is, in my opinion, a **"generalized"** mission statement.

We have many tools available to us to reach our objectives which are, unfortunately, in today's contest, dependent on individual actions.

I recently had the opportunity of reading the founding document of the IMSI. It enabled me to discover the need for a joint effort from the industry to build on common ground, in both Canada and the U.S., an **"image"** for our product. One which is based on the criteria of **pureness**. These criteria are identical to those of the **"tradition"** which surrounds maple syrup.

For many years, extensive promotional effort has been undertaken in North America. Maple syrup has achieved a high level awareness with consumers. The market has expanded and the demand for more and more syrup has increased.

The world market has increased to over 70 million pounds. New products have been developed, as well as recipes, all to cater to a multitude of needs and tastes which cover the diversity of people around the world. Although crops have varied, production has increased to satisfy market requirements. Increasingly, we are experiencing an industry which has greater and greater economic impact.

We could fall pray to a sense of "there is nothing else to do!" We could just continue as individual processors to offer products which satisfy the consumer's needs without the necessity of promoting. In my opinion, this is not the way to go.

Many products which were around for a long time can no longer be found. Sugar is sugar, but I need not convince you with that at sometimes 30 times the price of certain competitors or imitators, you need a combined effort from the product, the brands as well as the IMSI, to ensure the long-term livelihood of the product.

We must stand out from the crowd in order to obtain long-term success. We are often referred to as a commodity, and as such, we must be sold as well as perceived as an upper class product.

With the changing world market place affecting Europe, Asia and South America, are we ready to maintain and even increase consumption?

Some people believe we need not promote as supply is such that we have no funds available. This is another mistake, in my view. This is a short term view. My view is *not* that the product is "already too expensive" and that we "cannot increase further." The basic premise is that demand is based on a given price.

For years, producers complain that they cannot cover production costs or that they cannot offer to modernize production methods. To maintain our growth, the industry must accept the high prices which must be given to producers.

Without being totally pessimistic, one bad crop in 1996 would result in a sig-



nificant increase in price. Within our markets, we are gambling on a drop in demand. We must increase our market segments and increase the awareness to as many new users as possible, around the world. 70 million pounds to cover 4–5 billion people is very little indeed.

It may be too much if most of the 4–5 billion people do not know of the existence of pure maple syrup. We must think world-wide expansion for our pure maple syrup.

Lately, we had visitors from the FAO for their 50th anniversary. They came from over 10 different countries. The product for them, is only a local product, part of our culture. Pure only refers to the pureness of our ingredients. How do we change their vision of our product.

We still have processors who do not join the IMSI because it is viewed as a social club with no real mission. These people, which we must respect for their choice not to join, will not build an industry of the future.

Selling a product, which they consider must not be necessarily be “pure”, at prices rivaling imitations, forces them to minimize efforts in both the production and processing our our product.

The consumer must not be ignored and must also be respected. He is, by the way, the buyer and his buying power must be maintained. Our goal can be reached by developing our industry through increased volume and a greater price stability. The consumer must be certain of what he is buying. Purely is essential and this is the reason behind the IMSI logo. This LOGO is not a source of confusion to the consumer. The logo certifies the processor’s membership to an organization which is working towards the good of the industry, as well as its promotion. This while following a code of ethics in the producing and marketing of the product.

The logo is universal and represents the origin of the product from the sap of the maple. Through the diversity of our brands, we are untied, stronger, and also different.

The food industry adopted a logo for sugar substitutes. Manufacturers using this substitute have been able to stand out from the crowd—why not us. We have been presented an excellent promotional opportunity in 1995. The IMSI follows its mandate and presents various promotional opportunities at the meeting of the Board of Directors. In essence, SAI marketing’s proposal involved a joint promotion with 2 to 3 food partners. The coverage in the US would normally involve a \$100,000 expenditure, for each product involved. By using the IMSI generic logo, cost would have been shared and our objective reached, i.e. increase consumption through emphasis on the “pureness” or 100% pure maple syrup. Unfortunately, we could not finalize details among the major participants. Many are not yet members of the IMSI. We truly hope that they will soon become members and be part of our mission. Together, we could then fully benefit from all promotional opportunities presented to us and which are the corner-stone of the sale and notoriety of our product. We must “institute” pride in becoming a member of the “Institute.” Your suggestions are always welcome.

To digress slightly, the Institute has made a significant step in 1995. We rec-





ognize 3 organizations which are part of our industry. The oldest, and the one which focuses primarily on the production aspect, and to which IMSI is an integral part of its annual convention, is the NAMSC. The second, the IMSI, which, as you know, focuses on the image and promotion of the product. The third, the RCPEQ, concentrates its effort on the supply situation as well as the question of quality. A cross-membership has occurred between the IMSI and the RCPEQ while a similar cross-membership will be discussed between the IMSI and the NAMSC.

The 3 organizations represent a major opportunity to improve communication as well as investigate promotional opportunities which are the building blocks for our future in which many challenges must be faced.

Our actions are really diversified. Well aware of the production aspect, the IMSI supports agricultural classification for the purpose of the North American industry classification system in the U.S. Currently, the maple industry is classified under the "forestry section," while for economic purposes it is under the standard industrial section. Other sweetener producers are classified "agricultural."

I mentioned earlier of the challenges we must face. We have had our share of obstacles recently. I will not dwell on this subject least to say that the IMSI is a very useful tool in dealing with very sensitive issues. The issues range from adulteration to the detection of undesirable substances in our product. As well as being involved financially, we have used all of our lobbying power to safeguard our product's image.

We have not won all cases since worldwide legislation is becoming more and more demanding. Our next move should be to involve ourselves even more in the pureness aspect of our product. Must we banish all preservatives and additives which affect production? Must we have more stringent controls on metal content? Must we control products used in the maintenance of equipment used by our producers?

These issues must be addressed by all concerned: IMSI, the other organizations mentioned previously, as well as both Canadian and US governments.

As you can see for those who question the IMSI's reason for being, we are certainly part of the industry's future. Our method of operating, which is today democratic, involves 4 meetings per year and allows all members to participate fully.

Our goal is clear and we need everyone's involvement. Obviously, in this room, my speech is not intended to convince anyone present of our goal. I am, however, counting on each and everyone of you to spread the word among potential "new" members. This, again, in view of helping the industry prosper and grow throughout the world.

In closing, I would like to thank Mr. Lynn Reynolds for his support and help during my first term. We wish to also congratulate Lynn for his induction, this year, in the Maple Museum's Maple Hall of Fame and also personally wish to extend my congratulations.

I also wish to thank Mr. Gary Gaudette, our treasurer, for many years, who has





been an avid participant in the IMSI's activities. As well, I wish to thank our vice-president, Mr. Jacques Couture, for his interest and involvement. Finally, I wish to thank all the members who have participated in making the many important decisions which are part of my first mandate as president.

Luc Lussier

President, IMSI

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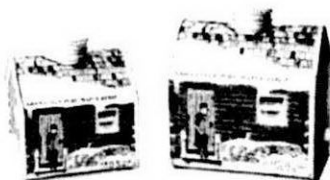
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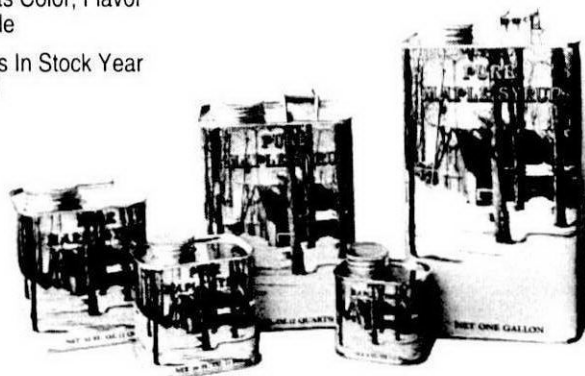
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## IMSI BUSINESS

As the sun set over the 1000 Islands in the St. Lawrence River, so did the activities at the 36th annual NAMSC and the annual convention of the IMSI. The business was crisp, reports informative, and the entertainment spectacular. But what really counts, was the hospitality and friendship shown by the people of Ontario, which made it all happen. Congratulations and thank you goes to the Ontario Maple Producers Association. Ontario you did yourselves proud.

The highlights of the meeting concerned a Regroupement report concerning production numbers, reclassification of maple to "Agricultural" for NAFTA purposes, and the general overall optimism voiced for the future of the IMSI and the maple syrup industry.

Figures showing a relationship between Quebec, Ontario, the U.S. as compared to Canadian and total world production. By comparison, the United States produced 21.55% of the total world production in 1995. Ontario produced 5.68% of the total Canadian production in 1995. 1995 production totaled 56 million pounds of syrup.

The IMSI Board passed a resolution changing the production classification of maple syrup from "forestry" to "agricultural." This should be to the industry advantage when it comes to governmental assistance, financing for producers, and lower insurance rates. This new classification shall be utilized by NAFTA and may help to stabilize the agricultural status with the IRS. The resolution also recom-

mended that questions be included in the 1997 Agriculture Census asking questions concerning maple syrup production. The data shall be valuable for industry analysis.

I want to discuss how the IMSI membership works. I have probably been asked more about this one item than any other. Here goes: If you are a *maple producer* and belong to your Provincial or State maple association, you are a member and may use the logo on the syrup you produce. Your IMSI dues are paid by your maple association; If you are a *maple producer*, and *buy syrup*, you are a member, but can only use the logo on your own production unless you join as a *packer*; if you *buy your syrup and pack it*, you must join as a *packer member* to use the logo. Packer member rates are \$3.00 per 6000 pounds of syrup purchased; an *individual member* receives notification of meetings, receives the minutes, and can purchase promotional items at the price associations receive. Individual members pay a flat fee of \$25.00; *Maple associations* and their members are members of the IMSI. *Association memberships* are assessed at \$3.00 per member; *Cooperative memberships* are assessed at \$3.00 per member. Equipment manufacturers, container manufacturers, suppliers, distributors, and dealers can join as members and use the logo. *Equipment memberships* are paid by the volume of dollars they sell. Equipment memberships range from \$50.00 to \$575.00. All memberships are annual and run from January 1st to December 31st. Clear as mud, right? Write or call me, I will send you an application form. It

will be clear to you. But do join. The IMSI is for everybody. It is you.

Congratulations to President Luc Lussier, Vice President Jacques Couture, and Treasurer Gary Gaudette of the IMSI. They were elected for another term and have agreed to serve. Also our sincere thanks to Richard Norman, Past President of the NAMSC, who has served for the past two years. Congratulations to Robert Smith, elected President of the NAMSC for the next two years. We offer our assistance and wish you well Robert. Also

congratulations to Avard Bentley for his being elected Vice President. Thanks to Carl Vogt who has been elected Secretary-Treasurer for another term. Thanks Carl for all you do. Thanks, to all these people who serve, somehow does not seem enough.

So once again, thank you Ontario. We can't wait to come back. But until we do, we shall treasure our memories.

Lynn Reynolds  
Executive Director

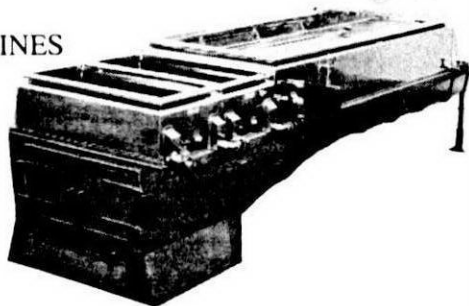
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24"x4' S.S. pan for propane outfit  
40"x8' Lightning flue pan, new  
40"x12' complete, S.S.  
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24"x8' tin used set of pans  
24"x7' Small Bros. used, complete outfit

24"x8' piggy back, S.S. new, complete outfit, Lightning  
Set of 6'x16' pans, used tin, Lightning  
Complete 6'x14' evaporator, tin with S.S. syrup pan, Lightning  
Used 72"x4' stainless syrup pan, Lightning  
Used 4'x12' wood fired arch, Lightning  
Tank, used for sap 9'x4'x2'  
Quantity of used tubing

### **MISCELLANEOUS EQUIPMENT**

Draw-off controller, "Peregrine"  
2-used oil burners, 8-12 g.p.h.  
Used variety of rubber candy molds  
Used drying rack for maple sugar with trays, 28"x28"x6'

"Fill-Stop" dispenser valve control (for bottle filling)  
200 gal. truck gathering tank, plastic  
Used Lapierre Releaser device, trip type, for vacuum

### **USED EQUIPMENT FOR SALE**

4'x12' Waterloo, S.S. used 5 years; gathering tank, storage tank, finishing stove 2'x4', used  
3 1/2'x12' set of pans, used  
4'x12' arch, with 1 year old stack assembly  
36"x8' flue pan, Lightning, used  
3 stage Suhl pump with Honda motor, used  
4'x12' Lightning with tin pans; 6 membrane Osmonics R.O. painted steel storage tanks, rectangular 5'x10' preheater hood used

36"x36" filter tank, bucket washer, galvanized buckets, covers, cast spiles, jacketed canner tank. 2'x4' finishing unit  
3 1/2'x12' set of pans, Lightning used  
5'x12' complete Lightning, S.S. used  
3 1/2'x10' complete, D&G outfit, old & cheap, 5" flues  
5'x14' and 5'x10' raised flue outfits, used  
5'x12' oil fired Waterloo outfit used  
Quantity of used bucket covers  
5'x12' oil fired arch, used

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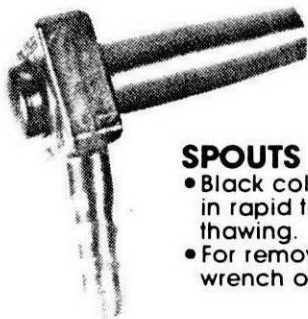
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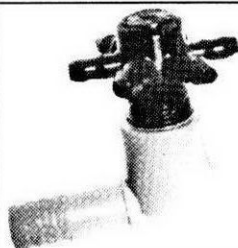
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- Black color aids in rapid taphole thawing.
- For removal use 1" wrench or hammer.

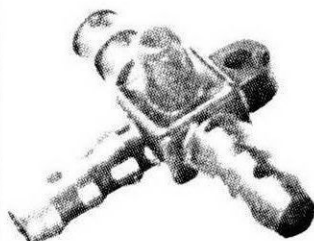


## 4 or 6-WAY MANIFOLD SET



## CONNECTORS

- Will not pull apart.



## SPOUT-PLUG

- Tight seal with spout allows pressure or vacuum washing of tubing in place.
- Interconnection between "T" and spout.



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"RIBBED"—Heavier wall, minimizes flattening of tubing against heavy barked trees. Designed especially for year round installations.



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## N.H. RESIDENT RECEIVES OUTSTANDING ALUMNI AWARD FROM CORNELL UNIVERSITY

Fred E. Winch, Jr., of Warner Road, Bradford, N.,H., is one of seven recipients of the 1995 Outstanding Alumni Award from the Alumni Association of the College of agriculture and Life Sciences (ALS) at Cornell University in Ithaca, N.Y.

Maple syrup and the name Fred Winch are synonymous in New York. Serving as the state's Extension Forester for more than 30 years, Winch almost single-handedly established the state's maple syrup industry.

Winch joined the college as an extension instructor in 1943 and was later appointed assistant professor and then associate professor. He used his wide knowledge of maple syrup production and marketing to help establish New York as a major producer of maple syrup. Every year, he conducted more than a dozen "Maple Schools" in the state's maple-producing areas. An experienced forester specializing in woodlot management, he also worked extensively with Christmas tree growers throughout the state.

At Cornell, Winch held a number of positions, including director of Arnot Forest, associate director of Cooperative Extension, and acting chair and extension leader of the Department of Natural Resources. He acquired a wide reputation for this

efforts in public forestry education and his teaching of young people, especially through 4-H and Future Farmers of America.

Retired since 1975, he helped reestablish the Cornell Club of New Hampshire in 1979 and has recruited a number of outstanding high school seniors for the college. Winch is also a leader in the Bradford Baptist Church and the Bradford Conservation Commission, and writes a monthly gardening column for the *Bradford Bridge*.



### NEW YORK NEWS

*By Marion Wells*

Plans are well under way for the 1996 New York Maple Tour. It will be held July 22nd and 23rd and headquartered at the Roaring Brook Conference Center at Lake George. Some new and interesting maple operations will be visited as well as some local points of interest. It's not too early to think about attending next summer's tour in the beautiful Lake George region of Northeastern New York State.

# 1995 NORTH AMERICAN MAPLE SYRUP COUNCIL 36TH ANNUAL MEETING AND CONVENTION October 22-24, 1995 Kingston, Ontario

The 36th Annual Meeting of the North American Maple Syrup Council (NAMSC) was hosted by the Ontario Maple Syrup Producers' Association (OMSPA) and held at the Ambassador Hotel & Convention Center.

On Sunday morning over 200 participants boarded busses for the Pre-Conference Maple Tour hosted by the Ontario Association. The busses headed northeast over the beautiful rolling terrain of Ontario. The first stop was the Drummond Sugar Bush which has been operating since 1802. The Drummond family has built a modern 1800 tap operation featuring steam evaporation, tubing system and a pancake house. Approximately 400 gallons of syrup are produced annually.

After touring the Drummond Sugar Bush the next stop was the Kemptville Agricultural College which included stops at the Agroforestry Education Center, a tour of the sugarbush, modern evaporator building, museum and sugar maple orchard. The Agroforestry center was opened in 1993 and helps to demonstrate the many ways forestry and agriculture programs can be developed for sustained production.

After a wonderful lunch, the group traveled to Brockville to visit Delta Foods. At Delta Foods visitors saw a very modern maple syrup packaging plant in operation. The syrup arrives in drums, it is filtered, heated and packed into a variety of containers. Maple syrup is shipped within Canada and to the United States, Europe, Asia, and Australia. They are currently the largest packer of Maple Syrup in Ontario. After a safe trip back to Kingston, a Welcome Reception was enjoyed by everyone. Directors of the NAMSC, IMSI and Extension Maple Specialists held their respective board meetings Sunday evening.

Most of the poster displays, spile collections, equipment manufacturers and suppliers were setup and ready for viewing by Monday morning. Registration for the meeting began at 7:00 a.m. preceded by a buffet breakfast. The meeting program book was dedicated to Walter Humphreys the first Ontario Maple Specialist and first Secretary/Treasurer of the Ontario Maple Syrup Producers Association. Mr. Humphreys was inducted into the Maple Hall of Fame in 1982. The program book prepared by the OMSPA contains many interesting stories and historical facts about the maple syrup industry. Clarence Coons spent many hours researching and compiling much of the data in the program book.

The meeting began promptly at 8:00 a.m. with a Welcome by Ronald Shaw, Conference Coordinator (OMSPA). Over 200 producers filled the meeting room when President (NAMSC) Richard Norman called the meeting to order and conducted the roll call of delegates.

The following delegates were present representing Connecticut, Maine, Massachusetts, Michigan, Minnesota, New Hampshire, New York, Nova Scotia,

Ohio, Ontario, Pennsylvania, Quebec, Vermont, and Wisconsin. Absent — Indiana and New Brunswick. The Council expressed their condolences to the families of Arthur Merle and Fern Gearhart on their passing.

Following the roll call, President Norman appointed delegates to the Nominating Committee (Lynn Reynolds, Russ Davenport, Ron Shaw) Auditing Committee (Robert Smith, Ture Johnson, Roger Sage, Arvard Bentley) Resolutions Committee (Mike Girard, Bruce Martell, Aubrey Davis, Carl Vogt).

The delegates present then gave individual reports on the 1995 season. As with most seasons there was a great deal of variation among local producers and regional production. Reports suggest that syrup production in general was average to below average in the U.S. and Canada. There appears to be little surplus syrup and most delegates look forward to a good season in 1996.

The Minutes of the 1994 meeting held in Springfield, Massachusetts were accepted as prepared.

President Norman then called on Russ Davenport to report on the Maple Museum and Maple Hall of Fame located in Croghan, New York. Bill Clark and Lynn Reynolds were inducted into the Maple Hall of Fame in 1995. Russ reported that the museum is growing and that the contribution from the NAMSC is helping to maintain current programs. Warren Wells of New York was asked to be a member of the selection committee. For information about the museum or the Maple Hall of Fame write: American Maple Museum, P.O. Box 81, Croghan, New York 13327 or call (315) 346-1107.

Russ Davenport Chairman of the Maple Manual Committee then gave a brief report followed by Randy Heiligmann and Mel Koeling co-editors. Randy told the group that the USDA would not be publishing the manual as it was unlikely that they could publish for at least 2 more years. The decision was made that Ohio State University will be publishing the manual and all expenses relating to publication will be covered by sale of the manual. It is expected that an initial printing of 5,000 manuals will be made available. A discounted price on orders of 50 or more copies will be made to associations and individuals interested in bulk sales.

The final price will be contingent on final paper and printing costs and is estimated to be in the \$10.00—\$12.00 (US) range. It is expected that the manual will be spiral bound and have 160–180 pages including over 100 photos, drawings, and diagrams. Final details will be worked out with Ohio State University and the council by Russ Davenport and his committee. The audience acknowledged the fine work Russ, Randy and Mel have done with the manual. Pictures, graphs and other data are done and the manual should be ready for distribution in 1996.

The annual Canadian Crop Report was given by Bill Parsons. Following his report. Aubrey Davis of the USDA gave a detailed report on U.S. production and statistics reflecting current trends etc. Mr. Davis also helped the Council draft a resolution suggesting that Maple Syrup be classified as an "Agricultural" product. This would then be recognized by the North American Industry Classification System (NAICS) in 1997.

The treasurers Report submitted by Carl Vogt and the Research Fund Report

submitted by Chris Hauge were approved subject to audit. Roy Hutchinson gave a report on the Maple Syrup Digest which was accepted by the Council.

Larry Myott reported on the Maple Specialists meeting. Dave Chapeski was chairman of the meeting. A variety of programs were discussed including workshops, clinics and video programming available to syrup producers. Specialists continue to stress that quality maple syrup be produced using food-grade equipment. Specialists expect that the maple manual will have wide application in their respective regions.

Dave McLure gave a report on the Maple Syrup Information Center which was created in 1994 to deal with a number of issues. The Information Center has received funds from a variety of sources and continues to respond to questions regarding maple syrup.

The NAMSC meeting was adjourned and the International Maple Syrup Institute (IMSI) held its annual meeting. Luc Lussier, President of the IMSI, Jones Sheehan-Director General of the Regroupment and Lynn Reynolds, Executive Director of the IMSI reported on the activities of the IMSI. It was interesting to note that worldwide marketing of maple syrup is up and producing provinces and states are looking to expand production in 1996. It is expected that demand for syrup will increase in the future.

President Norman re-opened the meeting and a report was given by Mike Girard suggesting that the Council adopt a resolution recommending that maple syrup be classified as an agricultural product. The delegates agreed and the resolution will be sent by the president.

Lynn Reynolds then gave a Research Review Committee report on the proposals for 1996. It was recommended and approved that the following three proposals be approved for funding.

*Biology of a Parasite: ie. Pear Thrips in its Native Area (Turkey)* — Requested by Pennsylvania State University — Awarded \$5,000.

*Diameter Growth Increments as an Indicator of Sugar Maple Decline* — Pennsylvania State University — Awarded \$4,000.



*Effects of Fertilization on Sugar Production (Phase 2)* — University of Moncton, New Brunswick — Awarded \$8,000.

A motion to establish a cross membership between the NAMSC and the IMSI was made and tabled for further discussion. President Norman established a committee (Richard Norman, Robert Smith, Avarad Bentley, Luc Lussier, and Mike Girard) to examine the proposal and make a recommendation to the Council.

President Norman received reports from the Auditing Committee that the Treasurers Report, Research Fund Report, and Maple Digest Reports were in order and recommended they be accepted as presented.

The list of Life and Associate Members was updated by the Nominations Committee. In addition the committee recommended the following for officers in 1996. President—Robert Smith. Vice President Arvard Bentley, Secretary/Treasurer Carl Vogt. By a unanimous vote the Council accepted all nominees.

The council thanked outgoing President Richard Norman for his leadership during the past two years. Larry Gearhart formally invited the Council to the 1996 Annual Meeting which is scheduled for October 16–19 in Lansing, Michigan.

Future Meeting Locations are:

1996—Michigan      1997—Connecticut      1998—Pennsylvania  
1999—Maine      2000—Vermont

Past-President Norman adjourned the meeting and gave the gavel to Robert Smith.

The Business Management, Marketing, and Technical program held during the afternoon were well attended and informative. A variety of topics were covered as shown.

**Review of Seal of Quality Programs**, by Randy Heiligmann, Columbus, OH

**Cleaning Equipment**, by John Record, Rutland, VT

**Media Relations**, by Fatima Agostino, Toronto, ON and Elizabeth Wilson, Kingston, ON



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**Cost of Production and Pricing of Maple Products**, by Larry Myott, Burlington, VT

**Steam Applications in Maple Processing**, by Harry Atkinson, Burlington, VT  
Panel Discussion, **Use of Steam in Evaporation**, moderator: Clarence Coons, Kemptville, ON

**American Sweet Tree Program**, Lewis Staats, Lake Placid, NY

**Maple Orchards in Ontario**, Dave Chapeskie, Kemptville, ON

**The Challenge of Change**, Pat Wilson, Sheet Harbour, NS

**Excellence in Customer Service**, Chuck Bokor, Guelph, ON

**Marketing Experience of the Christmas Tree Growers of Ontario**, Hubert Will, Lynden, ON

The Ontario Maple Syrup Producers Association provided a fine location, great people, and lots of activity for everyone. There were Boat Trips and Dinner, Poster Displays, Photo & Syrup Contests, Bus Tours, Gift and Craft Show and fine accommodations and meals. The Annual Banquet was well attended.

Ronald Shaw, Conference Coordinator introduced Noble Villeneuve, Minister of Agriculture and Foods and Rural Affairs, who welcomed the group to Ontario, Following a wonderful meal a number of awards were given for the Maple Syrup and Photo Contests. Winner will be announced in the February Maple Digest.

Secretary Carl Vogt presented award plaques to the following individuals for their work on behalf of the North American Maple Syrup Council and the Ontario Maple Syrup Producers Association: Richard Norman—Connecticut, Ronald Shaw—Ontario, Harold Kent—Ontario, Marion Paul—Ontario and Bill Robinson—Ontario.

The North American Maple Syrup Council wishes to thank the Ontario Maple Syrup Producers' Association for hosting the 36th Annual Meeting. Best wishes for a joyous holiday season and to a productive 1996 maple harvest. We look forward to seeing you at the next Council Meeting which is scheduled for October 1996 in Michigan.

Respectfully submitted, Carl Vogt, Secretary



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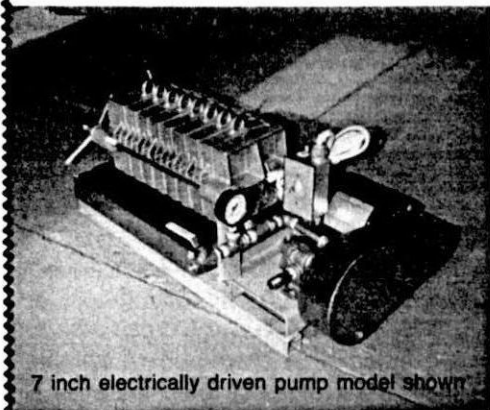
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<i>Item</i>	<i>Cost</i>
Evaporator 2x4	\$2,100
Pipe, installation	212
Chain saw	249
Gas, maintenance for saw	144
4-wheel drive pickup	12,379
Maintenance for pickup	656
Insurance for pickup	879
Replace rear window of pickup (twice)	100
Fine for cutting in Conservation area	500
Fourteen cases Labatt's Blue	350
Littering fine	56
Tow charge from wreck	175
Overbilling from Doctor re: splinter in eye	50
Safety glasses	29
Overbilling from Doctor re: crushed toes	75
Safety Shoes	80
New livingroom carpet	1,200
Chimney brush & rods	75
Log Splitting Maul	80
Chiropractor fees re: back	250
Log Splitter	1,750
Fifteen acre woodlot	15,000
Taxes on woodlot	900
Buckets & Spiles	50
Containers with labels	5
Divorce settlement	33,698
Total first year's costs	\$71,042
Value of Maple Syrup sales—first year	632
Net cost of first year's Maple Syrup	

**\$70,410**

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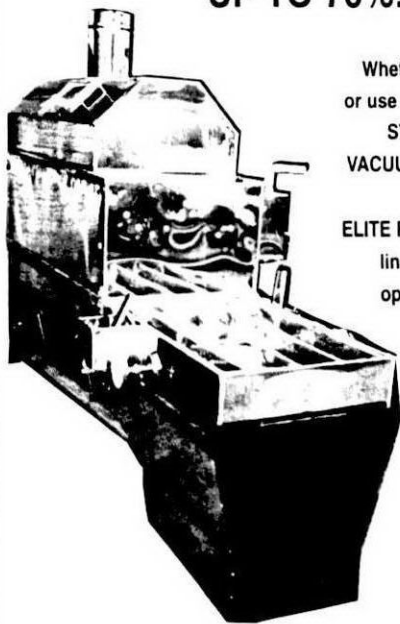
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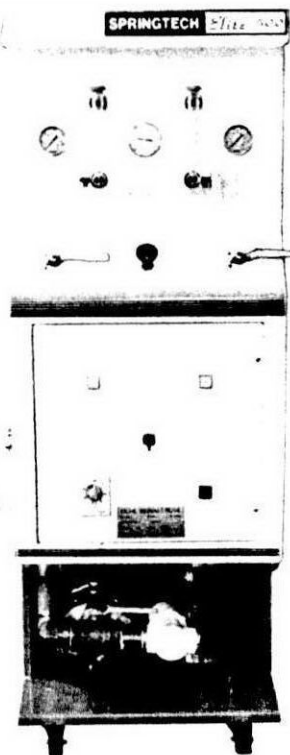
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# WISCONSIN 1966 MAPLE SYRUP INSTITUTES

By Chris Hauge  
Executive Director WMSPA

The Wisconsin maple syrup institutes will be held during January again this year. Hopefully during this institute series we will be able to introduce our members to a new Executive Director for the Wisconsin Maple Syrup Producers Association. I have been associated with the Wisconsin maple syrup producers since 1958 in one form or another, so it is time I move on to new ventures in life since I actually retired from the University of Wisconsin system in 1994.

The 1996 institutes will all start with registration at 9:30 a.m. with the program running from 10 a.m. to 3 p.m. Locations and dates are as follows:

Saturday, January 13, Aniwa;  
Monday, Jan. 15, Luxemburg;  
Wednesday, Jan. 17, Merrill;  
Thursday, Jan. 18, Phillips; Friday,  
Jan. 19, Elmwood and Saturday, Jan.  
20, Barron.

The programs will include highlights from the NAMSC and IMSI meetings in Kingston, Ontario. The equipment dealers in Wisconsin make the tour and set up their displays at all sites. We find it is handy for producers to arrange with the equipment dealers to bring supplies to these sessions for them to pick up. The attendance of the dealers add a great deal to the institute series. In addition Alice In Dairyland, Jolynne Nagel, will be with us at the Aniwa

meeting as will our Maple Queen, Gretchen Slack and/or Maple Princess, Annelies Slack.

As of this writing our program is open, so any suggestions from anyone is appreciated. We always have items of interest for the beginner as well as for the "Old Timers." For more information, contact Chris Hauge, 5551 S. Lowes Creek Road., Eau Claire, WI 54701, or phone 715-831-0910.

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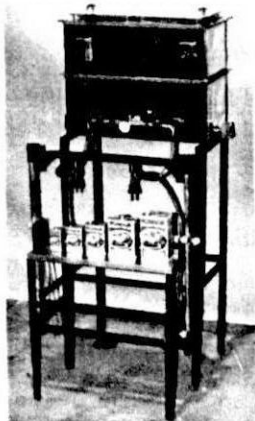


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# MAPLE PRODUCTION SCHOOL

## Satellite Conference

Saturday, January 20, 1996

Broadcast Time: 10:00-3:00 pm

Moderator throughout program:

Lewis J. Staats

### Tentative Program

Confirmed speakers and their topics are:

Mr. Warren Wells, President of the New York Maple Syrup Producers Association will present a welcome and an overview of the activities of the NYMSPA.

Mr. Karl Wiles, Cedarvale Maple Syrup Co., Syracuse, NY will speak on modern maple marketing with emphasis on mail ordering.

Mr. Neil Wright, Wright's Sugar House, Camden, NY will provide a back to basics/getting started in maple production, a program he has provided for New York maple producers many times.

Dr. Tom Hall, Pennsylvania Bureau of Forestry, Middletown, PA, will present a program on the complexity of maple decline, including insects, disease, site, and soil.

The new Cornell maple video entitled "Maple sap processing; converting sap to syrup for a quality product" will be shown.

Other tentative subjects include cost accounting in the maple business, small business development information, and quality control of maple products.

The broadcast will be live from Cornell University on January 20, 1996 beginning at 10:00 a.m. There will be time for call in questions late

in the morning session and again in the latter part of the afternoon session. Lunch break will be from 11:45 a.m. to 1:00 p.m. The broadcast will end at 3:00 p.m. Those sites that experience difficulty (bad weather; poor satellite transmission) on the day of the broadcast can request a video tape of the program for no extra charge. Information specific to the broadcast will be sent in ample time prior to the event..

The cost (CCESN in-service for New York sites) of the downlink will be \$75 per downlink site received prior to January 8, 1995. Late registrations will be at a cost of \$150 per site.

For questions, please call: Lewis J. Staats, (518) 523-9337; Glen Palmer, (607) 255-8162 or Carol Rundle, (607) 255-2814.

---

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---

# COMING EVENTS

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## MAPLE PRODUCERS CONFERENCE & SWAP MEET

January 13, 1996 — 9:30 a.m.—2:30 p.m.  
DCMO BOCES, E. River Road., Norwich, NY  
Contact: Gerald Cushman — (607) 334-8688

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## 29TH ANNUAL VERMONT MAPLE FESTIVAL

April 19, 20 and 21, 1996  
St. Albans, Vermont  
Contact: Larry Myott - PO Box 53010, Burlington, VT 05403  
(802) 656-5433

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## NEW YORK STATE MAPLE TOUR

July 22 & 23, 1996  
Lake George, New York

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The Ohio Maple Institute meetings will be held at the following locations and times:

### Morrow County

Lutheran Memorial Camp, Fulton  
January 23, 1996—Daytime

### Wayne/Holmes County

Mennonite Church, Fredericktown  
January 24, 1996—Daytime

### Geauga County

Newbury Legion Hall, Newbury  
January 24, 1996—Evening—for small producers  
January 25, 1996—Daytime

---

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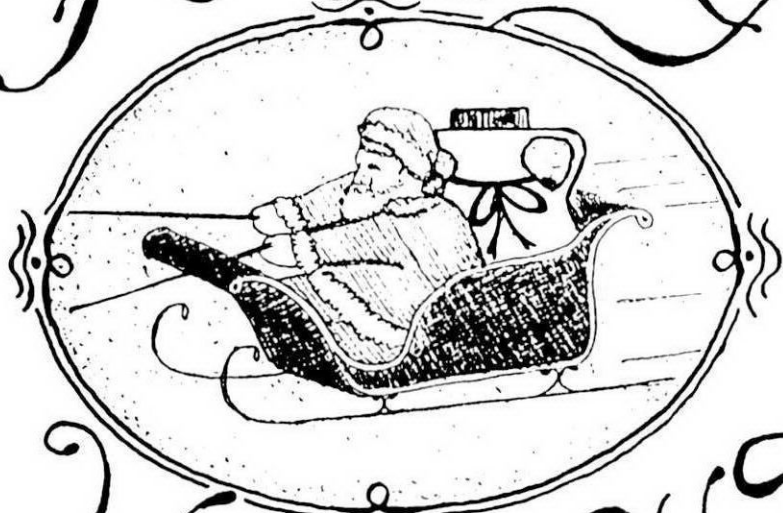
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# Contributions to the NORTH AMERICAN MAPLE SYRUP COUNCIL RESEARCH FUND

## As of September 30, 1995

Please send all contributions to:  
North American Maple Syrup Council  
Research Fund in care of Chris  
Hauge, Treasurer; 5551 S. Lowes  
Creek Road, Eau Claire, WI 54701-  
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Athens Youth Council, Athens, MI  
Atkin's Fruit Bowl, Amherst, MA  
Atwood's Sugar Shack, New Hartford, CT  
Atwood's Maple Products, West Chazy, NY  
Bacon's Sugar House, Jaffrey, NH  
Baker's Maple Syrup, Bainbridge, NY  
Robert Barlow, Springfield, VT  
Bascom's Sugar House, Alstead, NH  
John Bassler, Berne, NY  
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Beaver Lodge Tree Farm, Bradford, VT  
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Boyd Bradbury, Bridgewater, ME  
Breakneck Ridge, Abbott Village, ME  
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Brodies Sugarbush, Westford, NY  
Brown Family Farm, Waterville, VT  
Jack Brown Farms, Paw Paw, MI  
Burman's Maple Products, Thompson, PA  
Burning Bush, Warren, NH  
Busque Enterprises, Millinocket, ME  
Butternut Mountain Farm, Johnson, VT  
Harold Byrm, Hamcock, NH  
C & C Sugarbush, Plymouth, MN  
Doug Caruth, Hill, NH  
Catskill Mountain Maple, DeLancey, NY  
James Cermak, Chesterland, OH  
Mike Chandler Maple Farm, Manton, MI

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Clark Hill Sugary, Cannan, NH  
Clute Brothers, Naples, NY  
Cold Hollow Cider Mill, Waterbury, VT  
Gary Cole, Holly, VT  
Martin Collins, Putney, VT  
Concord Litho, Concord, NH  
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Coons Maple Supplies, Richfield Springs, NY  
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Cornell University, Lake Placid, NY  
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NY  
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The Corse Farm, Whitingham, VT  
Countryside Hardware & Rec., DeRuyter, NY  
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Ralph Curtis, Newfoundland, PA  
Danforth's Sugarhouse, E. Montpelier, VT  
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Fessler's Maple Magic, Moravia, NY  
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Fitch Pharm Farm, Ashland, OH  
Fort Lincoln, Reed City, MI  
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Frost Valley YMCA, Claryville, NY  
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Michael A. Girard, Simsbury, CT  
Gormly's Orchard, Pittsford, VT  
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Gordon Goss, Barnet Center, VT  
Graves Sugar House, Shelburne Falls, MA  
Green Mountain Sugar House, Ludlow, VT  
Grimm Company, Rutland, VT  
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Grizzly Gilmer's, Champion, MI  
Haigh Sugar House, Charlotte, MI  
Hall Farm Maple Products, E. Dixfield, ME  
Hall Tavern Farm, Shelburne Falls, MA



Hamley's Maple Farm, Barton, NY  
 Hannon's Sugar House, Lebanon, CT  
 Hansmann's Mills, Bainbridge, NY  
 Haubrich Brothers, Selmer, TN  
 Hay's Tree Farm, Chenango Forks, NY  
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 Highland Sugarworks, Waitsfield, VT  
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 Hunt's Real Estate/Rod Hunt, Hensonville, NY  
 Indian Creek, Dayton, OH  
 Indian Mission/Donald Fairbanks, Federal  
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 Indian Water Maple Co., New Creek, WV  
 J & L Syrup, Lebanon, CT  
 Janeric Products  
 R.N. Johnson, Walpole, NH  
 Kedron Sugarmakers, Woodstock, VT  
 Kelley's Sugar House, Derby Line, VT  
 Ken's Maple Equipment, New Castle, IN  
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 Kistlercrest Farms, Ludington, MI  
 Kivela Sugar Bush, Brantwood, WI  
 David Köpp, Morris, NY  
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 Phillip Krieg, Girard, OH  
 Lamothe's Sugarhouse, Burlington, CT  
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 Maine's Own Treats, Trenton, ME  
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 Westchester Station, NS, Canada  
 NH Maple Producers Assoc., Inc.  
 Canterbury, NH  
 Wisconsin Maple Syrup Prod. Assoc.,  
 Holcombe, WI  
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 Penn Maple Syrup Prod. Council, Mainesburg,  
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 Maple Homestead Farm, Marlborough, NH  
 Mapleside Sugar House, Mt. Holly, VT  
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 Marquardt Tree Farm, Tigerton, WI  
 Mass. Maple Products, Ashfield, MA  
 David Matt, W. Brattleboro, VT  
 Mayotte's Maple Products, E. Fairfield, VT  
 Foster McCool, Kalkaska, MI  
 McLure's Honey & Maple, Littleton, NH  
 Quentin L. Mead, Moscow, PA  
 Merrill's Agway, Lisbon Road, NH  
 Mik-Ran Acres, Brooklyn, CT  
 Monadnock Paper, Bennington, NH  
 Morse Sugarhouse, Montpelier, VT  
 Nettle Creek Farm, St. Paris, Oh  
 Niese's Pure Maple Syrup, Putnam Valley, NY  
 No. Haverhill Agway, No. Haverill, NH  
 Norman's Sugar House, Woodstock, CT  
 Norris Sugarworks, Starksboro, VT  
 North Country Co., Cambridge, MA  
 North Slope Sugarbush, Hancock, MI  
 Northern Wisconsin Main, Park Falls, WI  
 Northfield MT Herman, Northfield, MA  
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 Jeanine/Woody Shaw, LaFayette, AL  
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 Sisson's Archery/Claude Sisson, Warnerville,  
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 Smada Farms, Greene, NY  
 Small Brothers USA, Swanton, VT  
 Smith's Maple Products, Skowhegan, ME  
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 Wright's Sugar House, Camden, NY

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## **AMERICAN MAPLE MUSEUM REPORT** **PO Box 81** **Croghan, New York 13327**

*By Haskell Yancey, Jr.*

Another successful summer season has come and gone at the American Maple Museum. Visitors enjoyed touring the exhibits and most left expressing enthusiasm for the Museum and maple syrup. Once again the Museum worked with the Croghan Lumberjack Festival, in September, serving the "Lumberjacks" a hearty pancake, sausage and maple syrup breakfast for the two days.

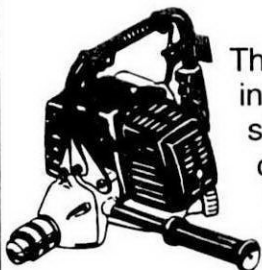
Even though the Museum is now closed for the season, activity continues. Renovation work is being done on the upper floor and maintenance work continues on the others. The New York State maple queen contestants should find the room where they meet and dine with the judges much more pleasant in the future.

Preliminary plans are forming for the May 1996 opening and Hall of Fame Induction. The North American Maple Syrup Institute will soon be selecting the inductees into the Hall of Fame for 1996. New York State Associations will be asked to provide queen contestants for the Maple Queen Contest. As you can see, the work and planning don't really stop, they just change focus from time to time.

# The Ultimate In Drill Power And Portability

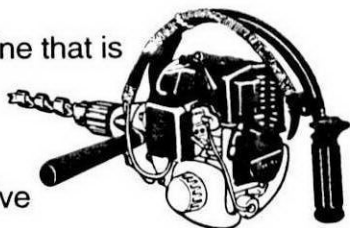
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## REMINDER

### 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, 1996 for consideration in 1996. Proposals received after that date will be considered in 1997.

(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.

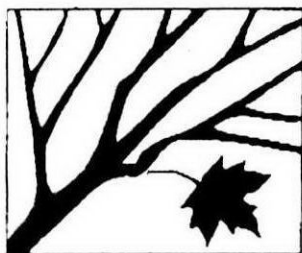
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**HELP!** Does anyone need Lamb 31-U oversized ground method tubing? Call or write to Reed Baker, PO Box 23, Bainbridge, NY 13733. So we can put together an order. 607-434-2376.



## IN MEMORIUM Fern Gearhart

Fern E. (Briggs) Gearhart, 81, of Charlotte, a maple syrup pioneer and the honored citizen at the 1985 Vermontville Syrup Festival, died September 28, 1995.

She was born September 18, 1914, in Vermontville to Elver and Pearl (Lake) Briggs.

She was Michigan's Mother of the Year in 1960. She began working in the syrup industry in 1930. She and her husband, Carl, began their own maple syrup business, Maple Valley Farms, in 1952. She has continued to operate the business, which is the largest home-owned, home-tapped maple syrup production in Michigan.

She was founder and a charter member of the Michigan Maple Syrup Association and held the office of vice president longer than any other member. She was the only female to be elected to the MMSA board and the only female delegate from Michigan to the International Maple Syrup Institute and alternate delegate to the North American Maple Syrup Council.

She initiated the position of MMSA Maple Syrup Queen and was chairperson for the selection for several years. She was known for her marketing skills in the syrup industry and lectured on the state, national and international levels.

Her husband, Carl, died in 1967. She was also preceded in death by a brother, Earl Briggs, and a grandson, Craig Gearhart.

Surviving are sons, Karl, Glen and Larry Gearhart; a daughter, Janice Lowe; 12 grandchildren; and 19 great-grandchildren.



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