

Maple Syrup Digest



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GREETINGS FROM YOUR PRESIDENT



It's hard to believe two years have already gone by since I was first elected to serve as your NAMSC President and when my first term as president started on the North American Maple Syrup Council's 50th Anniversary that made it even more special to me. I attended my first NAMSC Annual Meeting was back in 1998 in Titusville, PA., I realize this is not very long ago for many of you folks who still participate in these meetings every year but for me these past fourteen years have given me the opportunity to meet and visit with many of you while developing some very good friendships that I hope will last for many years to come.

Since the beginning NAMSC has provided a forum for its members throughout the entire international maple industry to help better promote and fund needed research and also to help develop ways to exchange this new found information within its' membership. In the past several years some of the most important research that's been done I believe has been on new methods for sap production. This new research allows sugarmakers to now produce in some cases more than twice as much syrup as they did in the past from the same number of taps. New equipment and methods have also been developed on ways to get this extra production while creating much less damage to the tree than in the past. Another area in which there has been a lot of research done was on "product safety" which as we all

know is #1 on every consumer's mind in today's world. I believe all producers should take this into consideration as part of their maple operation management plan. We should never forget that our end product is a "specialty food" which most consumers could live without if they had to, so let's never give our loyal customers a reason to stop buying it.

In regards to NAMSC's future there are two very important areas that I believe we all still need to step-up and get more involved with, these are funding and communication. We took a big step forward at last year's annual meeting when you voted to support a major increase in dues which helped to level fund the organization's operating cost but we also showed during that meeting the need to either continue increasing our dues yearly or find other ways to help fund this rising cost. It's very important to the future of our industry that NAMSC continues to raise even more funding for research every year through either our Alliance Program or some sort of other method. Sugarmakers and business people alike must start looking at this Alliance Program as a way to invest in their future earnings. Wouldn't it be great if in the future NAMSC could fund direct types of research it wanted done on certain topics? Don't get me wrong, there has been and currently is some great research being done out there for our industry by some very good and dedicated researchers but I just think there may be a time in the future when the NAMSC Research Committee sees an issue develop that they want studied and will need to pay for this to be done. Our new Alliance Program was a great start as a way to collect this

type of needed funding but unfortunately it has not been well supported by our entire maple industry. Hopefully in the future more of our members and businesses which are closely related with our international maple industry will see a benefit in being a part of this important program. Another pressing issue for NAMSC that I think we all agree on is not being able to effectively communicate with our entire membership. Over the past several years the Executive Committee and Maple Digest Advisory Committee has been looking into this issue but unfortunately there is no solution yet. There are two big hurdles that we need to overcome before this problem can be solved. Our first hurdle is that we are an international organization where our membership uses two completely different languages and the cost to get all our communications translated and

printed into both languages is very expensive and we do not currently have the funds in-place to make it happen. The second hurdle is what form of communication do we use to communicate with our membership in the future? Do we continue with a printed version of the Maple Digest or do we go to an electronic version? Meeting face-to-face only once a year makes it very hard for committees to get things done; that's why I'm in-hopes during the up-coming annual meeting our committees will have a chance to meet and discuss important issues like this so progress can be made.

Thank you for all of your past support and I look forward to seeing you all this coming October in Michigan.

Have a safe trip,
Rick Marsh



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IMSI NEWS

*By: Dave Chapeskie, R.P.F.,
Executive Director, IMSI*

Introduction

The most recent IMSI quarterly Board of Directors meeting was held at the Crystal Palace Hotel in Moncton, New Brunswick on August 24th. The meeting was chaired by the IMSI President Richard Norman and was well attended by the IMSI Directors and advisors. Some other Directors and advisors indicated that they could not attend the meeting due to financial, time or other constraints.

Some who could not attend the meeting contributed useful input in advance of the meeting.

2011 Maple Crop and Related Market Factors

There was a round table discussion regarding the 2011 maple crop and related market factors in Canada and the United States. The IMSI Board representative of the Federation of Quebec Maple Syrup Producers provided an update on the 2011 maple crop and some additional information of interest. It was reported that in 2011 there were an estimated 42.7 million taps in Quebec, yielding an estimated 101.9 million pounds of syrup. Prices ranged from \$2.81/pound for AA to \$2.22 for industrial grade syrup. There is an estimated 37.5 million pounds of maple syrup in strategic reserve in Quebec which is close to the amount thought to be required to ensure an adequate supply to buyers when it is needed, particularly if there is a below average crop of maple syrup experienced in the future.

In general, sales of syrup were reported as good by maple producers and packers in attendance at the meeting, with prices holding steady in most circumstances. It was noted by some that the availability of relatively low priced syrup in some large retail outlets may adversely affect some local markets. Production levels have increased in some areas due to modernization of maple production equipment and expansion of the industry in some areas.

Blended Syrup Products - Packing and Retail Display

The IMSI, working cooperatively with the NAMSC, has been active in recent months responding to issues related to the packing and retail display of blended syrup products. A letter was sent to most major food retailers in Canada and the United States outlining concerns of both IMSI and NAMSC related to misleading advertising and product displays which are potentially confusing to consumers and may adversely affect the market for pure maple syrup. Some retailers have indicated they are reviewing their shelf-placement policy as a result of this communication.

The IMSI and the NAMSC sent letters to Pinnacle Foods Inc. regarding use of the traditional Log Cabin plastic jug for table syrups as well as shelf-placement of the table syrup product in relation to pure maple syrup and some additional follow-up is expected.

Standard International Maple Grades Project

Dave Chapeskie, Chair of the IMSI's Standard Grades and

Nomenclature Committee reported on progress in support of this important project initiative. The final draft of the regulatory submission for standard definition, grades and nomenclature was approved without amendment by the IMSI Board of Directors at their August Board of Directors meeting in Moncton, New Brunswick. The Board authorized that the document be distributed to regulatory authorities at the federal level as well as to regulatory authorities and appropriate industry representatives at state/provincial level. Distribution will also extend to government and industry contacts in other states and provinces with a commercial maple syrup industry. The IMSI will be closely monitoring progress towards obtaining regulatory approvals. The IMSI has targeted adoption of the new maple grading system for the 2013 maple production season, subject to obtaining regulatory approvals. It is anticipated that regulatory authorities will provide a phase-in period between the current and the new system. Progress towards obtaining regulatory approvals will be closely monitored by the IMSI and reported periodically.

Several operational market trials involving maple syrup producers and packers are being designed for implementation in the fall of 2011 or in 2012. These trials are intended primarily to engage a number of maple producers and/or packers with the proposed new grading system and provide additional helpful feedback from producers/packers and consumers in advance of full implementation of the changes. The information derived from these trials will be

shared in the NAMSC-IMSI Annual Meeting forum in Connecticut in October 2012 and in the Maple Digest. Centre Acer has developed a number of new colour classification kits and syrup sample sets to be used where required in support of these trials. Implementation of the proposed standard grades is not in any way dependent on these trials but they may assist implementation.

Some exploratory work has been done to assess interest among existing suppliers of grading kits in producing new colour classification kits or equipment modifications (ie. Iovi-bond) which will be required once the IMSI proposal has been approved for implementation. It is believed that there will be a market for both temporary and permanent colour classification kits developed or adapted to the new system. USDA has expressed some interest in developing a permanent colour classification kit and a commercial subsidiary of Centre Acer may also be interested. The IMSI continues to assess available options for production of the new colour classification kits.

Nutritional and Health Advantages of Syrup Project

Ray Bonenberg, Chair of the IMSI's Nutritional and Health Benefits Committee reported on the status of this work. Project deliverables being finalized included a) An IMSI strategic positioning statement; b) A poster and rack card; and, c) A CD containing scientific and web-based information related to nutritional and health benefits of pure maple syrup.

The IMSI Board of Directors accepted the final draft of the related

IMSI position statement without amendment and accepted the proposal to publish a CD containing the IMSI Position Statement, the final approved version of the poster and rack card when ready and related scientific and web-based information resources.

The draft poster and rack card summarizing nutritional and health related benefits of pure maple syrup were accepted in principle. The Board requested that there be further consultation with appropriate officials within CFIA, Health Canada and FDA to help finalize the content of these two resources. When ready, the final draft of the poster and rack card will be circulated to the IMSI membership for comment.

Organic Certification Standards for Pure Maple Syrup

Eric Prud'Homme of CFIA reported on the status of organic certification standards and related dialogue in Canada and the United States. Eric suggested that there is an opportunity and advantages to harmonizing the standards in Canada and the US, using the Canadian standard as a primary reference since it is more detailed than the US standard. Further details, including a comparison chart of Canadian and US Organic standards, can be obtained from the IMSI's Executive Director upon request.

There was also discussion regarding examples of misleading or in some cases inaccurate comparisons of organically certified syrup with non certified syrup.

CFIA officials have offered to provide a presentation on the status of

organic certification requirements for syrup at the IMSI's upcoming Board of Directors meeting in Michigan on Sunday, October 23rd. A summary from this discussion will be presented at the IMSI's Annual meeting on Monday, October 24th. Related issues and opportunities will be discussed further at that time. The IMSI is also re-activating its Organic Certification Standards committee in preparation for any follow-up.

Air Injection Use Guidelines

Dave Chapeskie presented the final draft of guidelines for the use of air injection for the production of maple syrup. The guidelines have been reviewed by a number of experienced users of Air Injection Technology as well as scientists at UVM Proctor Research Centre and Centre Acer. All input was taken into account in finalizing the guidelines. The IMSI Board of Directors accepted the final draft of the guidelines, without amendment. A copy of the approved guidelines can be obtained from the IMSI's Executive Director upon request.

IMSI Golden Maple Leaf and Lynn Reynolds Award

This is the fourth year for the IMSI's Golden Maple Leaf Award and the 13th year for the Lynn Reynolds Award to being administered by the IMSI. Winners of these two awards will be announced during the Annual NAMSC and IMSI banquet event in Michigan on Wednesday, October 26th.

IMSI Maple Grading School

Kathy Hopkins provided the IMSI

Board with an update regarding future offerings of the IMSI sponsored Maple Grading School. It should be noted that University of Maine Cooperative Extension had launched a website to help promote IMSI's Grading School.

The website address is: <http://extension.umaine.edu/maple-grading-school/>. This link will be added to the IMSI's website.

A grading school will be held in conjunction with the Annual NAMSC and IMSI meetings at the Bavarian Inn in Frankenmuth, Michigan on Thursday, October 27th and Friday, October 28th. A grading school will also be held on Wednesday, December 7th and Thursday, December 8th at the UVM Extension Office, Berlin, Vermont. There are still openings available for these school offerings.

Further details, including registration forms for these planned schools in 2011, can be accessed on the above referenced website. Anyone with questions regarding the grading school should contact Kathy Hopkins at khopkins@maine.edu

Date and Location of Upcoming IMSI Board of Directors Meetings

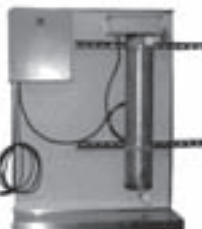
Sunday, October 23rd, 2011,
Bavarian Inn, Frankenmuth,
Michigan

Date and Location of the IMSI Annual Meeting:

Monday, October 24th, 2011
Frankenmuth, Michigan

Please note that there will be an informative panel discussion focused on the factors affecting supply, demand and prices for maple syrup and current market conditions.

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Thank You

Dear Maple Friends,

A few days ago I sat down to read again the many, many, cards that you sent to me and the Haas family after Dick's death.

Just as our times together over the past 30 plus years always put a spring in Dick's step and a smile on my face, the beautiful words in the sympathy cards along with the many handwritten caring tributes to Dick filled my heart and mind with happy "Dick moments." The joy of knowing caring people, can and does help lift the spirit.

Dick and I had 49 wonderful years together. They were a gift. Through the maple business, we met many wonderful people who became friends. That also was a special gift.

Thank you all.

Janet Haas

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OHIO MAPLE PRODUCERS DOUBLE PRODUCTION IN 2011 OVER 2010

*By Les Ober, OSU Extension,
Geauga County*

For Ohio Maple Producers this year has been both inspiring and one of uncertainty. On the inspirational side, maple production in Ohio once again topped the 100,000 gallon mark for the second time in four years. However, about the time Ohio producers were basking in the glory of a great season the news that the Asian Longhorn Beetle was found in Clermont County near Cincinnati was announced. The importance of this find cannot be understated. This insect, if it spreads across Ohio, has the potential of destroying our maple syrup industry. This has left all Ohio Maple Producers with a rather anxious uneasy feeling about the future of maple in Ohio. Fortunately APHIS, the agency assigned to eradicate invasive species, are cautiously optimistic that the insect can be confined to Clermont County.

On June 9 the USDA Agricultural Statistic Services released the 2011 Maple Syrup Production Report. It was a very good year for just about every maple producing state. Production increased by 50 to 100% across the maple producing region of the United States. For Ohio, it was good news, tempered with some disappointment. Despite producing 25,000 gallons more than 2008 (100,000 gallons), which set a 50 year high, Ohio only produced enough syrup to come in 6th in the nation. It was no surprise, that

Vermont was first with 1,140,000 gallons and New York 2nd with 564,000 gallons and Maine 3rd with 360,000 gallons. However, Ohio was also bested by Wisconsin with 155,000 gallons and our neighbor to the east, Pennsylvania with 128,000 gallons. That was an all time record for the Keystone State. For Ohio 125,000 was almost double the 2010 production (65,000 gallons) and 35,000 gallons more than 2009 (90,000 gallons). For the United States producing 2,790,000 gallons in 2011, was an 834,000 gallon increase over 2010 (1,960,000 gal.) and a 390,000 gallon increase over 2009 (2,404,000 gal.).

When you look at the progress that Ohio maple producers have made since 2008, there is one statistic that stands out - that is yield per tap. Ohio produced .309 gallons per tap in 2011, over the last 4 years Ohio is second only to Vermont in this category. Vermont produced .282 gallons per tap and Ohio produced .240 average over 5 years. Ohio increased its production by almost 100% from 2007, close to 25% over 2008, 40% over 2009, and almost 100% over 2010. Only Vermont and New York have shown similar gains. Weather patterns played a major role in what has happened in each of these states. One factor that sets Ohio apart is that our maple growth (number of taps) has been accomplished with a significantly smaller increase in tap numbers over the last 5 years. Since 2008 Vermont has gained 400,000 taps and New York has gained 500,000 taps. Ohio has only gained a little over 75,000 taps. Therefore, it would not be fair to compare these states on total production.

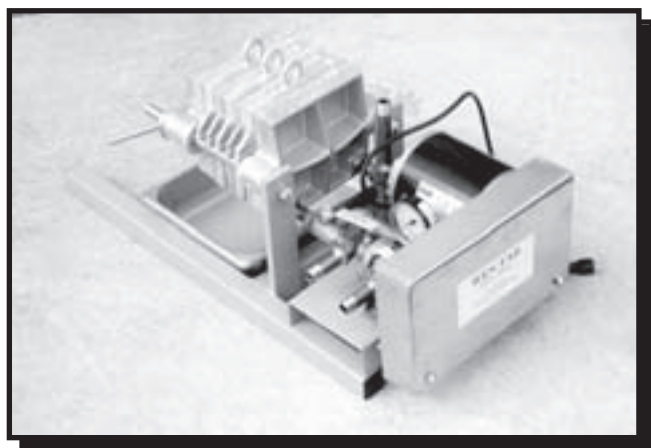
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Maple Syrup Production in a Changing Environment

*Amy Hluchyj and *Brenda L. Murphy, Ph.D.
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This report summarizes the results from a survey conducted at the joint meeting of the North American Maple Syrup Council (NAMSC), the International Maple Syrup Institute (IMSI) and the Ontario Maple Syrup Producers Association (OMSPA) in Stratford, Ontario, October 20-23, 2010. The goal of the survey was to document respondent's experience of changes within maple syrup operations and sugar maple (*acer saccharum*) ecosystems, including potential changes to regulations, technologies and climate. The survey also focused on opportunities to adapt to these changes, particularly in the area of weather variability and climate change. In total, 33 surveys were completed. The results are presented below.

General Information

The site location of respondent's business location was fairly equally distributed between Canada (52%) and the United States (48%). The majority of respondents (88%) identify themselves as producers, however, other parts of the industry were also represented. As producers, these individuals find themselves working within the sugar bush and therefore have a strong understanding of any potential ecosystem changes that occur over the years (Table 1).

Table 1			
Business Location	Respondents	Industry Position	Respondents (choose all applicable)
Ontario	12	Producer	29
Quebec	2	Maple Syrup Retailer	8
Atlantic Canada	3	Maple Packer	7
USA – Northeast	8	Maple Syrup Distributor	4
USA – Southeast	1	Equipment Manufacturer	2
USA – Midwest	6	Other	6
Other	1		

In total, 76% of respondents indicated their family has been involved in the industry for more than 20 years. After being involved for more than two decades, these respondents will have a good understanding of the impacts, if any, that various changes have had on their businesses including climate

change. It will also allow them to better predict future impacts on their sugar bushes and businesses.

The majority of respondents (58%) indicated having a medium to high level of involvement with maple syrup organizations. 33% indicated having no formal involvement. By sharing knowledge and support through networking, individuals are better able to adapt to changes within their businesses to create a stronger, more resilient future (Table 2).

Table 2			
Years in Business	Respondents	Level of Organization Involvement	Respondents
Less than 10	3	No Formal	11
10 to 20	5	High Level	10
20 to 50	13	Medium Level	9
50 to 100	7	Low Level	3
More than 100	5		

The next table displays what respondents feel are the benefits of maple syrup industry organizations. Networking was the most common response with 85% of respondents agreeing to their benefits. The subsequent two answers were providing opportunities/learning new skills (82%) and conducting research on important topics (79%). All are important opportunities to help lower the impact of possible changes including climate change (Table 3).

Table 3	
Benefits of Involvement With Maple Syrup Organizations	Respondents (choose all applicable)
Provide Opportunities to Meet and Network with Other Producers	28
Provide Opportunities to Learn New Skills	27
Conduct Research on Important Topics	26
Lobby Government on Important Issues	21
Other	3

A number of different public discussions about maple syrup were seen as quite important by most respondents. The public discussion with the strongest response was 'buying local is good for communities' (70%). The health benefits of maple syrup and the environmental benefits of trees and woodlots both received 61% of the votes as quite important. The 'eat local', or 100 mile diet, was also well recognized at 58% (Table 4).

The final question in this section involved rating the importance of various reasons for involvement in the industry. The table indicates that many of the

Table 4				
Public Discussion	Not at all Important	Somewhat Important	Quite Important	Don't Know/ NA
Buying local is Good for Communities	3	5	23	0
Health Benefits of Maple Syrup	2	9	20	0
'Eat local' diet (100 mile diet)	6	3	19	3
Trees/Woodlots Have Env'tl Benefits	2	9	20	0
Trees Remove Carbon from Air	5	11	13	0

listed reasons were seen as quite important. Take note of three reasons in particular: learn new skills (70%), diversify income (55%) and meet/network with industry members (55%). These three are not only seen as important reasons for the members themselves, they are also good for adaptation. By learning new skills, diversifying their income and networking with other members of the industry they are developing opportunities to adapt their business to help withstand the effects of all types of change, including climate change (Table 5).

Table 5				
Reasons for Involvement	Not at all Important	Somewhat Important	Quite Important	Don't Know/ NA
New Skills	2	6	23	1
Meet Members	2	10	18	1
Financial Profit	3	8	18	2
Diversify Income	3	7	18	2
Get Outdoors	7	7	17	1
Legacy for Kids	9	7	13	3
Family History	13	7	10	2
Aboriginal Traditions	20	2	1	7
National Heritage	15	8	5	3
Spiritual Relationship	17	8	4	2

Changes in the Maple Syrup Industry

The first question within this section asked respondents to rate the importance of the listed changes/opportunities to their maple syrup business. New rules about maple syrup food safety were seen to be the most important change overall with a unanimous 100% agreement. This was followed by proposed new rules about maple syrup grading (94%), fiscal incentives to modernize operations (85%) and continued erosion of government regulatory and advisory staff support (25%) (Table 6).

Table 6				
Changes/ Opportunities	Not at all Important	Somewhat Important	Quite Important	Don't Know/ NA
New Rules About Food Safety	0	11	22	0
Proposed New Rules About Grading	2	16	15	0
Fiscal Incentives	4	15	13	1
Continued Erosion of Government Staff	4	14	11	1

The next question focused on the importance of various changes/opportunities to the maple syrup business. Level of technology use (94%), level of bureaucracy and regulation (64%), and participation in organizations (61%) all had a high level of 'increasing' responses. 72% of respondents indicated that the number of taps within their sugar bushes have been increasing over the past 5 years. 40% indicated that access to help was decreasing (Table 7).

Table 7				
Business Factor	Decreasing	No Change	Increasing	Don't Know/ NA
Level of Technology	0	2	31	0
Cost	2	2	27	11
Number of Taps	1	3	24	2
Level of Bureaucracy	0	9	21	1
Participation in Organizations	0	13	20	0
Market Access	2	11	19	0
Health of Trees	4	12	14	2
Impact of Climate Change	1	10	12	9
Profit Margins	10	11	11	1
Quality of Sap	2	16	11	2
Access to Help	13	13	3	3

In thinking more specifically about climate change, the 3 most common weather patterns seen as having bad impacts on maple syrup production are change in day-time temperature (55%), change in night-time temperature (52%) and more drought-like conditions (48%) (Table 8).

Table 8				
Weather Patterns	Bad Impact	No Impact	Good Impact	Don't Know/ NA
Change in Day-time Temp	18	3	2	4
Change in Night-time Temp	17	4	2	3
More Drought Conditions	16	6	0	3
More Violent Storms	14	7	0	5
Change in Wind	11	10	1	3
Change in Snow	10	7	5	3
More Storms	7	13	0	5
Change in Rain	6	10	6	3

Figure 1 illustrates the changes noted in the timing of the season. The majority of respondents indicated the season has been both starting (55%) and ending (64%) earlier than in the past.

Table 9 lists several weather factors and shows respondent's perceptions of variability. The majority of factors were seen as becoming more variable than in the past. However, the factors that have seen the most variability were: start of season (73%), end of season (61%), day-time temperature (55%), sap production (52%) and night-time temperature (48%). Respondents were then asked to indicate the three factors that have increased the most in variability. The top responses were day-time temperature, night-time temperature, start of season and snow cover.

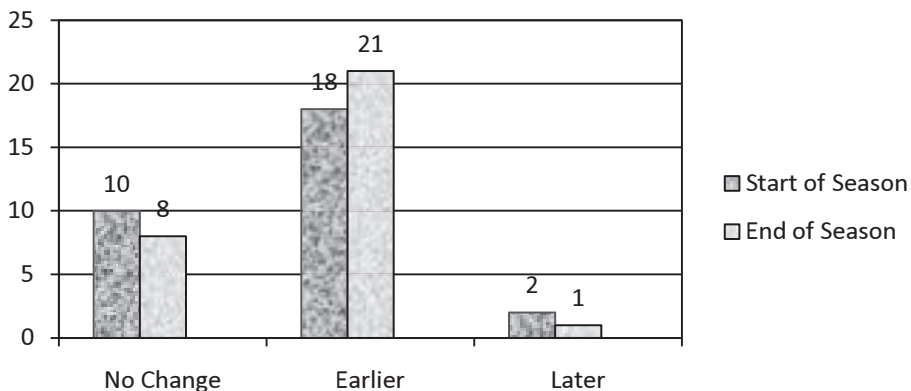


Figure 1

Weather Factors	Less Variable	No Change	More Variable	Don't Know/ NA
Start of Season	0	5	24	1
End of Season	2	7	20	1
Day-time Temp	2	7	18	3
Sap Quality	2	19	6	3
Night-time Temp	2	9	16	3
Snow Cover	1	12	14	3
Drought	0	15	11	4
Violence of Storms	1	15	11	3
Wind	1	17	8	4
Rain	0	18	7	5
Number of Storms	2	18	6	4
Sap Production	1	8	17	3

Figure 2 shows the results of those that believe climate change has currently had an impact on business as well as predictions of future impacts. As far as the impact on current business, 42% of respondents felt that climate change has already had an impact on their business while 45% felt it had not. Regarding the future outlook, 58% felt that climate change would have an impact on their business while only 15% of respondents felt that climate change would not affect future business. In addition, there were 27% of respondents who were unsure about the future impact. In total, 85% of the respondents believed that climate change could be a threat.

Note: For the next three questions the population sample size decreases as only the respondents who answered 'yes' to the previous question completed them.

The respondents were asked to indicate the impact climate change has/will have on their business currently and in the future. Out of the 24 respondents

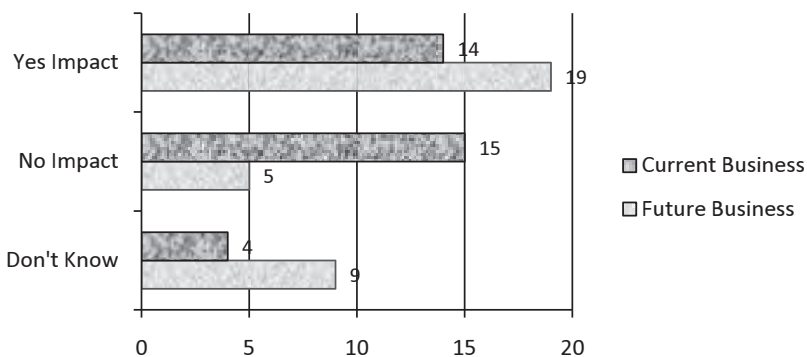


Figure 2

who completed this section, 38% felt that climate change has already been bad for business. As for future concerns, 50% feel that climate change will have a bad impact (Figure 3).

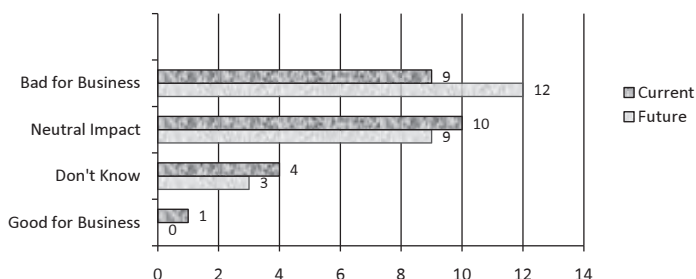


Figure 3

For these impacts, whether seen as bad or neutral, respondents were asked if they are taking any actions in dealing with them. Although many respondents understand the concerns surrounding climate change, the majority answered 'no' to most of the actions. There were 23 respondents for this question.

Working towards understanding why some individuals are not taking a lot of action, the next question focused on the barriers. Of all the listed barriers, respondents only chose four as being applicable to their businesses: uncertainty of impacts 39%, don't know what to do 26%, lack of government policies 13%, and lack of research 35% (Table 10).

The final question asked respondents to rate their level of agreement on various statements about the maple syrup industry. The question looked at current and future trends and was answered by all but one respondent. Table 11 displays the results of the statements relating to current conditions. Combining the strongly agreed and very strongly agreed categories, 91% of respondents feel their business is currently thriving. At 53%, almost half of the respondents indicated confidence in dealing with weather changes. 44% of respondents feel concerned about the current health of their sugar bush.

Moving into the future, Table 12 shows the results of the statements focusing on the next 10 years. 91% of respondents expressed optimism for busi-

Table 10						
Action	Yes	No		Barriers	Yes	No
New Technology	13	10		Market Uncertainty	0	23
Active Management of Trees	11	12		Current Regulations Make it Hard to Adapt/Change	1	22
Nothing	6	17		Nothing Would Make a Difference	2	21
Reducing Carbon Emissions	4	19		Lack of Government Policies	3	20
Diversifying Business	2	21		Don't Know What to Do	6	17
Planting on Good Sites	2	21		Too Busy	6	17
Investing in Insurance Plans	1	22		Lack of Research	8	15
Planting New Maple Cultivars	1	22		Too Expensive	8	15
Reducing Involvement in Industry	1	22		Long Lifespan of Trees makes Adaptation Hard	9	14
Lobbying for Reduction of Greenhouse Gas Emissions	0	23		Uncertainty of Impacts	9	14

Table 11						
Statement: Current Conditions	Very Strongly Disagree	Strongly Disagree	Neither Disagree nor Agree	Strongly Agree	Very Strongly Agree	Don't Know/ NA
Business is Thriving	1	0	2	16	13	0
Confident in Dealing With Weather Changes	1	4	8	14	3	2
Concerned About Health of Trees	5	2	11	9	5	0

Table 12						
Statement: Next 10 years	Very Strongly Disagree	Strongly Disagree	Neither Disagree nor Agree	Strongly Agree	Very Strongly Agree	Don't Know/ NA
Optimistic Business Will Grow	0	0	2	18	11	1
Can Adapt to Climate Change (CC)	0	1	11	15	2	3
May be Negative CC Impacts Difficult to Handle	4	8	5	11	2	2

ness growth. 41% expressed concern that there may be negative climate changes they will not be able to handle. A total of 53% expressed confidence in adapting to climate change. 34% chose neither disagree nor agree.

We would like to thank everyone who participated in this survey. Your time made this project possible. Thank you!

A more complete analysis of these data is currently being published. For comments or more information, please contact the authors at the email provided at the beginning of this article.



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HISTORY: NORTH AMERICAN MAPLE SYRUP COUNCIL

This article first appeared in the Digest in the July issue in 1984 and was written by Lloyd Sipple. As we are finishing up the 50th year of the Maple Syrup Digest, I thought that this article would be appropriate to show how the Council and the Digest began. - Editor

DR. WILLITS HAD A VISION

Shortly after Dr. Charles O. Willits, better known as "Will", went to work for the Eastern Utilization Research and Development Division (EURDD) of the U.S.D.A. in Philadelphia, he was asked to head up the newly formed Maple Unit. He tackled the job with his characteristic enthusiasm and soon became aware of the lack of communication between the maple producing states.

To correct it he started the tri-ennial conferences at the Lab and soon saw a need for an organization to tie the maple producing states together. He knew it had to be a simple loosely held structure to survive. He set about organizing the National Maple Syrup Council.

At the fourth tri-ennial conference in October, 1959, Will asked Milton Thibaudeau of Luxemburg, Wisconsin, to lead a discussion of "A National Maple Syrup Council." The next day, October 27, an Ad Hoc Committee met with Ture Johnson of Ohio, George Keim of Pennsylvania, Lloyd Sipple of New York, Milton Thibaudeau of Wisconsin, Putnam Robbins of Michigan, Clyde Bryant of Vermont, Lyle Silker of Minnesota, Burton Benton of New Hampshire, Linwood Lesure of Massachusetts and Dr. Willits. The National Maple Syrup Council was born that day and Will had accomplished something besides the 150 publications and 7 patents he was destined to contribute to the industry.

Milton Thibaudeau, acting chairman and Dorothy Zimmerman, Stoystown, PA, acting secretary, were requested to assist Dr. Willits in drawing up a proposed constitution and by-laws for the first annual meeting to be held the next year.

That meeting took place at the Manor House, Punderson State Park, Newbury, Ohio, in October, 1960. The purposes of the Council are to promote research in the chemistry and technology of maple sap and the products derived therefrom; in maple bush management and disease control; in markets and marketing of maple products; and standardization of the maple products without government regimentation through encouraging development of efficient methods and equipment within the industry. The membership fee was set at \$25.00 per year for each maple producing state.

Officers elected for 1960-61 were Milton Thibaudeau, Chairman, Lloyd Sipple, Vice Chairman and Dorothy Zimmerman, Secretary-Treasurer.

The 1961 meeting began in Luxemburg, Wisconsin. Six states (with directors name) are official members of the Council: Massachusetts (Linwood Lesure), New York (Lloyd Sipple), Ohio (Ture Johnson), Pennsylvania

(George Keim), Vermont (Clyde Bryant) and Wisconsin (Milton Thibaudeau).

Officers elected for 1961-62 were: Lloyd Sipple, Chairman; Clyde Bryant, Vice-Chairman and Dorothy Zimmerman, Secretary-Treasurer.

The highlight of this meeting came on the second day. The meeting had moved to the Wausau Hotel in Wausau, Wisconsin. In an executive session it was decided to publish a "newsletter." Hence the Maple Syrup Digest was born. No funds were appropriated or available and no organization was appointed. There wasn't even a mailing list. Lloyd Sipple was given the "green light" to see what he could do by himself.

The first issue of the Maple Syrup Digest consisted of 12 pages and about 6500 copies were printed and mailed in early January, 1962. Three more issues were printed that year, in February, July and November. The Digest was a reality.

The third annual meeting was held in Philadelphia in conjunction with the 5th tri-ennial Maple Conference conducted at the EURDD Laboratory. Michigan, represented by Putnam Robbins and New Hampshire, represented by Kenneth Bascom, have joined bringing the total to eight states. Eric Nye replaced Clyde Bryant for Vermont and Adin Reynolds replaced Milton Thibaudeau for Wisconsin.

The first undertaking was to find a solution to the competition of cheaper Canadian syrup. Congress was requested to enact an ad valorem duty or a quota system on imports. Under the "free trade" policy of the Kennedy administration neither one materialized.

Maple "Dieback" was also a major concern. The Council called to the attention of the U.S. Forestry Research Advisory Committee and the Directors of the Experiment Stations of the Land Grant Colleges the need to investigate the causes and controls of these damaging conditions. The Council requested monies, as provided by the McIntyre Bill, be set aside for this investigation.

Officers elected for 1962 were: Chairman, Lloyd Sipple; Vice Chairman, Linwood Lesure; and Secretary-Treasurer, Putnam Robbins.

The Digest had finished its first year. Due to the lack of finances it was kept down to earth and as inexpensive as possible. It was mailed, free of charge, to all known maple producers. Since the editor was not paid and a few individuals and associations gave modest contributions the year ended with a balance of \$47.00. The Digest was here to stay.

At Cooperstown, New York, site of the fourth meeting, the following recommendations were made to help the Digest. Each recipient be asked to contribute \$1.00 a year (Ture Johnson), State associations add \$1.00 to their dues and send it to the Digest (Lin Lesure), one issue be published in the fall each year (Adin Reynolds).

Progress has been made on the maple disease. One man has been assigned to work full time at the Forest Experiment Station, Yale University.

Very little headway has been made on the tariff problem. More efficient operation and better marketing will help.

The problem of uniform grading in all states, which has been discussed in

all Council meetings with no action taken, was brought up again. The grading committee of Eric Nye, VT, Lloyd Sipple, NY, and Lin Lesure, MA, to attempt to get New York and Vermont to agree on a terminology.

Officers elected were: Linwood Lesure, Chairman; Adin Reynolds, Vice Chairman and Putnam Robbins, Secretary-Treasurer.

A little progress on grading was made at the fifth meeting held in Greenfield, MA, in October, 1964. It was agreed to recommend the following grade names: Light Amber, Medium Amber and Dark Amber for the three "table" grades now called Fancy or AA, Grade A or No. 1 and Grade B or No. 2. The fourth grade, darker than dark amber on the U.S. color standards would still be called Grade C or Commercial.

The Maple Syrup Digest was authorized to send a letter to the congressmen and senators of all maple producing states urging their support in increasing the tariff on imports. The Digest was to keep a progressive report on what action, if any, each legislator took.

The same slate of officers were re-elected for the coming year. Maine, represented by Ted Harding of Athens, officially joined the Council bringing the total membership to 9. Gordon Gowen replaced Kenneth Bascom for New Hampshire.

A serious problem was encountered in January, 1965. The Philadelphia Laboratory was notified that the Maple Division, along with 30 other units would be closed June 30th. The Digest went to work. A notice in the February issue caused so many letters to be written along with those sent to legislators by the editor that by June, Congress decided to re-instate the Maple Division.

This was supposed to be an economizing measure but at the same time Senator Aiken of Vermont managed to get a large grant to build a new Maple research laboratory at the University of Vermont.

That fall, the sixth meeting was held the day preceding the 6th tri-ennial conference in Philadelphia. The most important topic was review of the constitution and by laws resulting in tightening up some loose ends and outlining procedure for qualifying delegates. The Digest editor will be an ex-officio, non voting director of the Council.

Changes in directors: Charles Hager replaced Lloyd Sipple for New York, Floyd Moore replaced Putnam Robbins for Michigan and Robert Coombs replaced Eric Nye for Vermont. Officers elected for the coming year: Chairman, Adin Reynolds, WI, Vice Chairman, Ture Johnson, OH and Secretary-Treasurer, Lloyd Sipple, NY.

Wisconsin hosted the 7th meeting in October, 1966, with Minnesota, represented by Clifford Dalby, joining the Council making a total of 10 States. Gordon Brookman replaced Charles Hager for New York, Edward Curtis took George Keim's place for Pennsylvania and Kenneth Bascom returned in place of Gordon Gowen for New Hampshire.

Sixty four persons attended the meeting, a large enough number to well represent the industry yet not too large to present problems in finding accommodations. Most of the discussions were on the cutback in research funds every-

where. No solutions were reached other than writing letters to try and increase appropriations.

Adin Reynolds and Ture Johnson will continue at the controls for another year with Ted Peterson, Wisconsin, taking over the Secretary-Treasurer job.

The eighth meeting held on the shores of Penobscot Bay on the Maine coast was a real treat for everyone. Cottages on the bay, meeting and meals in a nearby restaurant, a trip to Acadia National Park and a genuine Maine shore dinner made it one of the best.

Discussions included the never ending struggle for uniform grading regulations and ways to increase research. Officers for the coming year are: Ture Johnson, Chairman; Edward Curtis, Vice Chairman; and Floyd Moore of Michigan, Secretary-Treasurer.

The ninth meeting returned to Philadelphia in conjunction with the 7th triennial maple conference. The grading committee presented the following recommendations:

1. Designate the four grades of maple syrup as: a. Three table syrup grades: Light Amber or Fancy, Medium Amber or Grade A, Dark Amber or Utility b. One commercial grade: Darker than Dark Amber or Commercial.
2. Raise the minimum density of syrup to 66 degrees Brix at 68 degrees F.
3. Adopt the Brix scale for expressing the concentration of maple syrup.
4. Delete the weight/volume (eleven pounds per fallon) specification of the density requirement.

The above regulations were unanimously adopted by the Council but, as usual, some states refused to go along with them.

Discussion on the decline of the maple syrup industry and reports given the second day at the conference changed everyone's outlook. The industry is not dying but changes are being made in production methods and more innovations are forthcoming that will give it a boost. Dr. Clyde Underwood gave a report on the first Reverse Osmosis machine built at the Philadelphia Laboratory and used on maple sap the preceding spring. The same officers were re-elected for the coming year.

A return to Punderson State Park, Ohio for the tenth meeting was appropriate. It was the same location of the first meeting.

By this time the business of the Council had settled down to the chronic problems of declining production, uniform grading, maple disease and defoliation, reduction in research, etc. For the next 3 or 4 years there seemed to be no solution to any of these problems.

Edward Curtin was elected Chairman and Robert Coombs of Vermont, Vice Chairman, positions they held for two years. The next year, Ed held the 11th meeting at Lucan's Resort near Honesdale, PA, which afforded some of the most reasonable accommodations ever experienced. The German cooking was absolutely excellent and everyone enjoyed the "back woods" setting. The Michigan Maple Producers Association hosted the 12th meeting at Boyne Mountain. Robert Coombs was elected Chairman and Kenneth Bascom of New Hampshire, Vice Chairman. Another problem arose this year: the short-

age of maple syrup. This continued through the next meeting which was held at Mt. Snow, Vermont, in October 1972. Below average crops for several years was the probable cause and no solution could be formulated. The Council still had not come up with a grading terminology acceptable to all states.

The next meeting in Orillia, Ontario, Canada, was a milestone. The name of the Council was changed to: The North American Maple Syrup Council. Crops were much better but blends were using less maple making a serious surplus of dark syrup. Officers elected: Kenneth Bascom, Chairman; Rex Alwin, Minnesota, Vice Chairman.

The next year, at Winding Brook Lodge, Keene, NH, another organization took a load off the Council's shoulders. The International Maple Syrup Institute was organized to alleviate the syrup surplus problem. A United States - Canada joint venture, it managed to procure some funding from both countries but the difference in grade specifications, still up in the air, had to be resolved before it could operate.

At this meeting, the Council accepted the province of Ontario, Canada, as a member and marked its 15th year of perfect attendance. Gordon Gowen, NH, took over the Secretary-Treasurer responsibilities.

At the 16th meeting at Blackwater Falls, West Virginia, a solution to the grading problem seemed possible. The US Bureau of Standards stated the top grade of syrup must use the term "Grade A." It can no longer be called Light Amber Table Grade, Grade AA or Fancy.

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The New York delegation recommended Grade A be split into 3 classes: "Grade A Light Amber," "Grade A Medium Amber" and "Grade A Dark Amber. Syrup darker than dark amber will be called Grade B or Utility. The minimum density will be increased from 65.5 degrees Brix to 66.0 degrees Brix at 68 degrees F.

Directors of the IMSI accepted this terminology and felt it would be acceptable to the Canadian Government. Canada and the US have agreed on the same color standards for determining the grades. In the past the standards were not the same but the change was very little. Officers elected for the coming year were: Rex Alwin, MN, Chairman; Gordon Brookman, NY, Vice Chairman and Gordon Gowen, NH, Secretary-Treasurer.

The 17th meeting held at Quadna Lodge, Hill City, MN was fairly routine. A poor crop of syrup had been produced, taking care of the surplus before the IMSI was in full force. Even Dark syrup was in short supply. The IMSI adopted its new Logo - a modernistic half bucket, leaf, spile and drop of sap.

At the 18th meeting held at the Eastland Hotel, Portland, ME, Gordon Brookman, NY was elected Chairman, Ron Shaw, Ontario, Vice Chairman and Gordon Gowen, who is not the official delegate from NH continued as Secretary-Treasurer. Little progress was made on the uniform grading at the meeting, but the next day, at the IMSI meeting, Gordon Brookman started off his term in high gear. He met with Sterling Ingraham, US Bureau of Standards, Everett Willard, Vermont Department of Agriculture and other Council Directors and ironed out the rough spots in the regulations.

Gordon called a meeting in Buffalo two weeks later. Nine of the twelve directors attended and adapted their proposal - basically the same as was proposed at Blackwater Falls 2 years before.

The next year, 1978, was at the Inn at the Peak, Clymer, NY. The main topic discussed was how to increase production. The syrup crop was below average and a shortage could develop. The Vermont delegation was still not satisfied with the grading terminology but failed to change the proposal from the Buffalo meeting the year before.

At the 20th meeting in Deerfield, MA, two problems were solved. Quebec had produced a bumper crop of excellent syrup. This ended the shortage but started a surplus that plagued the industry for about 3 years.

Word came from the US Bureau of Standards that the grade terminology as approved in Buffalo in 1977 would be put into effect for the coming year. This appeared in the Federal Register December 14, 1979 and printed in the Maple Syrup Digest, February 1980. A long struggle was ended.

Ron Shaw, Ontario, was elected Chairman and Russ Davenport, MA, Vice Chairman with Gordon Gowen, NH, continuing as Secretary-Treasurer.

The 21st meeting in Wausau, WI was devoted mostly to reports on the operation of Reverse Osmosis and Vapor Compression Evaporators. The same officers were re-elected for another year and Michael Girard, CT, took over the Secretary-Treasurer duties.

The next year, in Orillia, Ontario, Russ Davenport, MA was elected

Chairman and Gordon Gowen, NH, Vice Chairman. Michael Girard, MA, continued as Secretary-Treasurer. This meeting, as the one previous, was devoted almost entirely to reports of research.

One important item of business was conducted when the Council accepted Nova Scotia as the 13th member represented by J.L. Maxwell Spicer.

At the 23rd meeting, held at Quail Hollow Inn, OH, more research reports were presented. Some up-dated previous presentations and others new but they covered all phases of production, marketing, energy conservation and even acid rain damage. A trust fund was set up by Bob and Florence Lamb to honor past NAMSC chairman and others who have made outstanding contributions to the maple industry.

All officers were re-elected for another year, and the Council took action to assist the IMSI to stop the marketing of adulterated or imitation syrup being labeled as pure maple.

Russ Davenport reported at the 24th meeting held in Traverse City, MI, that the firm in Mississippi that had been marketing imitation syrup as pure maple had been stopped by a Grand Jury indictment. The case is awaiting trial in Federal Court.

Gordon Gowen, NH was elected Chairman, John Kroll, MN, Vice Chairman and Michael Girard, Secretary-Treasurer. Shortly after the meeting Girard asked for a temporary leave of absence and was replaced by Russ Davenport.

The Council authorized the Chairman to appoint a committee to study and present a recommendation concerning the long term continuation of the Maple Syrup Digest including format, subscription policy, etc.

This ends a condensed history of the North American Maple Syrup Council up the 25th Anniversay meeting which will be held this coming October in Danbury, CT.

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New Berlin, NY, CCE Chenango
County 99 N Broad St., Norwich, NY
13815; **contact: 607-334-5841;**
<http://www.cce.cornell.edu/chenango>

October 6, 2011 - Maple Webinar.
Topic to be announced, 7:00 PM
From a high speed intranet connection
come to **<http://breeze.cce.cornell.edu/cornellmaplewebinar>**

**October 8, 2011 - Maple
Confection I Workshop.** Lewis
County, Cornell Cooperative
Extension Lewis County, 5274 Outer
Stowe Street, P.O. Box 72, Lowville,
New York 13367; **Contact:**
Michele Ledoux, 315-376-5270;
mel14@cornell.edu

**October 15, 2011 - Small-Scale
Woodlot & Sugarbush Management
Workshops.** Greene County,
Contact: Marilyn Wyman, CCE
Columbia-Greene Natural Resources
and Environment Team Leader, 6055
Route 23, Acra, NY 12405, **518-622-**
9820 ext. 36; mfw10@cornell.edu

**October 15, 2011 - Beginner
Maple Producer Program.** Wyoming
County, Contact Debra Welch, Cornell
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October 23-28, 2011 - North American Maple Syrup Council and International Maple Syrup Institute Meetings in Michigan followed by **Maple Confection I Workshop**.

October 29, 2011 - Maple Workshop for Beginner and Small Maple Producers. Tioga County, **Contact: Brett Chedzoy**, Cornell Cooperative Extension - Schuyler County, Agriculture and Natural Resources; office: **607-535-7161**, cell: **607-742-3657; bjc226@cornell.edu**

October 29, 2011 - Small-Scale Woodlot and Sugarbush Management Workshops. Onondaga County, SUNY ESF Heiberg Forest, Tully, NY. **Contact: David Skeval**, Cornell University Cooperative Extension Association of Onondaga County, The Atrium, 2 Clinton Square, Syracuse, NY 13202; **315-424-9485; onondaga@cornell.edu**

November 3, 2011 - Maple Production for the Beginners. Broome County, **Contact: Kevin Mathers**, Cornell Cooperative Extension of Broome Co., 840 Upper Front St., Binghamton, NY 13905; **607-584-5013; kjm8@cornell.edu**

November 3, 2011 - Maple Webinar. Topic to be announced, 7:00 PM From a high speed intranet connection come to

<http://breeze.cce.cornell.edu/cornellmaplewebinar>

November 5, 2011 - Southern Tier Maple Program. Contact: Brett Chedzoy, Cornell Cooperative Extension - Schuyler County, Agriculture and Natural Resources, office: **607-535-7161; cell: 607-742-3657; bjc226@cornell.edu**

November 11, 2011 - Maple Production for the Beginner. Oswego County, **Contact: JJ Schell**, Cornell Cooperative Extension of Oswego County, 3288 Main St., Mexico, NY 13114-3499; **315-963-7286; jjs69@cornell.edu**

November 12, 2011 - Maple Tubing and Vacuum Workshop. Oswego County, **Contact: JJ Schell**, Cornell Cooperative Extension of Oswego County, 3288 Main St., Mexico, NY 13114-3499; **315-963-7286; jjs69@cornell.edu**

December 1, 2011 - Maple Webinar. Topic to be announced, 7:00 PM From a high speed intranet connection come to **<http://breeze.cce.cornell.edu/cornellmaplewebinar>**

December 3, 2011 - Maple Confection Workshop. Countryside Hardware, DeRuyter, **Contact: Countryside Hardware**, 1712 Albany Street, DeRuyter, NY 13052; **315-852-3326; store@countryside-hardware.com**

January 6-7, 2012 - New York State Maple Conference. Verona NY, **Contact: Keith Schiebel;**

kschiebel@vvsschools.org or go to cornellmaple.com

January 14, 2012 - Western NY Maple School. Contact: Deb Welch, Cornell Cooperative Extension of Wyoming County, 401 North Main Street, Warsaw NY 14569; **585-786-2251; djw275@cornell.edu**

January 21, 2012 - Lewis County Maple School. Contact: Michele Ledoux, Cornell Cooperative Extension Lewis County, 5274 Outer Stowe Street, P.O. Box 72, Lowville, New York 13367; **315-376-5270; mel14@cornell.edu**

January 27, 2012 - Clinton County Maple School. Contact: Mike Farrell, 157 Bear Cub Lane, Lake Placid, NY 12946; **518-523-9337; mlf36@cornell.edu**

January 28, 2012 - Maple Expo. St. Lawrence County, Contact: Cornell Cooperative Extension, 1894 State Highway 68, Canton, NY 13617-1477; **315-379-9192**

February 4, 2012 - Warren Washington County Maple School,

Contact: **Laurel R. Gailor,** Cornell Cooperative Extension, Warren County, 377 Schroon River Road, Warrensburg, NY 12885; **518-623-3291; lrg6@comell.edu**

February 11, 2012 - Greene County Maple School. Contact: Mick Bessire, CCE of Greene County, Agroforestry Resource Center, 6055 Route 23, Acra, NY 12405; **518-622-9820; rgb8@cornell.edu**

February 18, 2012 - Oswego County Maple School. Contact: JJ Schell, Cornell Cooperative Extension of Oswego County, 3288 Main St., Mexico, NY 13114-3499; **315-963-7286; jjs69@cornell.edu**



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COMING EVENTS

NAMSC/IMSI ANNUAL MEETING

October 23rd - 26th, 2011

Bavarian Inn Conference Center, Frankenmuth, Michigan

For more information contact:

Larry Haigh, 269-763-2210, email: lehaigh@voyager.net or

Debbi Thomas, 989-685-2807, email: debbi1612@hotmail.com

Jan Currey, 517-223-3267, email: currey@cablespeed.com (registration)



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