

# THE PIPELINE



A New York State Maple Producers Association Publication

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## NYS Maple Website Launched With Features To Better Market Maple

By: Helen Thomas, NYS Maple Association Executive Director

The Pipeline this issue has a new look – this is to celebrate the look of the new website that has been introduced for [www.nysmaple.com](http://www.nysmaple.com).

The NYS Maple Producers Association was fortunate to be the recipient of a grant from the US Department of Agriculture – their specialty crops program – for the purpose of updating and improving our consumer outreach and market development. Specifically, our project is titled “**Maple Producers E-Business and Internet Marketing Project**”.

**Our stated objective is:** “Consumers increasingly turn to the Internet to learn about and locate New York food products. In addition to promoting the industry’s recent “Taste the Tradition” branding initiative, this project will expand the Maple Producers’ existing web presence by developing new tools and interactive approaches for sharing information with both producers and the public.”

I hope you have time during this busiest time of the year to take a look at [www.nysmaple.com](http://www.nysmaple.com). The site is under active development, so please expect to see some features that are not yet complete. The first version of



the website was able to be seen on the web in time for our lobby day on February 7th. This new look featuring the Taste the Tradition packaging was ready for us to point out to the legislators in Albany.

Since that time, most of the effort has gone towards developing the “FIND a PRODUCER” lookup. In one short month a great deal has been accomplished. There is now a zip code lookup for the consumer to find producers within 20 miles of their location – this can be expanded to 50 miles, or even 70 miles. For each producer, we are gathering

*Continued on page 3*

# New York State Maple Producers Association, Inc.

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Syracuse, NY 13219

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FAX: 315-488-0459

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## Regional Associations

### Calendar of Events

**First Tuesday of every month**  
**St Lawrence Regional Association meeting**  
Canton Cooperative Extension Building

#### March 2011

**19-20** **Maple Weekend**  
All across New York State  
**26-27**

#### April 2011

**7** **Maple Tour Meeting**  
6:00 pm  
Lewis County Cooperative Extension in Lowville

**7&8** **VVS FFA Mobile Maple Exhibit**  
Making visits to various schools in NYC

#### May 2011

**3** **Central NY Association Meeting**  
6:30 pm  
Grace Episcopal Church Parish Hall in Whitney Point

**4** **Catskill Regional Association Meeting**  
6:00pm  
Brooks BBQ in Oneonta

**6** **Wyoming County Annual Meeting**  
6pm Dinner  
7pm Mtg  
Including dinner and annual election of officers  
At Moore's Pancake House, 10444 Galen Hill Rd in Freedom

**20** **IMSI Meeting**  
Time?  
American Maple Museum in Croghan

**21** **American Maple Museum Opening with Royalty Pageant and Hall of Farm Induction**  
In Croghan

**26** **Western NY Meeting**  
7:00 pm  
At Eric Randall's place, 10307 Smithley Rd in Alexander

#### June 2011

**17** **NYSMPA Board of Directors Meeting**  
10 am  
301 Myron Rd in Syracuse



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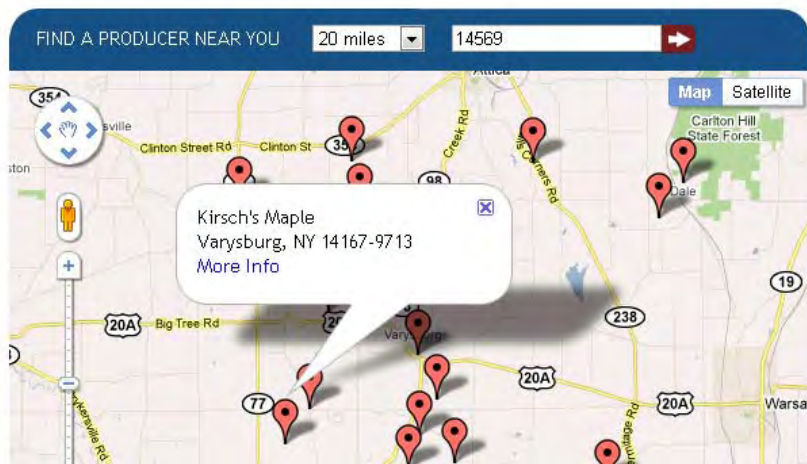


**"New Website" continued from page 1**

information about the major categories of maple products they have available to provide more information for the retail customer. As time permits, we will expand to have lookup by other keys – producer name, for example.

The goal is to build a similar set of information for the maple association side – there will be a "for producers only" web page that will allow you to find information about other members, with their contact and product details available.

The Association already had a number of recipes that use maple available. This revised website will incorporate more cooking tips and encourage use of maple syrup, granulated sugar, and cream in the consumer's daily food preparation. We plan to rotate recipes on the pages to keep the information dynamic and interesting.



We will be focusing on the family fun page in the future to expand the outreach to families and teachers. A frequent question asked of us is "where can I take my school class for a tour?" We want that information to be easily found by teachers and students. This will be combined with interesting notes about NY maple production and

history to educate and inform.

The website is intended to help all of us together promote NY Maple. Your comments and suggestions are welcome. We would love photos from your 2011 maple season. Please send them or e-mail them to the office at [office@nysmaple.com](mailto:office@nysmaple.com), or call the office at 315-877-5795.

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If you're interested in becoming a member or would like more information call **(800) 836-3566** or visit **www.nyfoa.org**

# Local **Maple** Royalty Crowned at Conference

Source: Laurie Jean Britton, Multi-County Maple Pageant Director, 315-717-6288

Local winners were crowned during the annual Multi-County Maple Royalty pageant held Saturday (January 8th) as part of the New York Maple Producers Winter Conference at Vernon-Verona-Sherrill Central School. Participants competed for the opportunity to promote the local maple industry and represent their home county at the New York State Maple Queen pageant in May. The representatives named include the following:

- Oneida County Maple Queen - Mary Margaret Willson, 16, of Vernon Center
- Herkimer County Maple Queen - Brianna Scalice, 17, of Little Falls
- Oneida County Maple Princess - Rebekah Meyers, 14, of Vernon Center
- Herkimer County Maple Princess - Natasha Scalice, 13, of Little Falls
- Montgomery County Maple Princess - Jillian Palmer, 14, of Fort Plain
- Herkimer County Maple King - Greg Fredericks, 24, of Little Falls

Alternate representatives include Mairi S. Mason, 19, of Blossvale, AnnaClair Catello, 15, of Vernon, Tess Legler, 14, of Vernon and Rachael Schmeichel, 15, of Sherrill.

Mary Margaret Willson was the recipient of the Golden Maple Award for



## Multi-County Maple Royalty

Back row (l-r): Schmeichel, Legler, Fredericks, Mason, Catello;  
Front Row (l-r): B. Scalice, Willson, Meyers, Palmer, N. Scalice

the highest score in the competition, which consisted private interviews, speeches about maple and answering spontaneous on stage questions. The New York State Maple Queen, Caitlyn Pilc and New York State Maple Princess,

Natalie Finen were on hand to present the awards.

The maple royalty are available to promote maple at local events. To arrange an appearance please contact pageant director Laurie Jean Britton at 315-717-6288.

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## A Message From Our President

### *Fellow Producers,*

I want to wish everybody a good sugaring season. Syrup supplies in NYS are very low right now; and snow is very deep. It's been tough going to get ready for the season, even with a good pair of snowshoes. Hopefully by the time things start thawing out, we'll have our taps in and leaks fixed – ready for a good sap flow.

This year, we have about 120 sugarhouses signed up for Maple Weekend. That's a wonderful number. I'm hoping we all have good turn-outs and good sales. Here at Mapleland Farms, we are already starting to get calls from the local papers and radio stations wanting to do stories about our upcoming breakfasts and our crop! It looks like our years of promotional efforts are finally starting to show a return.

What few days I can spare away from the farm, I've been spending in Albany lobbying on behalf of NYS's maple industry. Thank you to everyone who took the time to join us on maple lobby day; and thank you to my family for "holding down the fort" while I've been away from the farm. I've also been back down to the capital for several days of one-on-one meetings with key legislators and government officials; and for the Council of Ag Organizations' lobby day and Farm Bureau's legislative reception.

Near as I can tell, our chances of seeing any funding this year in the regular state ag budget for maple promotions are slim. There's even less money this year than there was last year; and even more commodities and initiatives vying for these scarce dollars - including our friends at the NY Farm Viability Institute, which is really struggling to operate; and needs state funding in order to continue supporting important ag research. The State is truly having a tough year; and we, as an industry, now more than ever need to continue to fund our maple promotions through individual farm donations to the NYS Maple Foundation. Please include this necessary contribution in your 2011 farm budget.

The maple industry's access to some USDA Specialty Crop Grant funds made the recent re-design of the Association's website ([www.nysmaple.com](http://www.nysmaple.com)) possible. Check it out and see what you think. Hopefully, this is just the beginning of a bigger effort in which we'll have the opportunity to get important industry information back out in front of the public.

This will be my last column as the Association's president. Due to term limitations, I will be stepping down in June. Looking back over the four years, we've certainly accomplished a tremendous amount as an organization for the benefit of an entire industry, not just in NYS, but in all of North America. NYS has led the way each year in increases in syrup production, increases in sales revenues, and increases in producer engagement. As an Association, we've built and grown the NY Maple Center at the NYS Fair; and we've expanded member services including partnering with USDA Rural Development to bring cost share grants to members for energy efficiency equipment upgrades. As Association president, I've had the opportunity to represent my fellow maple producers in meetings that have raised the visibility of our industry with the last two governors and other elected officials including Senator Schumer and former Senator Clinton.

Looking ahead to the job of the next president, there will be some challenges to face – the largest of which is keeping the maple industry in NYS working as one cohesive unit instead of seven fragmented regions or 1500 individual producers. Working together we can make things happen: filling large wholesale orders, responding to national media inquiries, addressing labeling issues such as the recent fast food challenge to pure maple syrup, and acting to reduce the threat to our maple forest resource from invasive species. It takes us all. We need to continue working with NYS Dept. of Ag and Markets and others in implementing the NYS Maple Task Force recommendations for equitable taxation for sugaring facilities and access to state-owned forest lands for tapping expansion.

What will I be doing next to support the maple industry? I was honored to have been elected to the Board of the International Maple Syrup Institute last fall; and I am looking forward to working on behalf maple producers around the world. Thank you all and I hope our paths will cross again in the years ahead.

*David I. Campbell*

NYSMPA President

# REAP Grants for Maple Producers

By: Helen Thomas, NYS Maple Association Executive Director

The USDA funds these grants. We work with Scott Collins of the NY USDA rural development office in Marcy NY. The grants fund any agricultural equipment that can be shown to save energy, including the cost of installing that equipment.

## When Can You Apply?

These are competitive awards, and have a short window of opportunity once announced. The grant closing date for 2011 has not yet been announced, you can apply now and anytime up until that closing date. Last year the closing date was June 30. It makes sense for you to apply as soon as possible.

## What Does The Grant Pay?

The grant will pay 25% of the cost of purchase & installation of devices that reduce the amount of energy required to produce your agricultural product. For example, if you install an RO and need to add a room and upgrade electrical service to your sugarhouse, the entire renovation as well as the RO can be applied for in the grant.

## How Do You Apply?

NYSMPA has arranged for

professionals to prepare the applications for any member who requests. There will be a charge to the member, as these services are not free to the association. Each grant will require an energy assessment prepared by an energy auditor approved by the USDA. We recommend Richard Peterson of Ithaca, NY.

The rest of the grant application can be completed by grant writers who have been coached by the NY USDA office on how best to complete the forms, which maximizes your chances of winning the grant. We give you the names and contact information for the grant writers when you are ready to begin.

I do want to note that the association is providing my time to coordinate this and assist you as part of your membership benefits.

## What Can You Do To Get Started?

get a written quote on exactly the equipment you wish to purchase. This means vendor make and model number. Any supplemental information like the vendor's sales brochure, technical specs, etc, are

helpful. Be sure to get a written quote for any contractor work you do not intend to do yourself.

**WARNING:** Do NOT sign any purchase orders or put any money down yet. This would void your ability to apply for the grant as the USDA must approve the grant before you can purchase.

Fill out an energy assessment information request form. This is available from the NYSMPA office. Call me at **315-877-5795** or email me at [office@nysmaple.com](mailto:office@nysmaple.com). This worksheet is used by Dick Peterson to do your energy assessment.

Call me with or send me the exact address of where the equipment will be located. I need to run a "rural eligibility" check on the USDA website to ensure that your location is in an area deemed "rural". I am sure all of you are but we need to check anyway.

If you are not an LLC or other business entity that files a separate income tax return, you will need to have your personal Income tax returns for the last 3 years available to prove that you have grossed the minimum amount required from your maple business.

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# Urban Youth Education Project Receives Grant

By: Helen Thomas, NYS Maple Association Executive Director

The New York State Maple Producers Association has been awarded a \$1500 grant by Farm Credit Northeast. This grant will support our ongoing Urban Youth Education project. The goals of this are to:

- teach urban youth how maple syrup is made today, including in this training the history and traditions that started with the native american peoples. This exposes them also to the concept of local, family owned agriculture.
- ensure that the youth understand that the one and only ingredient of maple syrup

## **Farm Credit** Northeast AgEnhancement

comes from the maple tree, unique in the world to the northeastern US & Canada. Of course, additionally it is important to our association members that the students learn that NYS has a vibrant maple syrup industry, second in the US, source of both a food that they can enjoy and an agri-tourism event with Maple Weekend each March they can bring the whole family to experience first-hand.

- promote an understanding of the nutritional and health benefits of this all natural food.

Farm Credit Northeast AgEnhancement supports programs, projects and events that are intended to strengthen agriculture, commercial fishing and the forest products sector in the Northeast. This program is a combined effort of Farm Credit East, Farm Credit of Maine, Yankee Farm Credit and CoBank.

We expect this money will in part be used to sponsor the efforts of the VVS FFA mobile maple exhibit when they travel to New York City in April 2011.

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# Updates from the Capitol

By: Helen Thomas, NYS Maple Association Executive Director

Representatives of the New York State Maple Association have made three visits to the Capitol in Albany on your behalf this year.

February 7 was “Maple Lobby Day” – with the help of the Farm Bureau legislative staff, we had appointments with 15 different legislative offices at the Capitol. The delegation included Mike Hill, Dave Campbell, Dottie Merle, Lyle Merle, Dwayne Hill, Deirdre Hill, Andy Van Glad, Nicole Van Glad, Caitlyn Pilc, Helen Thomas, and several members of the VVS FFA. We presented our concerns to those we visited and felt the ensuing discussions were constructive in making the maple industry appear a vital and growing economic segment of NYS agriculture. Specifically, we asked for two pieces of legislation that were not completed in the previous legislative session to be reintroduced: definition of maple saphouses as agricultural buildings, and development of a pilot program for tapping of maple trees on state lands. In addition, we expressed the

concern that all agriculture segments have been expressing: the reduction of ag & markets project funding to \$1.2 million from 16 million just 4 years ago is an excessive reduction in valuable programs such as Farm Viability Institute (which has funded Cornell Maple Program research), Integrated Pest Management, and also the NYS Maple Association. Specifically, we requested consideration be giving to proving the Maple Association funding for various projects including expansion of the product line at the State Fair Maple Center.

On February 14, Mike Hill, David Campbell, Mike Farrell, Tony Van Glad, and Helen Thomas attended the Council of Ag Organizations lobby day on behalf of the entire agricultural sector in NYS. The themes of the conversations were the same on this day.

On February 28, the Farm Bureau held their annual “Taste of NY” reception at the Capitol Convention

Center. The event is open to all at the Capitol: they reported that the attendance of assemblymen was the greatest percentage since they began the event. Mike & Nancy Hill, Dave Campbell, Dwayne Hill, Deirdre Hill, the Andy Van Glad family, Caitlyn Pilc and Helen Thomas



**Dave Valesky and NYS Maple Queen Caitlyn Pilc**

hosted the table of maple samples that portrayed NY Maple. The following day was Farm Bureau lobby day, which Helen & Caitlyn attended. Again, the unified message from agriculture was to restore budget cuts for the vital programs like Farm Viability, IPM & the Ag & Markets funds.

There has been positive outcome from these visits already: on February 24 Senator Patty Ritchie, chair of the agriculture committee, introduced bill 3542 “AN ACT requiring the state fire prevention and building code council to implement rules and regulations regarding the maple industry.” On March 9, David Campbell and Mike Hill represented the NY Maple association at a meeting of the senate ag committee to support Senator Ritchie’s presentation of this bill. With 9 votes in favor, the legislation moves forward to the next step.



**Deirdre Hill, Dwayne Hill, and Assemblyman Clifford Crouch**



## The Economics of Buying Sap

Michael Farrell, Director, Cornell University's Uihlein Forest

There are few businesses outside of agriculture that make large capital investments in equipment that is only used part-time during a 4-6 week period each year. Sugarmakers invest tens of thousands of dollars in building sugarhouses and buying evaporators, reverse osmosis units, filter presses, etc, necessary to produce high quality maple syrup. These are fixed costs no matter how many taps they put out or how good the sap runs. This large investment in fixed costs tends to lower the overall profitability for many sugarmakers. While many of us produce syrup because it is a labor of love, it is possible to earn a decent living producing syrup. Large producers who can gain economies of scale in their production and spread their fixed costs out over a greater number of taps do this. Once a producer has made the initial investments in equipment, the variable costs for processing sap are usually much lower than the revenues gained from selling the syrup. The more hours you can spend processing sap and utilizing your equipment, the more profitable your operation will be.

Many sugarmakers have expanded their operations over recent years by putting out more taps on their own property or

leasing taps from neighbors. But if a sugarmaker doesn't have time to collect more sap, does it make sense to buy in sap from others? To help answer this question, I developed a fairly simple Microsoft Excel calculator that allows sugarmakers to determine the amount of money they would make per hour (i.e. their hourly wage rate) for buying additional sap. This spreadsheet can be found on the Cornell Maple Program website at <http://maple.dnr.cornell.edu/sapbuying.htm>

In order to use this calculator, sugarmakers must have a good grasp of their costs and revenues for processing sap. They must be able to estimate their syrup production per hour, the bulk price of syrup, the fuel cost to produce a gallon of syrup, and the storage cost for the additional syrup. Sugarmakers must also determine what percentage of the syrup they will retain and what percentage will be given to the sap seller. When a user enters in values for these variables, the spreadsheet provides the hourly wage (the amount of profit a sugaring operation generates per hour) for processing sap according to the following formula:

Hourly Wage for Processing Sap =  
Gallons of Syrup Produced Per Hour \*

(Bulk Price of Syrup (\$/lb) \* 11.14 lbs/gallon) - (Fuel Cost per Gallon of Syrup + Storage Cost per Gallon) \*

Percentage of syrup (or bulk syrup revenues) retained by the person processing the sap

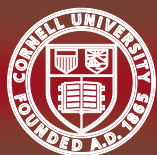
**Let's now consider three examples of how this works...**

### Large Sugarmaker with Energy Efficient Equipment

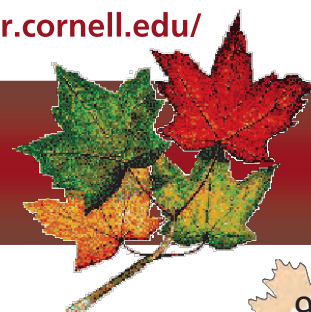
For the sugarmaker who has made significant investments in a large evaporator and reverse osmosis system, the revenues for processing additional sap are quite high while the costs are significantly lower. If you produce 80 gallons of syrup per hour, fuel cost to produce a gallon is \$2, storage cost is \$5/gallon, bulk prices average \$2.75/lb, and you give the sap seller 50% of the syrup revenue, you earn \$930 per hour by purchasing and processing additional sap. Even if you give the sap seller 70% of the syrup revenue, you'll be making \$558/hr. If a sugarmaker has already invested in the equipment to do this, it certainly makes sense to use this equipment to make this kind of revenue.

*Continued on page 10*

<http://maple.dnr.cornell.edu/>



Cornell University  
Cooperative Extension



### **Small Sugarmaker with Older Equipment**

For sugarmakers who have smaller, less efficient evaporators and do not yet use reverse osmosis, the revenues are not as high and the costs are much greater, so the hourly wage for processing sap is lower. If you produce 6 gallons of syrup per hour, fuel cost to produce a gallon is \$10, storage cost is \$5/gallon, bulk prices average \$2.75/lb, and you give the sap seller 50% of the syrup revenue, you earn \$45.75 per hour. Although this is much

fuel cost to produce that gallon is \$12, storage cost is \$5/gallon, bulk prices average \$2.75, and you give the sap seller 50% of the revenue, you only make \$6.63/hr. Even when hobbyists get to keep 100% of the syrup revenues by boiling their own sap, that only equates to \$13.25/hr, so it is quite obvious that hobbyists are not in syrup production to make money.

It is important to realize that all of these “hourly wages” are simply the variable revenues from processing sap (i.e. the value of the extra syrup

*on the margin* for existing operations- it is the fixed costs that often drive down profitability. Purchasing additional sap can be one way to increase the overall profitability of a sugaring operation and help pay for the fixed costs of investments. This is especially true for sugarmakers who do not have the time or ability to collect more sap themselves.

So what can a sugarmaker afford to pay for sap? Sap prices should be based on the price of bulk syrup, sugar content of the sap, and the percentage of the bulk syrup that the sap seller receives. Although the Maple Digest usually publishes sap prices each year, they could vary drastically based on the variables mentioned above. There is now a table on the Cornell Maple website that provides sap prices based on these variables and can be downloaded from <http://maple.dnr.cornell.edu/sapbuying.htm>.

Since a producer cannot really control sap sugar content and bulk syrup prices are set by the market, the only variable that a producer can change is the percentage of the bulk syrup price that he or she provides the sap seller. What is an equitable distribution of revenues from that sap? That is up to the sap purchaser and seller to decide, but typically producers give the sap buyers 50% of the syrup that the sap would produce or 50% of the bulk price of that syrup. For smaller, inefficient producers, it may not be very profitable to give 50% of the syrup income to the seller, whereas larger producers may be able to distribute even more than 50% and still make a substantial profit. The higher the percentage of syrup or syrup revenues a producer can offer someone that provides them with



lower than the wage described above, it is still profitable for sugarmakers to purchase sap under these circumstances. To be able to make \$45/hour doing something you love while generating a tremendous product is certainly a worthwhile venture (in my opinion).

### **Hobby Sugarmaker with Inefficient Equipment**

For the hobbyists, it is difficult to make money boiling their own sap, let alone the sap that others gather and sell. For example, if you produce 1 gallon of syrup per hour,

produced) minus the variable costs of processing that sap, determined on an hourly basis for the time spent processing. In actuality, maple producers do not always earn that much money processing their own sap, because these figures do not factor in the fixed costs. However, when deciding whether or not to purchase *additional* sap to make greater use of your equipment, these calculations should be based on the marginal revenues vs. the marginal costs of doing so. Maple production can be quite profitable



additional sap to process, the happier that person selling sap will be. The person selling sap will have a greater incentive to gather and deliver more sap and more people will be enticed to get into the sap selling business. When both the person selling sap and the person buying/processing sap can both earn a reasonable return by collaborating, it's a win-win for everyone involved.

For all of the examples above, the average bulk price was used for revenue calculations. Even though producers often sell their syrup retail at higher prices, bulk prices should be used because they represent what the syrup is worth before any value is added by packaging and marketing the product. Since bulk syrup can be bought and sold at roughly the same price (assuming buyers and sellers have the same knowledge of prices), it is strongly recommended to use the bulk price when making these calculations.

It is important to consider the role of syrup storage in this analysis. If one has to buy additional barrels to store the extra syrup that will be produced, then the cost per gallon of storage should be factored in to the analysis, but just for the first year. Producers should put a zero in for storage costs when doing this analysis in subsequent years, since they will already have paid for the barrels in the first year. The costs of

filter papers and diatomaceous earth to filter the additional syrup could also be factored in, but these are quite small in comparison to the value of the syrup being produced and are unlikely to influence the results.

Should a maple producer buy sap to supplement their existing operation? There are many aspects to consider: will the sap be delivered or will it need to be picked up? do you have the time in your sugarhouse to do the processing? can you sell the syrup at a reasonable price? The sole purpose of this analysis is to assist sugarmakers in determining the financial aspects of this decision. It is important for large sugarmakers to realize that the marginal revenues for processing additional sap usually far outweigh the marginal costs of buying this sap. Therefore, sugarmakers who are interested in making the most of their equipment and recouping their large investments in a sugarhouse, evaporator, RO, etc (fixed costs) should put out more taps themselves and/or purchase as much sap as their facility can reasonably handle.

For sugarmakers who are already buying sap or decide to do so, there is another spreadsheet on the Excel file that allows sugarmakers to keep track of volumes and payments throughout the course of the sugaring season. Simply download

the Excel file at <http://maple.dnr.cornell.edu/sapbuying.htm>, go to the tab entitled "blank worksheet", follow the instructions on what variables to provide input data for, and the spreadsheet will keep track of payments for each load of sap purchased.

As a final note, it is worth mentioning that anyone purchasing sap should have at least one and preferably two reliable ways of measuring the sugar content and volume of sap delivered. Refractometers and sap hydrometers should be tested annually and throughout the course of the sugaring season to make sure they are accurate! When sap is delivered, use a totaling water meter in order to get a precise measurement of the volume delivered. Finally, it is a good idea to develop a simple contract between the sap buyer and seller should any disputes arrive throughout the course of the season. This contract should stipulate the terms of delivery, quality control mechanisms for the sap, payment schedules and rates, and any other issues that could arise between a sap seller and buyer.

**Authors Note:** A similar version of this article appeared in the February 2011 edition of the *Maple News*. Because there was such a strong interest in this topic, I decided to also submit it in this edition of the *Pipeline*.

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## Greetings From Your **Maple Queen**

As my reign starts to come to end I'm still very busy. In November I attended The Harvest Festival at the State Fairgrounds and The Kris Kringle event in Canandaigua. In December, I attended The Holiday Spectacular also at the state fairgrounds. I attended a Western New York meeting which I presented a report of what I have done this year. In January I attended the VVS maple conference which I helped at the auction on Friday night, attended classes and helped out at the multi-county maple royalty pageant. The conference also hosted a New York State Maple meeting which I presented a video presentation. I traveled to Letchworth for the Western New York Maple Producers Conference. I attended classes, crowned a new Western New York Maple Princess, and presented a video presentation of the last 4 years as maple royalty. Next, I traveled to Canton for the St. Lawrence County Maple Expo where I presented a speech and attended classes. In February, I traveled to Lobby days in Albany on three different days. I also attended the Country Folk Art Show at the state fairgrounds. So far, I have traveled 7,321 miles.

I still have many events coming up, such as maple weekend, Vermont's Maple Festival, pancake breakfasts and educating the youth at my local school. I have really enjoyed my time representing the New York State Maple Producers Association and want to thank the association for their support. I have built a lot of memories that I will keep forever in pictures and stories. Everyone in this industry has impacted my life. I have seen your dedication for your out of control hobby that I have formed this into my out-of-control hobby. I never thought that after being crowned 4 years ago as Wayne County Maple Princess, I'd be here in this position today. I have gained a completely new family, and I want to thank you for your support because I couldn't be the person I am today without you.

*Caitlyn Pile*

New York State Maple Queen



## Maple Pavlova

*This is a treat that I found from both my travels in Australia and Europe. Its a light desert just in time for spring after the long winter and start of maple season.*



### Ingredients:

- 3 Egg Whites
- 1 Pinch of Salt
- 1/2 Cup White Sugar
- 1/2 Cup of **Pure Maple Sugar**
- 1 Tbsp Cornstarch
- 1 Tsp Lemon Juice
- 1 1/4 Cups Heavy Whipping Cream
- 1/2 Cup Confectioners' sugar
- 1/3 Cup of **Pure Maple Syrup**
- Any type of your favorite fruit

### Directions:

1. Preheat the oven to 300 degrees. Line a sheet pan with parchment paper. Draw a 9 inch circle on the parchment.
2. In a large bowl, beat egg whites on high speed until soft peaks form. Add 1/4 cup of white sugar and 1/2 cup **Pure Maple Sugar** gradually, while continuing to whip. Make sure the sugar is completely dissolved. Mix together the remaining 1/4 cup of sugar with the cornstarch; lightly fold meringue with lemon juice.
3. Spread a layer of meringue to form circle on parchment, approx. 1/4 inch thick. With remainder of mixture, pipe or spoon swirls around the edges to form a shallow bowl shape.
4. Bake at 300 degrees for 1 hour. Turn off oven, but leave meringue in oven for an additional 30 minutes. When cool, the meringue should be hard on the outside and slightly moist on the inside.
5. In a large bowl, combine the cream and 1/2 cup of confectioners sugar and whip until thickened. Slowly incorporate **Pure Maple Syrup**.
6. Place cream mixture in cooled meringue bowl, decorate with the fruit of your choice and ENJOY!!



## You Could Be The Next New York State Maple Queen or Princess!

The 2011 New York State Maple Pageant will be held in Croghan, NY on **Saturday, May 21, 2011**. One candidate from each county is eligible to enter the pageant. Girls between the ages of 12-24 that are interested in participating should contact Karen Woodhouse at 315-986-1503.



Photo from the 2010 NYS Maple Pageant



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# Happenings Around the State — Regional Updates

## Central NY

*Submitted by Dan Weed and Glen Maple*

The Central NY Maple Producers Association was well represented at the February 2011 NY Farm Show! Building upon the foundation of Harry Komoroski, Schoolyard Sugarbush was asked to take the lead in heading up the representation of the Central Association. Volunteers from more than five different sugarhouses across the central association assisted with the booth and production of maple cotton, maple coffee, & maple cream donuts at the NYS Fair Booth. I was personally impressed with the willingness of so many to join in and work in a time when most producers are pressed for time! It was a testament to the potential of our Central Association! Thanks to Bakers Maple, Dean & Ruth Esther Delevan, Tim Biesley, Glen Maple, and Makayla Fowler for your help!

## St. Lawrence Regional Association News

*Submitted by Hugh Newton, President*

On January 29 we hosted our annual maple school. We had over 125 attendees! On February 19 we had our annual regional association banquet, over 500 people attended the dinner that was hosted by the Canton Methodist church.

Our annual tree tapping ceremony will be held March 12 at the Sugarbush of the James Woodrow family. We hope to see a number of local government dignitaries as well as the local media to give a rousing kickoff to the spring maple season.

We received the unfortunate news that the FFA program is being eliminated at the Canton High School, a combination of the fact that Dave Sipher is retiring and there are cuts in education funding.

Anyone is welcome at the association meetings, check with Hugh Newton for details.

## Lewis County News

*Submitted by Nadeen Lyndaker, President*

2011 Lewis County Maple Royalty were inducted on Friday March 4th.

- Oswego County Queen: Alisha Stiles from Hannibal
- Oswego County Princess: Makala Fowler from Hannibal
- Oswego County Ambassador; Mckenzie Mattson from Hannibal.
- Lewis County Queen: Elizabeth McIntyre
- Lewis County Princess: Emily Walters from Glenfield
- Lewis County Alternate; Natika Walters from Glenfield

The Maple Tour meeting will be held on Thursday, April 7th.

Oswego County's fair will be the first week of July. Maple booth Lewis county fair July 19-23rd maple booth.

Oswego, Jefferson, Lewis, and Oneida counties have been blanketed with snow. Many of us have been digging out, opening roads, and setting up for our season to begin. I know many of us have had are fill of the white stuff.

Hopefully we will all have a good year!

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# Plans for the 2011 New York State Maple Tour are Nearly Complete!

*Stephen Childs, New York State Maple Specialist*



The 2011 New York State Maple Tour is scheduled for September 18, 19 and 20 and will be hosted by the Lewis County Maple Producers Association. It will be held in Jefferson and Lewis Counties, a very productive maple region in New York State. The tour opens with a reception, registration and tradeshow on Sunday afternoon on September 18<sup>th</sup>. On Monday and Tuesday, the 19<sup>th</sup> and 20<sup>th</sup> of September, the tour will feature visits to a variety of maple operations. We will visit some maple sugarhouses with very modern technologies and others

that operate with more traditional or even old fashioned practices, each attracts a following of customers. Both larger and smaller sugarhouses are included. We will be visiting one of the Cornell Sugarbush Thinning Plots. This plot allows maple producers to see the results of managed thinning in the sugarbush where the forest was thinned 40% and 20% to compare to where no thinning occurred. These plots were cut in 2006 so see what five growing seasons have done in this previously over stocked sugarbush. We will visit the North American Maple Museum; see the

improvements that have been added in the last couple of years along with the unique historical equipment and displays. A lunch time visit to the FFA camp Oswegatchie is also part of the fun. Sites include innovative wood handling practices, interesting marketing, energy saving technologies, restored antique tractors and unique sugarhouse designs. A complete listing and description of sites to be visited along with registration materials will be available soon after the maple season at [www.cornellmaple.com](http://www.cornellmaple.com) and [www.nysmaple.com](http://www.nysmaple.com).

## *What is at the end of the rainbow?*



### *Tug Hill Gold*

**New York State 2011 Maple Tour**

September 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup>, 2011

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### *IN A LIGHTER VEIN...*

**Californian:** "We have trees in our state that are over 300 feet high, that have been 'standing' for over 200 years."

**New York maple sugar maker:** "That is interesting. We have trees that have been 'running' for centuries, and are still good runners!"