

THE PIPELINE

HIGHLIGHTS

Making
Maple-Coated
Nuts with
Greg Zimpfer

Mixing It Up
with the
Delavans:
Maple Cream
Edition!

Making the
Most of Your
Maple

Photos from
the Conference

Stephen Childs:
Making It All
Maple!

Maple
Weekend
Just Around
The Corner



**You're an
unbelievable
resource for maple,
and really,
for all of us
producers**

—Harry Komrowski,
about Stephen



New York State
Maple Producers
Association, Inc.

Board of Directors

Harry Komrowski, *President*
Memphis, 315-635-9365

Tony VanGlad, *Vice President*
Stamford, 607-652-3424

Karl Wiles, *Treasurer*
Syracuse, 315-559-7630

Dottie Merle, *Secretary*
Attica, 585-535-7136

Dwayne Hill
Harpersfield, 607-652-6792

Michael Parker
West Chazy, 518-420-4497

Michael Bennett
Glens Falls, 518-222-4990

Hugh Newton
Potsdam, 315-265-7397

Eric Randall
Alexander, 585-547-3596

Larry Rudd
Mannsville, 315-465-4491

Scott St. Mary
Malone, 518-483-6270

Douglas Thompson
Gouverneur, 315-287-0024

Don Weed
Moravia, 315-497-3480

Haskell Yancey
Croghan, 315-346-6356

Greg Zimpfer
Attica, 585 591-1190

Office

Helen Thomas, *Executive Director*
office@nysmaple.com
301 Myron Road
Syracuse, New York 13219
315-877-5795
Fax: 315-488-0459
www.NYSMaple.com

Published and produced by
Zoey Advertising
936 N. Clinton St.
Syracuse, NY 13204
(315) 471-7700 | zoeyadvertising.com
alex@zoeyadvertising.com

Making Maple-Coated Nuts with Greg Zimpfer

By Alex Zangari, Zoey Advertising



Greg Zimpfer kicked off Saturday's Session I with a delicious demonstration of making maple-coated nuts. "I like making product," Zimpfer said. "I find it relaxing and enjoyable...and it's a bonus that I can sell them!"

Over 50 attendees watched as Zimpfer explained his process. Scott St. Mary assisted with heating the syrup over a small flame as the audience asked questions. Greg advised on best practices and suggested using a

less-oily peanut, as the maple mixture sticks better with less oil.

Once the syrup reached the ideal temperature of 244°, Zimpfer combined the nuts and the maple, demonstrating his stirring technique to the audience. He went on to explain some packaging rules including the importance of clear and accurate ingredient labeling, as well as the requirement of listing your name and mailing address.

A savory syrup smell filled the room as Greg finished mixing the maple-coated nuts. (After the nuts are coated, they should be baked for 2 to 3 hours at 120° to 140°, as per the recipe on page 3). Zimpfer brought an example of his packaged peanuts to show the audience. The end result was a fully-coated, sweet & salty treat that had everyone in the room ready for a snack!

HELPFUL TIPS

- If you sell nuts in NYS, you need either a home kitchen exemption or a 20C commercial kitchen license.
- Keep a close eye on the temperature of the syrup as you are cooking it.
- When developing your ingredient labels, be sure to list all ingredients, including those that are listed on the label of the peanuts.
- Not selling (or eating!) the nuts right away? Preserve freshness and increase lifespan by freezing them.
- Use your imagination...you can use a variety of nuts, such as almonds or pistachios, instead of peanuts!



Recipe Maple Coated Nuts

6 oz. of Grade B
or Dark Amber
Maple syrup
per pound of nuts
(Syrup must
be less than 1.5%
invert)
Your choice of nuts

Cook syrup to 244°
Pour syrup over nuts and stir with
a paddle until completely sugared and dry
Bake at 120° to 140° for 2 to 3 hours
Store in a sealed container
(Shelf life is 2-3 months, life can be
extended by freezing them.)

ingredients

directions





2016 NYSPMA Winter Conference

Photos courtesy of Steve Roberts, Zoey Advertising



"Board's eye" view! A photo of the executive board committee as they began their meeting Friday morning. After the pledge and a prayer lead by Dean Delavan, the board quickly got down to business! Officer reports included the President's report, Treasurer's report, and the Executive Director report, followed by several member committee reports. New business ideas were also discussed, which prompted some exciting discussions about upcoming opportunities...what a great way to kick off 2016 and the 21st Annual New York Maple Producer's Winter Conference!



Friday night during Stephen Childs' "Granulated Maple Sugar Show and Tell," members shared their original recipes, featuring the use of granulated maple sugar. Delicious dishes were made and brought by Mona Childs, Ruth Delavan, Kim Enders, and Missy Leab. (A special "thank you" to our participants!) Look out for their recipes, which will be featured on our Facebook page and in future Pipelines!



The ice sculptures at this year's conference were sponsored by Kaplan Container and Sugarhill Containers. The sculptures, which were created by the "Ice Farm," depicted the FFA logo and the new logo concept for the NYSPMA. Very "cool!"



Mixing it up with the Delavans: Maple Cream Edition

By Alex Zangari, Zoey Advertising

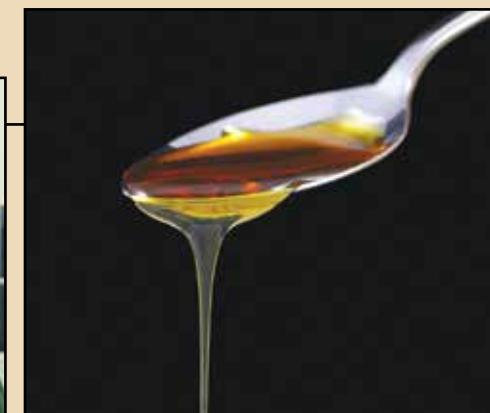
Attendees mixed syrup into cream as the Delavans presented on Saturday afternoon. Frequent resting breaks proved to be necessary, as the process took about 25 minutes!

Those who attended the “Maple Cream for the Beginner” workshop after lunch on Saturday were in for a delectable dessert. Dean and Ruth Esther Delavan began by pouring maple syrup into dishes with stirrers and distributing them to the audience. As everyone received their dishes, Dean recalled a time when everything was done by hand, and his innovative invention that made life and making maple cream a lot easier....

“In the early 1960s, there were few commercial machines for stirring maple cream. Some enterprising producers had made on their own, and the ideas were promoted in the old Extension Service winter maple schools. After attending a school and seeing some slides shown by Fred Winch, Extension Maple Specialist, I came up with the machine you see here. The gearbox is from a washing machine. The pans were stainless dishpans purchased from Sears Roebuck. The paddles are hard maple. This has made hundreds of pounds of cream over the last 35+ years.”

So, Dean and Ruth instructed the crowd to start stirring! Approximately 25 minutes of steady, consistent stirring later, neighbors began sharing their progress and peering at each other's bowls. It had taken almost a half hour to whip the small amount of syrup into the yummy maple cream we all know and love!

“Mmmms” came from the crowd, as they tasted their creations. The interactive demonstration helped attendees understand the process and gave them an even deeper appreciation for the work that went into handcrafting the cream long ago! Another bonus: the post-lunch burst of energy and sugar rush that came from the mouthwatering maple cream!



Recipe Maple Cream

1 Gallon = 8 to 9 lbs
Ingredient:
Light Amber
Maple Syrup

Heat to 234°, use defoamer as needed
Avoid agitation: do not stir during heating or cooling. Cool for approximately 4 hours, to about 60°. Surface should become glossy and non-sticky.
Stir for approximately 20 to 30 minutes

Directions





Making the Most of Your Maple

By Alex Zangari, Zoey Advertising



Ruth Goodrich held a workshop to share her experience and ideas with making and marketing valued-added products. The presentation was aimed to inspire the audience to have fun coming up with and selling their products to profitable, and somewhat “untapped” markets. Here are some excellent pointers from Ruth:

- Consider the use of your maple products as wedding favors. Just remember these two rules:
 1. **Set a fair price and stick to it**
 2. **Do not become the victim of a “bridezilla!”**
- Offer a variety of sizes of your products
- Take into account shelf life of various products
- Consider wholesale and bulk, but make sure you have control over the volume you are able to produce versus your incoming orders.
- Look into different bottles. There are beautiful seasonal and special occasion glass-bottling options available that make your product that much more special and valuable to the consumer.
- Remember: Maple cream in a plastic tub is invisible! Use adequate labeling if bottling in a plastic tub.
- Offer assorted gift baskets in your retail store and/or on your website. Crinkle paper for decorated stuffing can be ordered on the online ULINE store. The dollar store is great for baskets and bows!
- Avoid round baskets or containers if shipping. They’re difficult to box up and keep secure.
- If you have a retail store, make sure you have good signage! Flowers and nice landscaping will also catch the consumer’s attention and make them more likely to stop in.
- Create recipe books. Do-it-yourself, or compile an electronic version and send them out to be professionally printed.
- Pass your traditions onto the next generation... get your kids and/or grandchildren involved in the kitchen!

Lastly, and perhaps one of Ruth’s most important tips was: “Remember to have fun. Enjoy what you are doing and be proud of the product you made.”





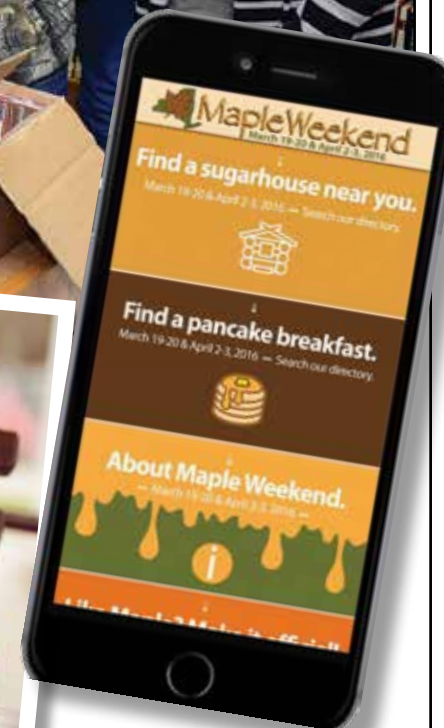
Maple Weekend 2016 - Just Around The Corner!

By Alex Zangari, Zoey Advertising

March
19 & 20

Maple Weekend

April
2 & 3



Throughout the conference, Maple Weekend Coordinator, Angela Swan, and the Maple Weekend committee were hard at work! Friday night, the committee gathered in the library to box up promotional materials for participants to pick up on Saturday at the Maple Weekend booth. Angela also presented on “Making the Most of Your Maple Weekend,” where she spoke about different methods to increase sales and how to build a recurring customer base.

Maple Weekend will be held during two split weekends this year: March 19th-20th and April 2nd-3rd. Keep an eye out for the “NYS Maple Weekend” app, which will be available soon in your favorite app store! The app will direct folks to “Find a Sugarhouse,” “Find a Pancake Breakfast,” and “Like” the Maple Weekend Facebook page. Once the app is available for download, it will be promoted via social media on both the NYS Maple Facebook and the Maple Weekend page. Want to participate in Maple Weekend? It’s not too late to get involved! Email mapleweekend@nysmaple.com today.



Stephen Childs: Making It All Maple

By Alex Zangari

The NYSMPA would like to extend a special “thank you” to Stephen Childs our Cornell Cooperative partner and a New York State Maple Specialist, for all his time, help, and commitment to both New York State Maple and our annual Verona Winter Conference.

“You’re an unbelievable resource for maple, and really, for all of us producers,” said NYSMPA President, Harry Komrowski to Stephen at the Friday afternoon board meeting in Verona.

Childs provides educational instruction and resources to maple producers in

New York State and conducts maple-centric experiments on an ongoing basis. Some of his focus areas include sustainable forest sugar bush management, sap collection and processing technology, product quality improvement and grading, and value added product development.

At Verona, Childs presented a binder of K-6 worksheets that he had been working on. Designed for educators to use as assignments, worksheet subjects include math, science, and English. The purpose for this initiative is simple: to get maple mentioned in the classroom and to get children familiar with maple at an early age.

Childs, who is also very involved in the planning and coordination of Maple Tours, announced the 2016 Maple Tour would be held on July 17-19, at the Ramada Hotel in Cortland, located at 2 River Street.

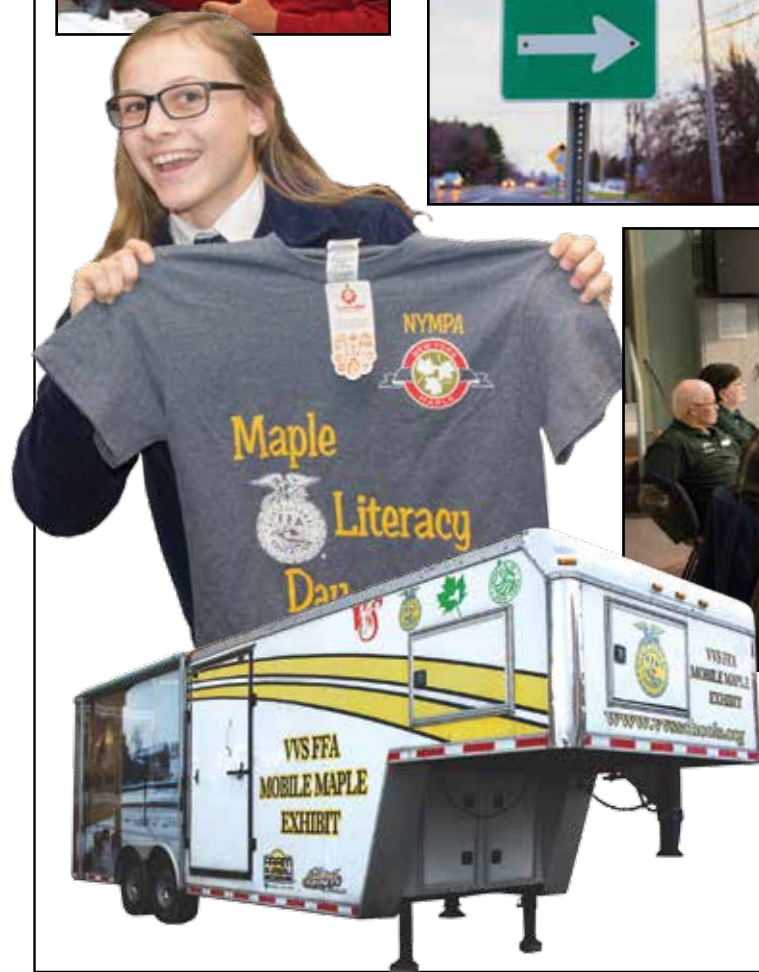
Several folks commended Stephen and his work at this year’s conference. Undoubtedly, the NYSMPA has grown and progressed by leaps and bounds due in large part to his research, development, and dedication to New York State Maple. On behalf of the NYSMPA, we truly look forward to many more years of maple with you, Stephen!





2016 NYSMPA Winter Conference Photos

Photos courtesy of Steve Roberts, Zoey Advertising



Future Farmers of America (FFA) advisor and agriculture teacher in the Vernon-Verona-Sherrill Central School District, Keith Schiebel, giving his report at the executive meeting on Friday. Schiebel's efforts have helped make the conference the success that it is today. The FFA Maple Trailer traveling exhibit (pictured) and Maple Literacy Day are two other great initiatives that he has spearheaded for Maple. Thanks for all you do, Keith!





More photos from the 2016 NYSMPA Winter Conference

Photos courtesy of Steve Roberts, Zoey Advertising

