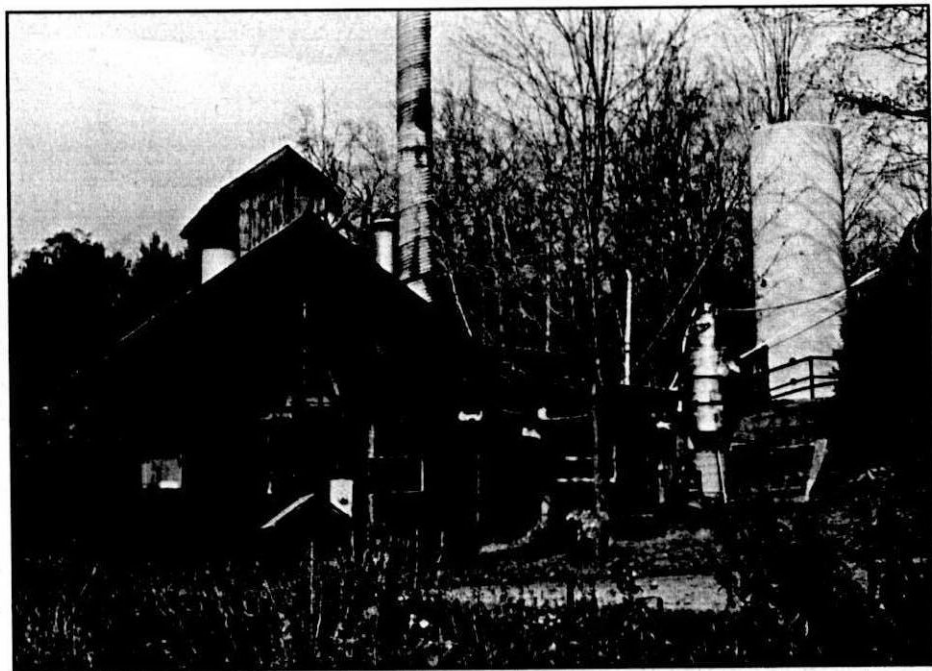


Maple Syrup Digest



VOL. 13A, NO. 1

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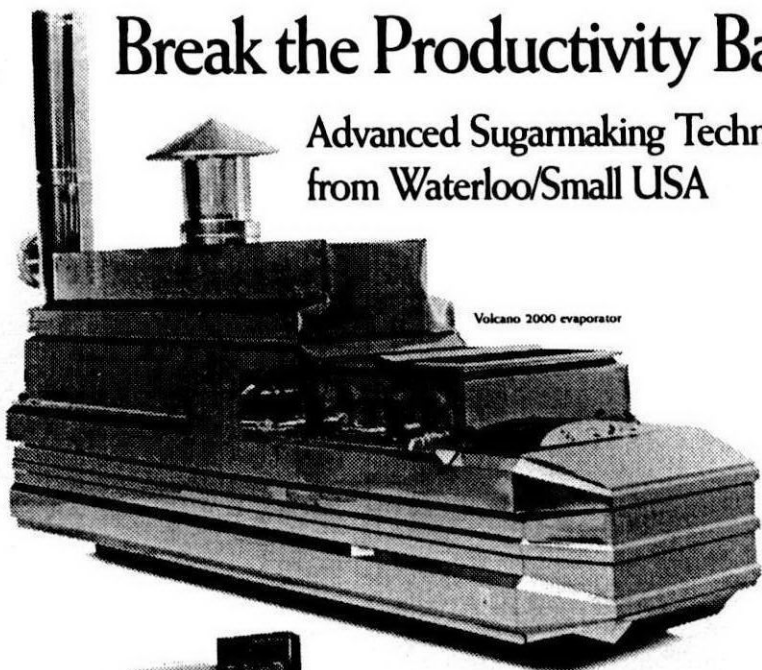
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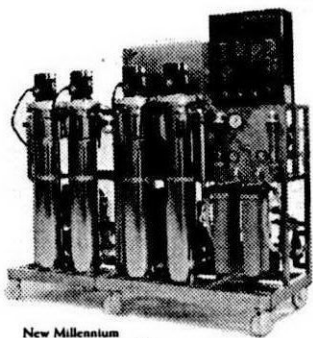
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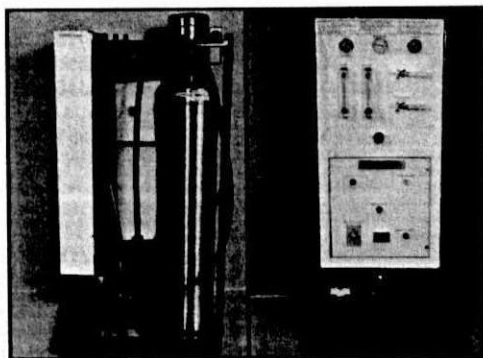
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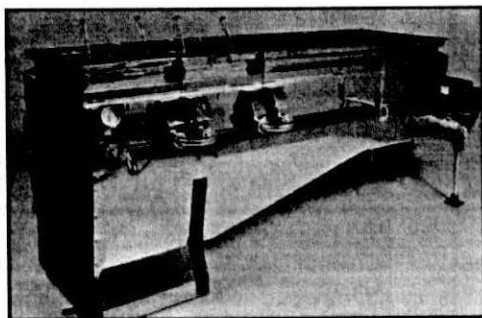
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MAPLE SYRUP DIGEST

Official publication of the
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Published and Edited by:

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P.O. BOX 240

CANTERBURY, NH 03224

Phone: 603-783-4468

Fax: 603-783-9953

Published four times a year

(Feb., June, Oct., Dec.)

Postage paid at:

Canterbury, NH 03224

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GREETINGS FROM YOUR PRESIDENT



We are into the year 2001 and it makes one wonder where the time has gone. It seems like only yesterday I finished washing tubing and buckets and now it's time to start all over again. I hope everyone had a great holiday season and your sales were above average.

At the annual meeting in Burlington in October a committee was set up to explore the future direction and needs of the North American Maple Syrup Council. The committee had a brief meeting in Burlington to set up some basic ground rules. Since then there has been E-mail and regular mail correspondence within the committee. There is four main areas the committee is into, i.e.: Financial planning, Funding research, Communications and Administration. The committee is now studying a rough draft of the above subjects and will have a report ready for the annual meeting in October 2001 in Minnesota.

As we progress into the new millennium it may be time to reflect on some of the accomplishments of the Council. One of the most important areas that comes to mind is the merger of thinking between the NAMSC and the International Maple Syrup Institute. It made communications between the two organizations a lot more fruitful. The lead issue was met head on and we've seen tremendous progress made in the production of maple syrup. Adulteration was a cooperative effort of many organizations to locate and bring to justice the abusers of pure maple. The maple industry reassures the public that we support only pure maple products.

The future holds a greater promise for the Maple Industry. I think most sugar makers are optimistic about the future.

Happy New Year and great sugaring to all.

Hank Peterson
President, NAMSC

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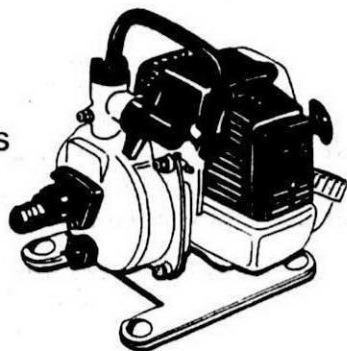


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NOTES FROM THE IMSI

2000 LYNN REYNOLDS INTERNATIONAL MAPLE LEADERSHIP AWARD

At the Maple Syrup 2000 International meetings in Burlington, Vermont last October, Larry Myott, Past Presidents Jacques Couture and Luc Lussier presented the annual Lynn Reynolds International Maple Leadership Award. This annual award is presented to someone active in the industry who has shown outstanding leadership over a long period of time assisting the maple industry to attain new heights. The 2000 recipient was Wilson "Bill" Clark, long time president of the Vermont Maple Sugarmakers and past president of both the IMSI and the North American Maple Syrup Council. Larry Myott's edited remarks follow.

The Lynn Reynolds International Maple Leadership Award was first presented in 1999, at Portland Maine. It is designed to honor the memory of Lynn Reynolds, a long time member of both the IMSI and the NAMSC. Reynolds was president of both of these organizations and led in the development of many of the programs of these organizations. He passed away suddenly, in his home state of Wisconsin, nearly two years ago now. This award is to perpetuate his memory and commitment to the international maple syrup industry.

The 2000 recipient of the Lynn Reynolds International Maple Leadership Award is a sugarmaker who has dedicated his life to our sweet maple industry. No person has put more years into serving, not only

his state's industry, but that of the international industry. We think his first involvement was in 1894 and he still remembers what each springs maple season was like since then.

This honoree was a founder of the IMSI some 25 years ago and the only still active charter member. He is also a past president of the IMSI. He is a long time member and former president of the NAMSC as well.

In the mid nineties he was inducted into the American Maple Museum's Hall of Fame in Croghan, New York. Joining the world's leaders in that auspicious honor. He has probably served on every committee of the maple industry since Adam and Eve discovered maple sap.

For 32 years he has been President of the Vermont Maple Sugarmakers Association. Although it is rumored that he may retire before Vermont hosts the next joint international meeting in some 14 years. (Bill retired from the position of VMSMA President at the Vermont Farm Show Annual meeting.)

This is an honor that the IMSI feels is very well deserved. Bill and his wife Susan, have played very important rolls in many aspects of Vermont agriculture as well as the international scene. He has been a director of the Vermont Fruit and Vegetable Growers Association, the Vermont Farm Show, various farmers markets organizations and many, many more.

Bill has been an advisor to Dean's of colleges, director's of Extension, Commissioner's of Agriculture, Governor's, United States Senators and yes, Extension Maple Specialists too! We all look to him for leadership and honest answers. Sometimes far

too honest for the current political situation. But, we know where we stand.

It is our pleasure, as an IMSI committee, to present this distinguished award to Wilson "Bill" Clark. He has exhibited outstanding leadership in the International maple syrup world. Congratulations Bill, come on up front and be recognized by your peers.

Thank you Bill for all your dedication to our sweet industry.

BURLINGTON VERMONT MEETING WRAP UP

The host committee of the international maple meetings in Burlington last October has announced that, for the Vermont committee, it was a big success. The organizing committee said, from day one of the planning, that they just intended to break even. Ed Davis, treasurer of the committee has presented them with the final financial statement. Larry Myott, Chair will present copies to both the IMSI and the NAMSC at a future meeting.

On a budget of nearly \$100,000 the committees final report show a net profit of about \$100. Well, we said we wanted to break even!

As with any budget, it was a guideline. Some categories were up and some were down. The one most talked about was the French/English translation service which ran nearly \$4,000 over, however there are no regrets there. The service was needed and allowed for a lot of the French speaking members to attend and understand the programs.

IMSI DOUBLES EFFORTS SEEKING ADULTERATION & PARA-FORMALDEHYDE

At the annual meeting the executive committee was instructed by the

membership to redouble their efforts to find and seek prosecution of those who would adulterate "pure" maple syrup. Samples are being sought from around the maple world for testing.

Reports continue to come to the IMSI that the tap hole disinfectant para-formaldehyde is being used in parts of the maple world. The tap hole disinfectant that has been discontinued from use in both the United States and Canada, it may be available on the black market in Quebec. Its use has been reported in Canada and some parts of the U.S.

At the international meetings held in Burlington last October, discussion was held in the IMSI meeting of the severe consequences of its continued use. The IMSI is moving to seek a total ban on it. This "pill" was once a registered pesticide for tap hole sanitation, the use certificate ran out in 1988 and the respective governments have not allowed for re-registration. The pill was determined to cause irreparable harm to maple trees.

The IMSI is communicating with Canadian and United States authorities seeking government action that will permanently end its use. The Burlington meeting included a session with Ag Canada representatives on the situation. IMSI was assured total cooperation.

The Vermont Maple Industry Council is also working to accomplish the same. In a letter to Commissioner of Agriculture Leon Graves in November, they asked for assistance in working with Canadian officials to end its use throughout the maple world.

INDIANA NEWS

By Steve Deatline

Dr. Timothy Perkins, research director of Proctor Maple Research Center, Underhill Center, VT, was main speaker at the Winter meeting of IMSA, held in Columbus, Indiana on December 2, 2000. Approximately seventy-five people heard him tell of the research being done on lead in maple syrup and the new smaller spiles. Those attending were most interested in his pictures of the facility and history of the Center. He spoke extensively on studies of lead in maple syrup and its sources. Then he explained the theories behind the new smaller-diameter spiles and results of the research on two different sizes of them. This was especially interesting since few of our members have tried them.

Serge Drouin, presently living in Indiana but part of a sugaring family in Quebec, showed slides and explained the process of maple syrup making in Quebec. For most of us, traveling miles to set up a syrup camp on the scale he described was indeed, a foreign idea.

During a delicious meal, prepared by Mary Hanner and her sister Janet, we were entertained by Doug Hanner and his fellow musicians. During this time we also had the opportunity to browse the dealer displays. Fogles from Mason, Michigan; Don Dodd, Niles, Michigan and Joe and Barbara Polak of Merrill, Wisconsin, all had wonderful displays of new equipment, containers and other items. Each dealer spoke of some new developments in the industry.

Mary Douglas, newly elected president of IMSI, told us of things going on there and asked for our support.

Larry Yoder, our representative to NAMSC in October, gave a delightful report of his activities there. Knowing Larry as we do, we are all certain that now everyone will be well aware of the Indiana presence in Maple gatherings.

During the business meeting, six directors were either newly elected or re-elected for another term: Chris Rahe, Poland, IN and Phil Hanner, Norman, IN from the southern district; Chris Leedy, Macy, IN and Gary Sink, Roanoke, IN from the northern district and Dave Hamilton, New Castle, IN and Steve Deatline, Lynn, IN from the central district. These join Florence Williams, Rockville, IN; Kenny Shipley, Gaston, IN and Larry Yoder, Goshen, IN, bringing to nine, the number of directors, in accordance with a change in bylaws last December.

Next year's meeting will be December 1, 2001, in the central district at a location to be decided by the central area directors.



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Our thanks to the many producers, packers and manufacturers who have continually supported this important program and we encourage those of you who have not, to join us now.

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MAINE MAPLING

By Dawn Bolduc

We seem to be exhibiting an unprecedented growth spurt here in Maine, and it's showing up everywhere . . . north to south. At Munswegan a consolidation of partners has renewed their thrust in marketing. Bob and Barbara Smith of Sugar Tree Farms, the largest pure maple candy enterprise in the state (maybe all of New England) have expanded their bush in the St. Aurelie area to back up their very steady maple candy market. Over in the Golden Road area there are some bush increases up to 10,000 taps. Donat Bisque has acquired a custom glass etching company to compliment his Golden Road production. Maine Maple Products is packing and shipping overtime. Dostie Farms has expanded from the Back Road to the Middle Road. Stout's Sugar Shack in Madison has expanded from 200 taps to a Main Street store that features their maple products and unique gifts. In southern Maine the beat goes on with increases at the Card Farm, at Savage and Mitchell's and at Bryant's Hilltop Boilers. The Hinkley school is adding to their maple capacities. Along the coast, Perry Gates in Camden has increased their packing and shipping of maple products by one hundred percent. Strawberry Hill Farm, an upscale producer/packer has also added to their taps and packing facility.

Maine's First Annual Maple Tour, headed by our Maine Extension Maple Specialist, Kathy Hopkins, played out between snow showers and gusty winds, at Richard Atwoods hilltop farm in West New Portland. Concurrent ses-

sions were held by Bill Ostrofski, professor of Forest Management at the University of Maine, on stand management and thinning, with plenty of hands-on opportunity in both new ground and established bush areas, and Al Bolduc's mainline, tubing, and vacuum systems updates with plenty of Q & A repartee. The interesting thing about this gathering was that only one couple was a MMPA member . . . and that they all came such a distance (from Aroostook County, to coastal Machis, both at least a four hour drive one way, to below Portland, 100 miles). Kathy Hopkins says a statewide survey (en francaise aussi) has been done . . . and toward the end of January the Third Annual Maple School will be held . . . and just ahead of that, the Agricultural Trade Show in Augusta featuring all the commodity groups.

For all Somerset County maplers, Somerset Sugarmakers Association will have a north-country meeting soon. Somerset County is the #1 maple syrup producing county in USA. Please check MMPA web site at www.MaineMapleProducers.Com for your listing. If any changes e-mail: verdevale@hotmail.com

Pour tout les erabliers du Somerset County, Somerset Sugarmakers Association nous ont un rendez-vous a bientot au ville de nord. Somerset County est le premiere county du faire l'erable en Etats-Unis. S'il vous plait corrigez votre nom a notre web-site: www.MaineMapleProducers.Com Pour changer: e-mail: verdevale@hotmail.com

All this hustle . . . the tap count is going up and the supplies are going down and we're ready to jump into a sizzling new season. Have a good one.

SUGAR MAPLE TREE IMPROVEMENT PROGRAM

*Uihlein Sugar Maple Field Station
Department of Natural Resources
Cornell University*

Maple producers and rural landowners throughout the maple syrup producing regions of the Northeast have expressed interest for acquiring improved sugar maple (*Acer saccharum* Marsh.) seedlings for future sap production on abandoned agricultural land and for replacement of roadside sugar maples that have declined. The supply of sugar maple planting stock with improved sap sugar concentration for plantation establishment and replacement of roadside trees has been limited. Requests from maple producers and landowners for improved sugar maple planting stock exceed the current availability of seedlings.

A sugar maple tree improvement program for high sap sugar concentration began in the 1960's under the direction of the USDA Forest Service (USFS). The program began with phenotypic selection by field examination of over 21,000 trees in the Northeast and intensive selection of the best trees. The program continued with the establishment of clonal orchards in Grand Isle, VT and Lake Placid, NY. Highly significant differences in sap sugar concentration were found in progeny tests in New York and Pennsylvania representing 25 of the selected USFS parental sources and derived from seed collected from within clonal bank production. The

sugar maple tree improvement program continued with the construction of a greenhouse in 1994 at Cornell University's Uihlein Sugar Maple Field Station at Lake Placid, NY to facilitate propagation of sugar maple for current and future programs. After favorable results were obtained in 1994 with the rooting of cuttings collected from 15 selections, over 60 individual sources selected for possessing high sap sugar concentration have been successfully cloned by the rooting of cuttings to the present time. Additionally, high sap sugar selections found difficult to root from cuttings have been cloned by scionwood grafting. This clonal material has allowed expansion and replacement in the established clonal orchards. As a result of damage from the January 1998 ice storm, several selections were lost in the Grant Isle clonal orchard and replaced in the spring of 1999 with clonal material reserved in the field station nursery. Also, clonal material propagated in the Uihlein greenhouse was outplanted in 1996 near the field station at Lake Placid as the initial step for establishing a seed orchard of higher performing individuals for producing improved growing stock. Since that time, the seed orchard has grown in size to nearly 100 trees representing 49 high sap sugar selections from throughout the Northeast. This number will be increasing as more selections are identified, propagated, and attain suitable size for outplanting in the orchard. As the seed orchard and clonal orchards develop, seed production will become more abundant, and thus, help fulfill the demand for providing greater availability of

improved seedlings for establishing orchards for future sap production.

Flowering and seed production have occurred at intervals in the clonal orchards at Grand Isle, VT and Lake Placid, NY. In recent years, seed production collected from the clonal orchards and propagated in the greenhouse has provided an amount of improved growing stock required for field trials at the field station and for cooperators and maple producers. To examine the cultural effects of establishing sugar maple, Cornell established a controlled, replicated outplanting trial at the Uihlein Field Station in 1997 designed to test treatments such as the use of fertilizer, tree shelters, and weed control. A similar outplanting trial was established at the Cornell Arnot Research Forest in 1998. In a training program for 10

extension educators in NY and PA, less formal outplanting trials have been established with about 20 landowners in NY and neighboring states. Additionally, a growing number of improved seedlings have been made available to maple producers in NY and other states in the Northeast.

Cultural Methods for Establishing Sugar Maple in Field Plantings

A sugar maple plantation designed to investigate specific cultural practices that offer efficient plantation establishment and enhancement of survival and growth was established in May 1997 at the Uihlein Sugar Maple Research Field Station of Cornell University near Lake Placid, New York. Two-year old containerized sugar maple seedlings of known source and propagated in the field sta-



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tion's greenhouse served as the planting stock for the study. The study site, abandoned agricultural land adjacent to the field station, had been prepared for planting during the previous year. Soil at the site is classified as Berkshire sandy loam. The experimental design consisted of 6-tree row plots for 9 treatments in 4 replications. Experimental variables included treatments of standard tree shelters 4 ft in height, hybrid tree shelters 4 ft. in height (half solid texture as the standard shelters with upper portion of breathable, perforated mesh), tree mat for reduction of weed competition, fertilizer, and combinations of each¹. A control (seedlings with none of the above treatments) was included in each of the 4 replications. The plantation was mapped and heights of seedlings were recorded at the time of planting. As of late August 1997, survival of seedlings was nearly 100 percent. Data, including seedling height (growth) and survival, will be collect-

ed at the end of the growing season for each of 5 years or until the efficiencies of the specific treatments are clearly illustrated.

To expand this study, an additional site near Ithaca, New York at the Arnot Forest of Cornell University was established during the spring of 1998. This site had not been identified or prepared to allow planting to take place during 1997. The plantation at the Ithaca site was designed in the same manner containing the same treatments as the Lake Placid site. Examination of cultural treatments for sugar maple growing in different environments will enhance this investigation.

Funding for this study supplied in part by the North American Maple Syrup Council is greatly appreciated.

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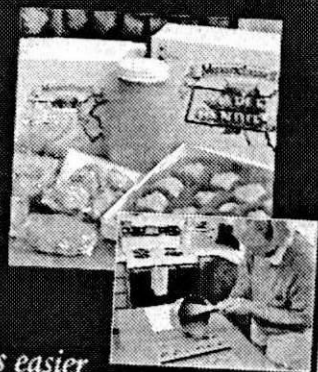
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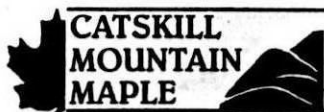
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NUTMEG NEWS

By Jerry Milne

Connecticut sugarmakers did not fare well in the 2000 season. An extremely warm early winter had the sap running well before anybody dared tap their trees, and after a brief cold snap, warm weather returned and lasted into the rest of spring. This past summer was cooler than normal with plenty of rain, and most maples seem to have rebounded from the drought of 1999. In November, the Maple Syrup Producers Association held their annual meeting in Andover. Among the topics was a field talk on sugarbush management by UCONN extension forester Steve Broderick, a tubing demonstration by Rich Norman, and tours of four local sugarhouses.

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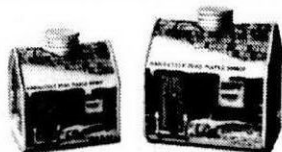


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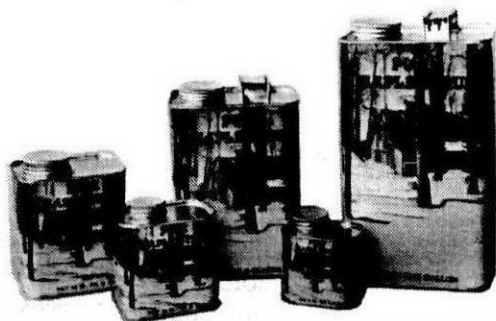
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HALL OF FAME NEWS

By Russ Davenport

The Hall of Fame committee makes this report: Three people have been selected as candidates for induction during the opening ceremonies of the American Maple Museum on Saturday, May 19, 2001 in Croghan, N.Y.

Mr. Avard Bentley
Westchester, Nova Scotia

Mr. Robert Smith
Skowhegan, Maine

Mrs. Marion Paul
Lanark, Ontario

I encourage everyone to plan to attend this opening ceremony. If you need further information please call Russ Davenport at (413) 625-8262.

BENTLEY'S MAPLE

Brief History

The lot the sugar woods is on was purchased in 1978. The lot is located on Westchester Mountain approximately 1 1/2 miles from the main road and sits on a rock ledge with a high iron content. With little coaching, 150 acres was thinned. Approximately 75% of the stems were removed. (This lot was clear-cut after a severe ice storm in 1955.)

The first pipe line was installed in the summer of 1980. In the fall of that same year a camp was built and a 6' x 14' evaporator was purchased. 1500 taps were ready for the 1981 season.

In 1984 the first vacuum pump was installed.

In 1996 a reverse osmosis machine was purchased as well as a 3' x 8' oil fired finishing unit.

For the 2000 season a 6' x 14" oil fired evaporator was put into use. The number of taps kept increasing each year until, for the 2000 season, 27,000 taps were in place.

The camp has gone through several major changes to reflect the increase in the operation.

This has been a family-run operation. In 1996, our son Michael started to work full time in the operation. In 1998 he oversaw the complete operation.

Involvement

I joined the Nova Scotia Maple Producers' Association almost immediately after becoming involved in the maple industry. I had the pleasure to serve as President for two-two year terms.

I attended the first North American Maple Syrup Council (NAMSC) meeting in 1986 and have been a director ever since. I have served in many capacities including: a two year term as President, Co-Chair for the 1993 NAMSC meeting and have been elected to Co-Chair the 2003 meetings in Nova Scotia.

I am a due-paying member of the IMSI.

I have attended all meetings possible referring to the Maple Industry.

Wild Blueberries

Wild blueberries is our main crop. The family has been involved in some capacity since the early 1930's. In 1970, 25 acres was purchased. Since that time, eight other fields have been purchased with 250 acres in our own-

ership. We lease land, do custom work. At present, we have four full-time employees. Approximately 10 years ago we started to get out of hand labor and turned to mechanical harvesting. We are presently managing about 2000 acres of blueberry land.

SMITH'S MAPLE PRODUCTS

My interest in maple spans a few years. I've been interested in maple syrup since my Grandmother boiled down maple sap on the kitchen stove. Most likely when I was 6-7 years of age. I graduated from the University of Maine with a degree in Forestry in 1954. I married my wife Barbara in May of 1954. Immediately after gradu-

ation I went into Uncle Sam's Army. In June of 1956, I was hired by the Maine Forest Service as a Service Forester for Somerset County. During this time I was actively involved in assisting landowners with all aspects of management of their forest land. Assistance was given to tree planting, thinning woodland stands, marking stands for selective cutting, all sorts of marketing ideas depending on the woods. The advice also took in sugar bush management. I was instrumental in influencing Ted and Becky Harding in going into the maple syrup business in the early 1960's. They also started the only commercial maple sugar candy business in Maine. I became interested in the Maine Maple Producers Association (MMPA) and became a



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member in the late 1950's. Ted Harding was the first delegate I can remember coming from Maine.

I left the Maine Forest Service in the summer on 1963 to start my own surveying and consulting forestry business. I thought that making a little extra money from maple syrup would help augment the income. (Just a note between 1954 and 1963 Barbara and I had six children, two boys and four girls.) In the maple season of 1964 I started sugaring with 1800 buckets on roadside trees rented from land owners at \$.25 per tap or like wise amount in syrup. The evaporating plant was set up in a garage on Silver Street, Skowhegan, ME. Three hundred seventy-six gallons of syrup was made that year and we were on our way.

I have been active in MMPA, President twice, Secretary/Treasurer and a director many times and at present. The MMPA was instrumental in getting the grading law changed from Maine Cooking Syrup or Grade C to Extra Dark Amber making it another table grade syrup.

I became active in the NAMSC when our delegate Orlando Small finished. I was appointed as delegate from the MMPA in the late 1980's. I was fortunate enough to be elected President to NAMSC and served two years. I think the highlight of my tenure included the signing of the document that took maple syrup out of Forestry and placed in Agriculture on a National basis. Also signing the cooperative resolution between the NAMSC and the IMSI.

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Now my concentration is back with the MMPA and getting the Canadian producers, that tap the large sugar-bushes in Northern Maine, to join our group. This finally came about when they joined this year. Next project is getting Somerset County some recognition as being the largest Maple producing county in the USA. We now believe we have 1,250,000 taps.

MRS. MARION PAUL

To Ontario Maple Syrup Producers Marion is Mrs. Maple! Marion and her husband Brien have been charter members of the Ontario Maple Syrup Producer's Association since its inception in 1966. Brien held a two year position as chairman for OMSPA from October 1974 to October 1976 with Marion's full support.

Brien & Marion have 1 daughter Cathy, and two sons Wayne & Daryl. Cathy held the title of Maple Queen in 1972. Wayne & Daryl both work on the family beef farm and assist with the family maple syrup operation and maple equipment dealership.

During the 1998 ice storm Brien and Marion were one of the many maple syrup producers who suffered high losses resulting in a reduction of their taps by nearly half.

When visiting the Pauls you wonder how Marion manages to find the time to greet and be host to you, never the less Marion always does. If you were to appear at her place near meal time it is virtually impossible to leave before one of Marion's delightful meals.

Marion was the first person in Ontario to show the value of producing and marketing maple products &



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other value added items. Since the late sixties she has made endless pounds of maple sugar & butter. She is a mentor to many Ontario producers, willingly coaching them with their business & production start up.

As a result of a 15 year demand for containers, evaporators and supplies, the Pauls decided to become dealers of Maple supplies & equipment. Marion organizes and manages this part of the family business with assistance from Brien and the boys for the heavy work.

Marion & Brien have attended many council meetings over the years and have helped organize and host Ontario meetings. Over the years you would see them both in attendance at the many NY and Vermont summer tours. Marion has earned the title of official maple judge at many fairs and assists with teaching judging schools.

For many years Marion was the key component at the Ontario Royal Winter Fair organizing & managing the association promotional booth. In her drive to increase maple syrup awareness in Ontario, Marion conducted many workshops on value added products within the Ontario Association.

True to form Marion showed her compassion and generosity during the 1998 ice storm which swept across Eastern Ontario, causing devastation to many maple syrup bushes, including the Pauls. Producers quickly turned to her for assistance. As a result of Marion's determination and passion for maple, she became the contact person and representative for the area maple producers, working with the governments and with people wanting to help in clean up and restoring services to

the area. Through her efforts, government assistance was requested and after many meetings, it was granted.

During this time of hardship Marion assisted at the local community center, cooking meals for the workers involved with the cleanup, while opening their home to those in need.

Marion's involvement with the N.A.M.S.C. goes back to the very first meeting at Fern Resort in Orillia, Ontario. Although she modestly admits to not having been in attendance at every council meeting, she has been a strong supporter of the Council. Marion sat on the committee of the 1995 council meeting in Kingston, Ontario charing a "Mainly Maple Craft Show" the first time such an endeavor had ever been attempted.

Marion's list of accomplishments not only include being a chartered member of the Ontario Maple Syrup Producers' Association but also a long-time director of the Lanark & District Syrup Producers' Association. For many years she has served on countless committees such as promotion, membership and other committees for OMSPA. Marion has also served on organizational committees for several Ontario summer tours and annual meetings, including our most recent summer tour of 2000 in Lanark & District.

Within her own community, Marion's involvement & participation is overwhelming. She works with fundraising for their community hall, with church suppers as well as her participation at many craft shows selling her crafts and maple products.

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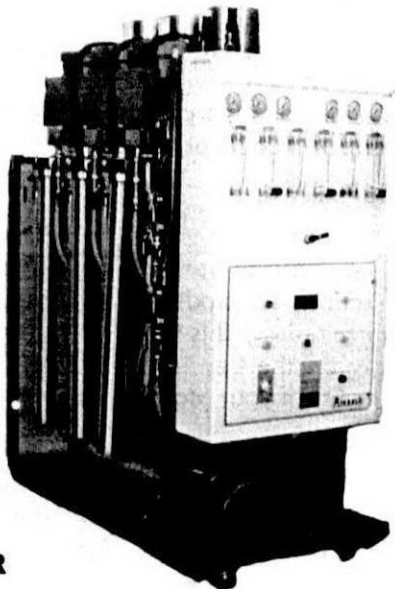


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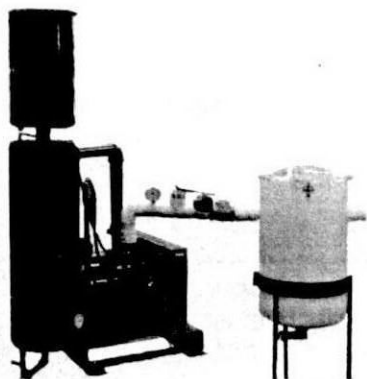
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THE 4 P'S OF MARKETING

The 4 P's of the marketing mix are:

1. *Product or service*
2. *Price*
3. *Place*
4. *Promotion*

These 4 P's are part of the marketing strategy you will later develop that is aimed at what could be called the fifth P — People or, more specifically, customers.

Product

You must be able to clearly describe your product or service in 25 words or less. This forces you to focus only on the key ingredients and/or benefits of your product or service.

Price

To develop a pricing strategy, you'll need to know your costs and be aware of the price your customers will want and be able to pay.

Place

Answers the question, "How and where can my customer obtain this service or product?" In some cases this might involve door-to-door selling, mail-order sales, or an actual store or office. In other cases the services of a distributor and/or retailer might be required.

Promotion

Involves all of the activities required to bring your product or service to the attention of your chosen market. Two examples are advertising and holding special sales promotions involving contests or give-away items imprinted with the name of the enterprise or product. The packaging of a product is also associated with pro-

moting it. Attractive, practical, easy-to-recognize packaging is an important factor, along with consideration of environmental concerns.

One of the major stumbling blocks to entrepreneurial success is that most people don't know how to market a product. A second stumbling block is that entrepreneurs have to compete not only with other new product and service developers, but also with other established businesses. The two most common reasons for failure are:

1. *Picking the wrong product or service.*
2. *Lack of a marketing plan.*

Entrepreneurial success depends on being prepared to spend time to learn the rules of the marketing game, being able to identify your customer, understanding his or her needs and wants, communicating and demonstrating the benefits of your product or service, and being capable of following up with your customer. This might sound simple enough but many beginning entrepreneurs seem to overlook these aspects of marketing.

Using the marketing mix as part of your strategy, you will be able to research, design and develop a marketing strategy for your idea. This strategy will be a direct result from the time and effort you spend on it and will form the basis of your marketing plan.

This article was taken from "Maple Plus", a handbook for great maple plus products from on-farm kitchens. Produced by the Ontario Maple Syrup Producers' Association. This book has information on marketing, maple kitchens and recipes. For further information call Ken McGregor at (519) 232-4596.

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ARCHIE'S SUGARBUSH

Reprinted from February 1990
Maple Syrup Digest

Dear Mr. Editor

My wife she sez, "Truthful Archie," sometimes she calls me Honest Archie, "Please tell that nice Mr. Editor man about the storage problem we had when we tapped the round forty." Well, ya see, it was like this —

We was having sap storage problems for several years after we expanded our number of taps from 600,000 to 3/4 of a million (all in the round forty). We was using the most modern scientific means of moving the sap from tree to storage so that was not our problem. What to do with the sap after it reached the sugarhouse was our problem.

We had purchased 50 tank cars from the defunct Nickle Plate Railroad with the idea of using them for storage. After removing the tanks from the railroad wheels and welding them together, we had a tank 8 ft. in diameter and almost 1/2 mile long. The railroad gave us enough track to rest this long storage pipe on. We thought we had the bull by the tail

when we completed the sap storage tank but we were fooled. Two things made us abandon it. Cleaning was one.

We bought 3 wheel all terrain vehicles and attached sprayers and scrubbers to run up and down inside the tank to clean it. They always ran out of gas before even half way through. The time element to get them gas, some of which spilled and went into the evaporator, was too great. And no one wanted gasoline flavored syrup.

We found out the government was selling some of the missile man silos in North Dakota real cheap. We bought one and had it flown air freight to the round forty. We dug the hole 278 feet deep to put it in but when the C 5 A, which was hired to fly the thing in, crashed on take off and broke the silo, we cancelled our order. We came out ahead, though. We sold the busted silo to a highway construction company which re-constituted the concrete to build an extension 40 miles long to the 4 lane freeway.

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SUGAR MAPLE MANAGEMENT HIGHLIGHTS FOR THE REGION

**from the
North American Maple Project
(NAMP)**

NAMP is an international study involving the United States and Canada to evaluate the condition of sugar maple throughout the region.

Are sugarbushes as healthy as other sugar maple stands?

NAMP has found that tree health (as measured by crown condition) is similar in sugarbushes and untapped sugar maple stands.

Are sugarbush trees more vulnerable to stress than untapped stands?

NAMP has found that sugar maple trees under both types of management responded the same to stress.

How much dieback is "normal" for sugar maple trees?

Over 90% of sugar maple trees monitored in NAMP have 0 to 15% crown dieback. Most of these trees are healthy and have an excellent chance of long-term survival, barring any significant future disturbance.

What is a "normal" mortality rate for sugar maple trees?

NAMP data shows that sugar maple trees die at a rate of 1.2% per year. There are some differences between overstory trees (0.9% die per year), and understory or suppressed trees (2.0% die per year). These results are similar to other studies on sugar maple mortality rates.

Should unhealthy trees be salvaged?

Crown condition can be used to indicate which trees will be surviving into the future. NAMP has followed tree health and survival over a seven-year period. Trees with 20-35% crown dieback had a 90-99% chance of survival and an 80% chance of returning to a healthy condition. Trees with more than 35% crown dieback had a 65% chance of dying or remaining unhealthy. These predictions could vary according to the cause of dieback. For example, trees with thin crowns due to insect defoliation are more likely to recover than trees stressed by poor site conditions. So, salvaging would be justified where dieback exceeds 35%

Is it important to avoid injury to tree boles and roots during logging or sugaring?

NAMP information indicates that major bole and/or root damage may result in tree mortality. Crown dieback of 50% or greater is associated with bole and/or root damage. By avoiding injury to trees during thinning, sugaring or other entries, your opportunity for maintaining tree health is improved.

Is tap hole closure important to tree health?

Trees that close tapholes rapidly following the sugaring year produce more clear sapwood for future tapping. NAMP data shows that trees with greater than 35% dieback close tap holes more slowly. High dieback can be used as a signal to limit the number of tap holes. NAMP has found that vigorous trees tend to have fewer

than 2 open tapholes in the summer following tapping.

What are the effects of insect defoliation and adverse weather conditions on tree health?

The impact of stress from defoliation or adverse weather on trees depends on many factors, such as the condition of trees prior to the disturbance, the site where trees are growing, and the timing and duration of the disturbance.

NAMP results show that trees in areas defoliated by pear thrips or forest tent caterpillar for 1-3 consecutive years, and areas experiencing drought conditions for 2 years, had significantly thinner crowns, but normal foliage returned after 1-2 years. In these types of situations, where trees are exposed to a single stress agent for a short duration, tree recovery is expected to be good.

Is acid deposition stressing our maples?

NAMP has found that trees growing in areas with high levels of acid deposition have thinner foliage than those growing under medium and low acid deposition levels. While more long-term information is needed to understand this association, these results do indicate the possibility that sugar maples stressed by wet sulfate and nitrate pollutants have reduced leaf area.

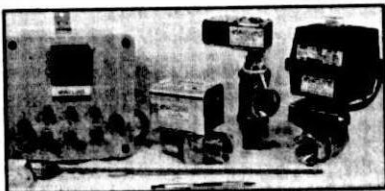
Why is it economically important to maintain a healthy sugar maple forest, and how can it be accomplished?

Healthy trees translate into good growth, higher sap volume, and more

resistant trees. Once a stand starts to decline it is difficult for the overstory trees to recover. There is some evidence (i.e. a Vermont study) suggesting that there is increased abundance of weedy ferns (hayscented) in stands with high dieback, which makes it difficult to promote future regeneration.

A healthy stand begins with the site. Sugar maples grow best on loamy, well-drained soils, with pH values of 5.5 to 7.3. While sugar maples grow on a variety of soils and sites, less healthy trees can be expected on less favorable sites.

Maintaining health will depend in large part on forest management practices. While tapping trees does not adversely affect health, avoid overtapping trees to maintain adequate new wood growth for future tapping. Delay thinning in woodlots with serious insect, disease or weather damage to avoid additional stress.



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2001 SAP PRICES

A lot of people have requested that we publish sap prices. What I have found is that sap prices vary greatly depending upon the retail price of syrup.

The retail price of syrup in the Northeast is higher than in the Midwest, hence the price paid for sap is higher in the Northeast. Listed below are sap prices being paid by SOME producers.

Remember these prices are for sap delivered to the sugarhouse.

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

sugar	\$/gal.	sugar	\$/gal.
1.50	.106	3.60	.411
1.60	.124	3.70	.426
1.70	.143	3.80	.440
1.80	.160	3.90	.453
1.90	.175	4.00	.468
2.00	.190	4.10	.481
2.10	.203	4.20	.495
2.20	.218	4.30	.509
2.30	.232	4.40	.522
2.40	.245	4.50	.537
2.50	.260	4.60	.550
2.60	.273	4.70	.564
2.70	.287	4.80	.579
2.80	.301	4.90	.592
2.90	.315	5.00	.606
3.00	.329	5.10	.619
3.10	.342	5.20	.634
3.20	.356	5.30	.648
3.30	.371	5.40	.661
3.40	.384	5.50	.675
3.50	.398		

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The winners at the North American Maple Syrup meeting in Vermont in October, 2000 are as follows:

MAPLE SYRUP CONTEST 73 Entries — 14 States & Provinces

FANCY/LIGHT AMBER

- 1st - Green Mountain Sugarhouse, Ludlow, Vermont
- 2nd - Lise and Rolland Urbain, LeGardeur, Quebec
- 3rd - Steven's Sugarhouse, Thetford Center, Vermont

A MEDIUM AMBER

- 1st - Scribner Maple, Whitehall, New York
- 2nd - Gillilan Family Maple, Cambridge, Vermont
- 3rd - Steven's Sugarhouse, Thetford Center, Vermont

A DARK AMBER

- 1st - Wild Country Maple, Lutsen, Minnesota
- 2nd - Caribou Cream, Lutsen, Minnesota
- 3rd - Mitchell's Sugarhouse, Pittsford, Vermont

BEST OF SHOW

- Scribner Maple, Whitehall, New York

The judges were Marc Paquette, Vermont; Randy Heilligman, Ohio; and Dave Chapeskie, Ontario

PHOTO CONTEST 50 Entries — 9 States & Provinces

SUGARBUSH SCENES

- 1st - Ben & Judy's Sugarhouse, West Edmeston, New York
- 2nd - Michael Girard, Simsbury, Connecticut
- 3rd - Justin Greene, Poultney, Vermont

MAPLE PRODUCTS

- 1st - Russ Davenport, Shelburne, Massachusetts
- 2nd - Paul Newman, Chardon, Ohio
- 3rd - Michael Girard, Simsbury, Connecticut

MAPLE BUILDINGS

- 1st - Michael Girard, Simsbury Connecticut
- 2nd - Cynthia Kling, Starksboro, Vermont
- 3rd - Avis Norman, Woodstock, Connecticut

MAPLE PEOPLE

1st - Paul Newman, Chardon, Ohio

2nd - Jessica Rose, Castleton, Vermont

3rd - Mary McQuaig, So. Woodstock, Vermont

MAPLE PHOTO OF THE CENTURY

1st - Bob Coombs, Jacksonville, Vermont

2nd - Michael Girard, Simsbury, Connecticut

3rd - Rita Harrah, Waterford, Ohio

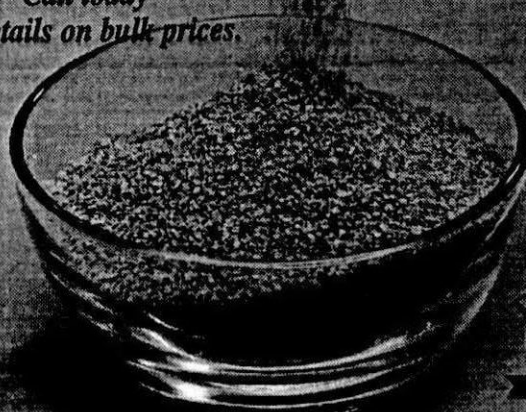
BEST OF SHOW

Ben & Judy's Sugarhouse, West Edmeston, New York

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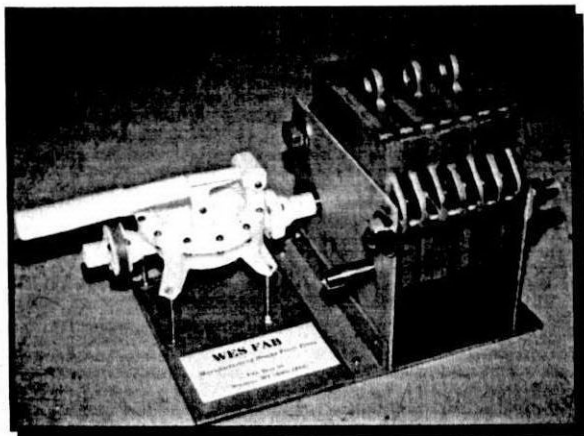
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