

THE PIPELINE



A New York State Maple Producers Association Publication

Highlights

- Enter Your Maple & Honey Products at the State Fair!
- 2012 Maple Tubing Research
- Web Tapping Tips: How To Create a Gmail Account
- Register Now – Cornell Maple Camp
- Tell Us Your Opinion And Contribute Your Ideas
- Make 2012 Your Year To Come To The Fair
- 2012 New York State Maple Royalty



Come To The Fair - Page 13



Maple Royalty - Page 15

Learn To Market Your Maple

NY Farm Viability Institute Grant Makes Training Available for 10 Maple Producers

By: Steve Childs, New York State Maple Specialist

If you are a maple producer working on developing a maple marketing plan for your farm or just looking to gain some experience with retail marketing of maple products then spend a day with us at the Maple Booth of the New York State Fair.

- See how maple cotton, maple ice cream, maple soft drinks and floats, maple candy and maple popcorn are made, packaged, handled, sampled and sold all in one place.
- Try your hand at the sales counter and gain some great maple marketing experience with the guidance of some very experienced maple marketers.

It will broaden your perspective on how you may want to manage your maple sales.

We are looking for 10 who would like to give it a try for one shift one day at the New York State Fair.

If interested contact Steve Childs, Cornell Maple Specialist at slc18@cornell.edu or call 607-351-6144, this is part of a NY Farm Viability Institute Ag development project.



A Note from the NYS Maple Producers Association

Cornell Maple Specialist Steve Childs continues to find creative ways to assist the maple producers of New York State. His agenda this year is to help you market all that maple he has helped you increase production of, and the maple value-added products that he has helped you learn to make. I hope you are taking advantage of the Maple Webinars on Marketing – the first Thursday of every month. Even if you can't make the webinar when it happens, the entire programs are saved so that you can go online anytime and play them back.

We are pleased to be partnering with Steve this summer on a marketing grant awarded from the NY Farm Viability Institute. This grant allows Steve to spend time with the selected producers at the NY State Maple Center to teach them marketing techniques starting from product concept to putting the item in the customer's hand. We urge you to sign up to spend a day with Steve at this marketing event. **Spots are limited, so sign up now!**

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Behind the Scenes



Notes from the NYSMPA office

Fellow Producers,

As I write this there is a thunderous lightning storm outside, bringing my farm here in

Bennington the first rain since early June. Thank goodness! Yet the drought figures nationwide are the worst in many years, and this is already the warmest year on record – so it is anyone's guess what the 2013 maple season will bring. I'll think optimistic thoughts.

The association seems to be busier than ever on your behalf. We have a great working relationship with your legislators, who all want to see maple grow even stronger in NY. We are currently working out details for the promotion money the NYS legislature allocated maple this year. Perhaps promotion tied to the fall and holiday season? Call me at the office with your ideas!

I hope to see you at the Maple Tour in the Finger Lakes on July 22-24. It promises to be very interesting, with visits to varied maple producers interspersed with the New Hope Mills and a cruise on the lake. County fair season has started – the regional associations are hoping you will bring product and/or work at your local county fair maple booth.

This year the state fair booth offers new products you can learn how to make: maple soda pop and maple ice cream floats. Please give Kim Enders a call to sign up to work at the booth and learn about the new products. See the ads elsewhere in the newsletter on how to sign up to consign product or to work a shift.

I will be sending out registration forms for the 2013 Maple Weekend within the next week. Newspapers, brochure printers, and member participants requested that advertising materials be available starting in late fall 2012. In order to meet an October deadline, we will need the list of participants by August. Please cooperate by sending in your registration when you receive it.

The NY Maple Association continues to grow: as of this writing we have 566 members! The credit for this goes to each of you who encourages a neighbor to join the group. Take a minute right now – is there anyone you know who isn't a member yet – you can encourage him or her to join, new memberships right now are only \$30 for the remainder of 2012. Get an application on nysmaple.com or by calling me at the office.

I am always ready to talk to each of you about your maple business, and welcome any ideas you have for how the association can help you make your business grow. Feel free to call or write anytime!

Helen Thomas

NYSMPA Executive Director

Enter Your **Maple & Honey** Products at the State Fair!

NYS Maple & Honey

GENERAL RULES

- Entry fee is \$8. All entry forms and fees must be received by 4:30 July 24, 2012.
- This fee will provide you two admission tickets to the 2012 New York State Fair
- All entries must be grown in New York State
- All entries should be brought directly to the Fruit & Farm Department in the Horticulture Building no later than 10:00 p.m. Wednesday, August 22.
- Judging will begin at 10:00 a.m., Thursday, August 23.
- Winning entries will remain on display for the full fair or until they no longer retain a fresh appearance.
- Exhibitors wishing entries returned by freight or wishing to claim the same at the end of the fair must notify the superintendent in writing no later than Friday, August 31.
- Prizes will not be awarded to entries which are unworthy. If there is but one exhibitor in any class, only one prize may be awarded – the first, or a lower prize, as the judges think deserved.
- Each exhibitor will be allowed to make entries in as many Divisions as he wishes but will be limited to one entry in any one class. Specimens may be entered in one class only and for one prize only. All articles placed are under the control and subject to the order of the Superintendent and may not be removed or withdrawn without her permission.
- All items entered must be plainly labeled, showing variety of item exhibited. Cards for this purpose will be furnished by the Management and can be had at time entry is made. After judging, entry tag may disclose name and address on the entries shown.
- Where number of specimens or varieties is given, no more and no less should be entered. Exhibits of less than the number or quantity called for will be disqualified.
- The Superintendent will stage all entries.
- Organic entries must be certified organic to the USDA National Organic Standards



Rules & Regulations for Maple **Products**



1. All entries must be in by 10:00 a.m. on the day of judging. Shipments to be addressed to: NYS Fair Entry Department—Maple Products Entries, 581 State Fair Blvd., Syracuse, NY 13209.

2. Entries may be made by individuals only; only one entry will be allowed per exhibitor per class. All products entered for judging must be made by the exhibiting producer. Product must have been produced in the year it is judged.

3. Entries are limited to pure maple products; no foreign products added.

4. Each entry shall be in a glass container ready for retail market. For maple syrup each entry shall be in a 12-ounce (355 ml) standard maple syrup glass bottle, with the producer's standard identifying retail

package labeling. Extra dark for cooking syrup shall be in a 16-ounce (473 ml) container. The retail labels must conform to NYS Ag and Markets labeling requirements. All other products shall be in the indicated packaging with the producers' standard identifying retail package label.

5. All syrup containers must display a label identifying the syrup as to grade. Grade A Light amber, Grade A Medium amber, Grade A Dark amber, Extra dark for cooking; in addition to the numerical NYS Fair entry label.

6. An entry that does not meet any of the requirements of the class in which it is exhibited will be disqualified.

7. New York State Maple Producers Association offers \$50.00 for Best Maple Syrup of Show.

Fair entry paperwork must be submitted by July 24th.

Class

	1 st	2 nd	3 rd	4 th
1. Light Amber Maple Syrup Grade A (at least 12 oz. (355ml) container)	\$15	\$10	\$6	\$4
2. Medium Amber Maple Syrup Grade A (at least 12 oz. (355ml) container)	\$15	\$10	\$6	\$4
3. Dark Amber Maple Syrup Grade A (at least 12 oz. (355ml) container)	\$15	\$10	\$6	\$4
4. Extra Dark Maple Syrup Grade A (at least 16 oz. (473ml) container)	\$15	\$10	\$6	\$4
5. Maple Cream (at least 1/2 lb. (226.4g) container)	\$15	\$10	\$6	\$4
6. Maple Sugar uncoated, fancy molds (at least 1/2 lb. (226.4g) container)	\$15	\$10	\$6	\$4
7. Maple Sugar crystal coated, fancy molds (at least 1/2 lb. (226.4g) container)	\$15	\$10	\$6	\$4
8. Maple Sugar Granulated (at least 1/2 lb. (226.4g) in a clear plastic bag)	\$15	\$10	\$6	\$4
9. Maple Sugar (hard) (at least 1/2 lb. (226.4g) brick)	\$15	\$10	\$6	\$4

Copies of score sheets will be provided to contest entrants within one month of the closing of the NYS Fair.

2012 Maple **Tubing** Research

by Stephen Childs, NYS Maple Specialist

In 2012 a variety of spout and tubing cleaning and replacement options were tested to determine the extent of sap yield changes that would result. Most of these tests were done at the Cornell Arnot Research Forest and a few at cooperator sites. Treatments except where noted were a direct comparison between a check and a described treatment each with three replications, each replication with 4 to 6

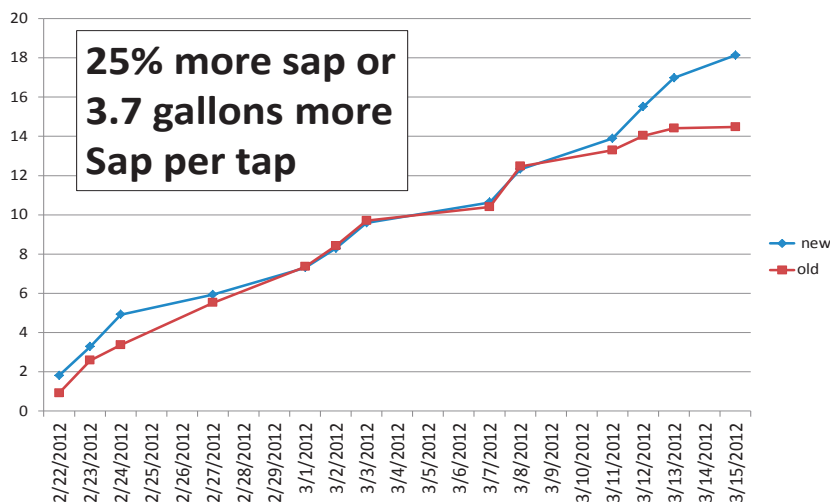
taps, both treatments in the same tree, spaced about 10 inches apart at the same elevation and same basic orientation. The check was usually represented by an old spout and old drop, having been used each season for at least 10 years or in a few cases by a new spout and new drop. The 2012 season started early with our first measureable sap run occurring on February 21st. This was followed by many small

runs with temperatures only reaching 50°F for one day until March 13th, which was followed by 15 days without a freeze and daily temperatures commonly in the 70s and 80s. Once the sap stopped running on March 15th there was no sap run during the warm weather and none of the treatments ran any sap when it finally did freeze again. Results identified as Vacuum had levels consistent between 21" and 22" Hg. This is 5" to 6" Hg higher than prior years. Results identified as Gravity were not connected to vacuum.

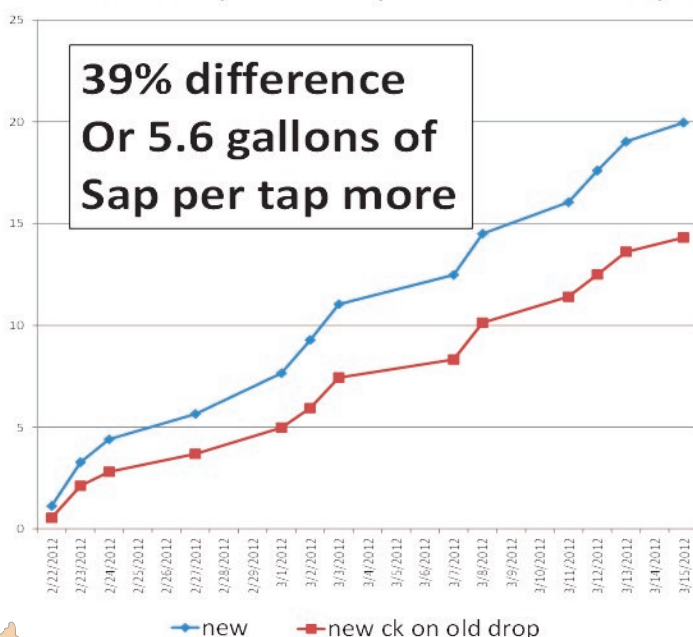
The standard test of comparing yield from a new spout and drop vs. an old spout and drop (used for at least ten years) was also used as a comparison this year. In all the prior seasons when this test has been done, the new spout and drop showed at least an 80% increase in sap yield over the old spout and drop and usually over 100%. With this season ending abruptly with no significant warm weather (greater than 50 °F) between tapping and the unseasonal warm up that started on March 13th, the old spout and drop had just begun to drop in yield performance resulting in just a 25% or 3.7 more gallons sap from the new spout and drop. The new spout and drop yielded 18 gallons of sap per tap and the old spout and drop 14.3 gallons of sap per tap. This test was conducted at between 21" and 22" of Hg. Both the old and new spouts were black plastic

A new spout and drop was compared with a new check valve spout on an old drop (in use more than 10 continuous seasons) at the 21" to 22" Hg vacuum, new spouts were

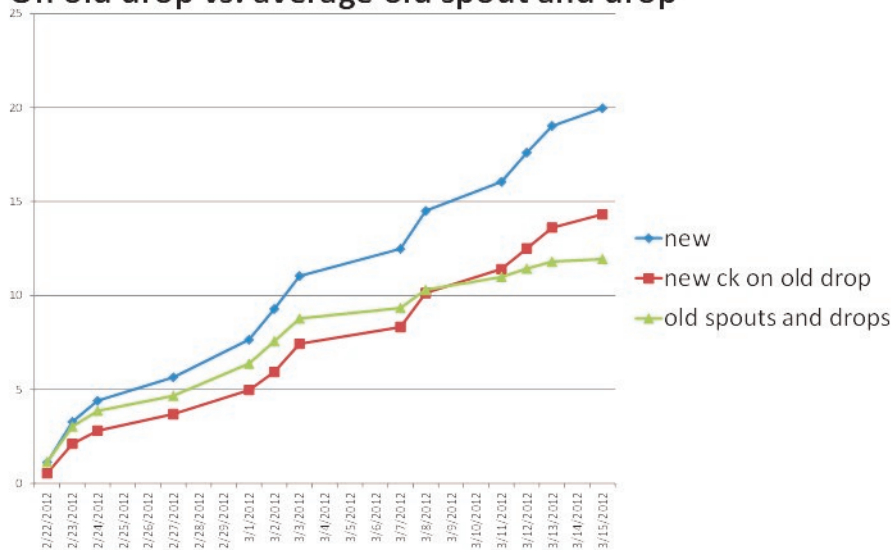
Vacuum – new spout and drop vs. old spout and drop



Vacuum – New spout and drop vs. new check valve spout on old drop



Vacuum: new spout and drop vs. check valve spout On old drop vs. average old spout and drop



bush the check valve treatments yielded about 3 gallons of sap per tap more than the old spout and drop treatments.

Treating maple tubing with an alcohol wash prior to the season did not show any yield improvement under vacuum or on a gravity system.

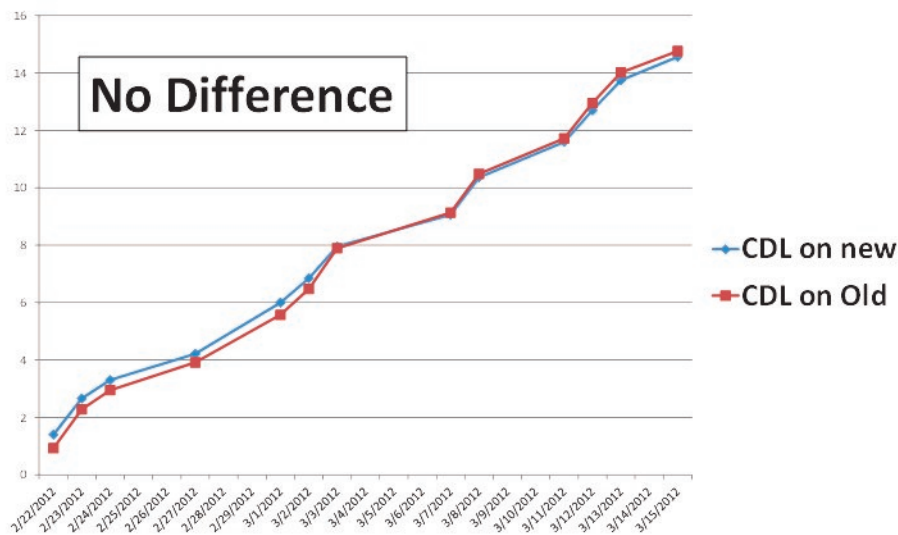
A new clear poly carbonate spout with new tubing was compared to a new clear poly carbonate spout on an old drop. Here there was no yield difference. Both treatments yielded about 14.5 gallons of sap per tap. The problem here is that both of these treatments averaged only 14.5 gallons of sap per tap or very near what the old spout and drop yielded in other tests, less than where the new black spouts were used with new tubing. It is obvious that more tests and more seasons are needed to examine these differences to conclude if clear spouts or black spouts offer some kind of clear advantage. It would appear that a black spout on an old drop may cause a yield drop sooner than a clear spout on an old drop, but data is too limited to draw this as a solid conclusion, more seasons of testing are needed.

Attempts to clean and sanitize used check valve spouts gave variable and insignificant results.

In two years of testing the silver spouts they have given about a 70% increase in sap yield in their first and second year of use. In 2012 they were used for the third year in a row and produced a difference of just 13% or 1.5 more gallons of sap per tap. Testing in the fourth year should better indicate if the spouts have lost much of their effectiveness or the sudden end of season was the reason for the smaller result.

Continued on next page

Vacuum – New clear spout on new drop vs. new clear spout on old drop



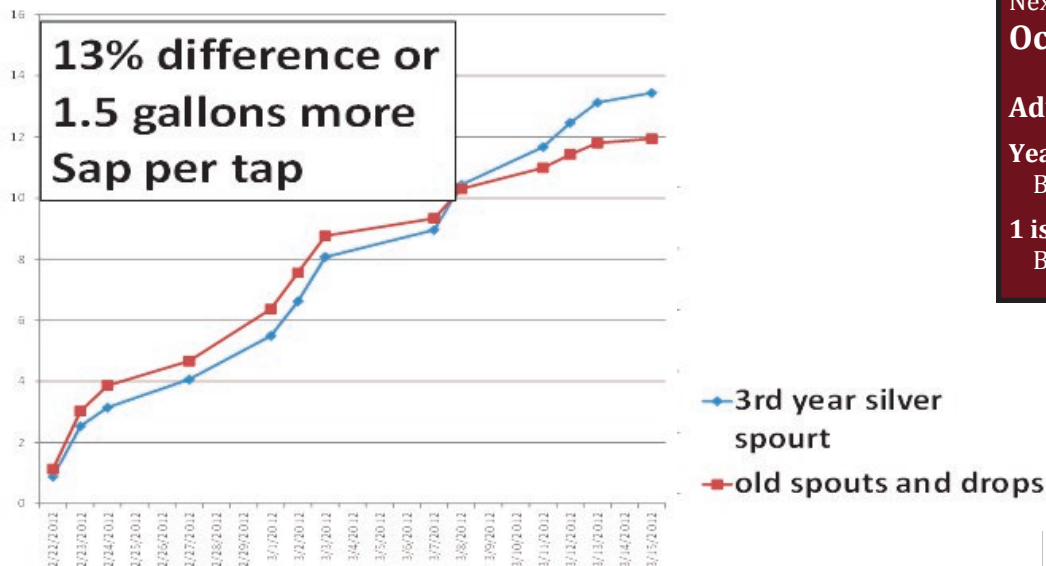
black plastic. Here the average yield of the new spout and drop was 20 gallons of sap per tap and the check valve on the old drop yielded 14.8 gallons of sap per tap for a difference of 39% or 5.6 gallons of sap per tap more with the new spout and drop. In these replications the difference between treatments started right from the beginning of the season, which is not what we have consistently observed, in most all comparisons which normally yield the same early in the season

followed by the spouts that best protect the taphole from bacteria and yeast, sustaining sap yield, while old equipment contaminated with bacteria and yeast begins to reduce sap yield once temperatures above 50°F are observed.

When the new check valve on an old drop yield is compared to the average of new spout and drop yields and the average of old spout and drop yields for all the treatments and replication in the sugar-

Continued from page 5

Vacuum – 3rd year silver spouts on old drops vs. old spouts and drops



The Pipeline

Next Deadline:
October 1, 2012

Advertising Rates:

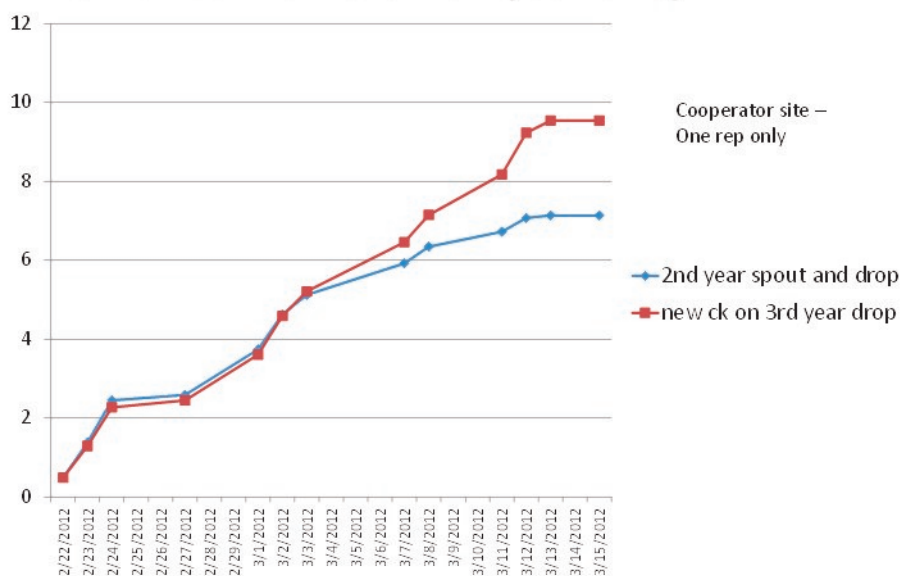
Yearly rates (3 issues) are:
Business card (2"x3.75").....\$42

1 issue:
Business card.....\$15

In the sugarbush of one cooperator a comparison had been set up in 2011 where a new spout and drop was compared to a 2nd year spout and drop. This was with just one replication and 11 taps per treatment. In 2012 new check valve spouts were added to replace the two season old spouts and the second season spouts and drops were used for a comparison. The new check valves on third year drops yielded 9.7 gallons of sap per tap and the second year spouts and drops produced just 7.2 gallons of sap per tap for a difference of 2.5 more gallons of sap from the check valves. Vacuum was 22" Hg.

A series of tubing without vacuum tests were also conducted in 2012, they will be considered in a second article.

Vacuum – 2nd year spout and drop vs. new check valve on 3rd year drop



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Happenings Around the State — Regional Updates

Northeast New York Maple Producers' Association

Submitted by Angela Swan

The Northeastern New York Maple Producers recently voted to join the Plattsburgh North Country Chamber of Commerce in a team effort to showcase maple products and traditions in Clinton, Essex and Franklin counties. The Chamber's Visitor's Bureau has been working diligently to implement their comprehensive "Destination Master Plan," which identifies maple as one of the core strengths of our region. As a non-profit member of the Chamber, the Association will have access to enormous marketing efforts for our industry, including a place on the agri-tourism committee and a partnership for Maple Weekend efforts.

Maple School, February 2, 2013: The Franklin County Maple Association will be hosting a maple school and used equipment auction on February 2, 2013. The event will be co-sponsored by the Brushton-Moira Central School FFA and will be held on location at the school.

Speaking of the Franklin County Maple Association....the NENYMPA would like to welcome our newest and most energetic group of producers to our regional association. The Franklin County producers have joined together to form a local chapter of the NENYSMPA. They have had great success with monthly meetings and seminars and have hosted a very successful maple festival and pancake breakfast at the Brushton-Moira School. Member/President John St. Mary is coordinator for the

school's FFA program and has built an impressive curriculum for the students utilizing a sugar house and sugar bush located right on the school grounds. The Franklin producers, along with the FFA students, will be staffing a maple concession stand at the Franklin County fair this year in addition to the February Maple School. This is a busy group full of great new ideas. We look forward to supporting them in all of their upcoming projects.

Maple at the Fairs – For the first time ever, maple products will be available for purchase at all three of the northeastern county fairs in 2012. Thank you to all the producers who have volunteered precious summer hours to make this happen. See calendar for dates and details.

Western New York Maple Producers' Association

Submitted by Greg Zimpfer, President

The Western New York maple producers will again be having a booth at the Erie County fair, anyone wanting to consign product and or wanting to work should contact the managers Gordy Putman or Joan Moore. The Fair runs from August 8th thru 19th.

We received a grant from the Genesee Valley Regional Market for \$100,000. So far we have funded the 2012 WNY maple weekend, the Cornell tree thinning program and the purchase of a soda pop machine which we are researching the

market for maple soda pop along with blending maple with other flavors. Future projects are creating a elementary educational unit which can be used in schools, creating a DVD which producers can use to promote maple, perform a study to see what is required of producers to get into wholesale markets and create a handout explaining the steps.



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Web Tapping Tips

How To Create a Account

By Deidra Hill, student web intern

Don't have an email account for your maple business? Gmail is a safe, reputable FREE tool available for anyone to create an email account. You can check for and send mail from any computer that allows public access to the internet, so you don't even have to own your own computer. Your local library has computers that residents can use. Or maybe a family member has a computer that you could access for a few minutes now & then. We encourage members to set up an email account that you can use to communicate with other association members and that we can use to communicate with you. An email account can also be used to communicate with customers – BUT only if you will check the mailbox every day. Customers will expect a reply within a day, so be committed to daily email checking if you make your email address known to your customers.

1. Go to www.google.com.
2. At the top of the Google search page, click the link that says **Gmail**.
3. On the next screen, find **Create Account** and click it. This next page allows you to enter in your information.
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 - Uncheck the box next to Default Homepage if you do not want Google as your page when you open your browser.
 - You must click the box next to Agree to Google Terms of Service and Privacy Policy.
 - Uncheck the box that says: Google may use my account information to personalize +1's on content and ads on non-Google websites, about personalization. This is not necessary at all.
4. When you are finished, click **Next Step**.
5. A window will pop open, make sure both circles are not checked and then click **No**. This will prevent www.google.com from being your homepage when you open your browser.
6. A new page will open confirming your newly created account, click **Continue to Gmail**, this will take you to your inbox. Now, you have just created your own Google E-mail Account.

After you close your web browser, you may be logged out of your Gmail account. To log back in go to www.google.com and click **Gmail** at the top of your screen. This will bring up a login screen. Enter your new Google email address and your password. Then click Sign In.

If you want to remain signed in, check the box that says **Stay Signed In**. A pop-up window may or may not appear, if it does it will ask if you want your password to be remembered. If you would like your password to be remembered, click yes, if not click no. Your inbox will then be brought up on your screen.



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Cornell Maple Webinars

Emphasis on Maple Marketing

Stephen Childs, NYS Maple Specialist

This year the maple webinars will again be held on the first Thursday evening of the month, May through December, except for the month of August. Sessions are scheduled from 7 to 8 PM. The 2012 sessions will focus on various aspects of marketing maple syrup and value added products. The first session, held May 3rd, presented a broad overview of how maple products are being marketed and the potential for moving into new ventures. The second session laid out the process of developing a maple marketing plan with materials available for each participant to work through the planning process.

Each successive webinar session will build on this plan so participating maple producers can develop a comprehensive maple marketing plan for their business by the last session of the year. Topics will include many aspects of potential marketing techniques from successful signage to using social media to enhance the maple business. A good marketing plan helps the producer make decisions about what marketing steps to take and which steps will be avoided through evaluation of the positives and negatives of each possibility. Mark these dates on your calendar now: September 6th, October 4th, November 1st, and December 6th.

Webinar connection details are available at <http://maple.dnr.cornell.edu/webinar.html> *A high speed internet connection is necessary to participate.*

Participants can type in questions throughout the presentations. Participation in each webinar is available on a first-come, first-served basis. If you are particularly interested in a webinar topic, please plan to connect at least 20 minutes prior to the start time. Before each webinar, participants will be asked to register into a database so we can monitor the value of the webinars and their geographic extent. No pre-registration is required. Access to the web site that hosts the internet seminars is free of charge. Your standard Internet connection charges would still apply. We are not able to assist users with problems they may have with their computer, connections, or connection speed. **Following the live webinar presentation the recorded session will be available on line anytime.** Questions can be directed to Stephen Childs at slc18@cornell.edu.



A Message From Our President

Fellow Producers,

Another maple syrup production season has come and gone. All though the mother nature really did not cooperate for us. The real warm weather in early March which made for a real short season for most of us. New York State still produced 360,000 gallons of maple syrup. This total was down from last years banner year but still over all this year ranks #3 out of the last 15 years so all in all it really was not a bad year.

Again this year a group of us producers went to Albany to Lobby our Legislatures to support our Maple Industry. After the dust settled again our Legislatures supported our association by awarding us with another 100,000.00 toward the promotion of New York Maple Syrup. Our maple association would like to use some of this promotion money towards a fall promotion. If any body has any ideas please contact our Executive Director Helen Thomas.

Before we know it the great New York State Fair will be here. I would encourage everybody to come out and volunteer for a shift. There is no better place to learn how to promote and market New York State maple products. We can always use help at the booth. Through out the summer there are many other opportunities to market New York Maple products

Such as Farmers Markets, Craft Shows and other County fairs through out the state.

I hope everybody has a great summer and hope to see you at the New York state Fair.

Respectfully,

Dwayne Hill

NYSMPA President



Upcoming **Maple** Meetings & Events

- **Jul 22-24 ..2012 New York State Maple Tour** Eastern Finger Lakes Area, Auburn, NY www.cornellmaple.com
- **Jul 26** WNY Annual Meeting: 7:00pm at Merle's Maple
- **Jul 31-Aug 6...Gouverneur, St. Lawrence Co. Fair** Maple booth staffed by St. Lawrence county members
- **Aug 1-4.....NYS Maple Camp for Beginners, Arnot Forest, Van Etten, NY** Contact: Stephen Childs, 607-255-1658, slc18@cornell.edu www.cornellmaple.com
- **Aug 4-13 ..Franklin County Fair** Main Street, Malone. Franklin County Maple Association hosts maple concessions in conjunction with Brushton-Moira FFA. frcofair.com
- **Aug 7** St. Lawrence Association Meeting: 7pm at Learning Farm Canton
- **Aug 8-13 ..Essex County Fair** 3 Sisco Street in Westport, Sugar house open with maple concessions hosted by Parker Family Maple. essexcountyfair.org
- **Aug 8-20 ..Erie County Fair** in Hamburg. Maple Center hosted by the Western NY regional association
- **Aug 11-19 Wyoming County Fair** in Pike. Maple booth hosted by the Wyoming County maple producers
- **Aug 23** New York State Fair Begins with Judging of Maple Entries
- **Sept 1-3.....St Lawrence County Power Equipment Museum**
- **Sept 4.....St. Lawrence Association Meeting: 7pm** at Learning Farm Canton
- **Sept 6** Cornell Maple Webinar, Maple Marketing IV: 7:00pm*
- **Sept 8.....Ginseng and Mushroom Production Workshop** Contact: Mike Farrell, 518-523-9337; mif36@cornell.edu
- **Sept 14-16..Hammond 4-H and FFA Fair**
- **Sept 21.....State Board Meeting: 10:00am** 301 Myron Road, Syracuse
- **Sept 22** Maple Workshop Wayne County PA. Contact: Peggy Simons, Chairperson of the NE PA, Maple Producers Association, Phone: 570-224-4607
- **Oct 2..... St. Lawrence Association meeting: 7pm** at Learning Farm Canton
- **Oct 4** Cornell Maple Webinar, Maple Marketing V: 7:00pm*
- **Oct 16** Chenango County Maple School, Contact: J Rebecca Hargrave, Horticulture and Natural Resources Extension Educator, CCE-Chenango County, 607-334-5841 x 16, jrh45@cornell.edu
- **Oct 20** Columbia-Greene County Maple School, Contact: Marilyn Wyman, CCE-Greene County, Agroforestry Resource Ctr, 518-622-9820 x36; mfw10@cornell.edu
- **Oct 22-25..North American Maple Syrup Council Annual Meeting**, for information visit <http://www.northamericanmaple.org/>
- **Oct 27** Maple Workshop for Beginner and Small Maple Producers, Tioga County, Contact: Brett Chedzoy, CCE-Schuyler County; office: 607-535-7161, cell: 607-742-3657; bjc226@cornell.edu
- **Nov 1** Cornell Maple Webinar, Maple Marketing VI: 7:00pm*
- **Nov 2-3.... Cheel Arena, Wine & Craft Fair** St. Lawrence Association
- **Nov 3.....Southern Tier Maple Program**, Contact: Brett Chedzoy, CCE-Schuyler County, office: 607-535-7161; cell: 607-742-3657; bjc226@cornell.edu
- **Nov 6..... CNY Meeting: 6:00pm** at Whitney Point, Episcopal Hall
- **Nov 7..... Catskill Meeting: 6:00pm** at Brooks BBQ
- **Nov 9.....Oswego County Maple Production for the Beginner**, Contact: JJ Schell, CCE-Oswego County, 315-963-7286; jj569@cornell.edu
- **Nov 10..... Maple Tubing Workshop**, Oswego County, Contact: JJ Schell, 315-963-7286; jj569@cornell.edu
- **Nov 15..... Onondaga County Maple School**, Contact: Dave Skeval, 315-424-9485, das546@cornell.edu
- **Nov 17** Columbia-Greene County Maple School, Contact: Marilyn Wyman, 518-622-9820 ext. 36; mfw10@cornell.edu
- **Nov 29 or 30 or Dec 1 Warren-Washington County Maple School**, Contact: Laurel R. Gailor, 518-623-3291; lrg6@cornell.edu
- **Dec 4.....St. Lawrence Association Meeting: 7pm** at Learning Farm Canton
- **Dec 6** Cornell Maple Webinar, Maple Marketing VII: 7:00pm*
- **Jan 1** St. Lawrence Association Meeting: 7pm at Learning Farm Canton
- **Jan 4-5..... New York State Maple Conference**, Verona NY, Contact: Keith Schiebel; kschiebel@vsschools.org or go to cornellmaple.com
- **Jan 12** Western NY Maple School, Contact: Deb Welch, 585-786-2251; djw275@cornell.edu
- **Jan 15** Oswego County Maple School, Contact: JJ Schell, 315-963-7286; jj569@cornell.edu
- **Jan 18** Lewis County Maple Production for the Beginner, Contact: Michele Ledoux, 315-376-5270; mel14@cornell.edu
- **Jan 19** Lewis County Maple School, Contact: Michele Ledoux, 315-376-5270; mel14@cornell.edu
- **Jan 26** Maple Expo- St. Lawrence County, Contact: 315-379-9192

* Maple webinars presented by Steve Childs, NYS Maple Specialist — To view the maple webinars, you need to connect from a high speed internet connection:
<http://breeze.cce.cornell.edu/cornellmaplewebinar>



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Greetings From Your *Maple Queen*

Hello, my name is Deidra Hill and I'm your 2012-2013 New York State Maple Queen. I am 17 years old and a recent graduate from Stamford Central School in Delaware County. In the fall, I plan to attend Morrisville State College in Morrisville, NY where I will major in Website Development.



I have grown up with maple as our farm has produced maple since the early 1990's. My family owns and operates Shaver-Hill Farm, located in Harpersfield. I am very involved with the maple as I have been selling and promoting maple products since I could talk. I enjoy talking to customers and being an active member in the maple industry.

I have recently attended several events and participated in several parades. I also recently attended the NYS Maple Queen Camp which was held in St. Lawrence County at Orebed Sugar Shack. I look forward to attending the NYS Maple Tour which will be held in the Finger Lakes Region centered in Auburn. I also look forward to attending several fairs including the NYS Fair where I plan to help at the NYS Maple Producers Booth. I have several other events planned for over the summer and I am very excited about my future reign. If you would like for me to attend any events in your local area, please contact me at hilldeidra@gmail.com or my queen coordinator, Caitlyn Pilc at catiej93@aim.com.

I thank you for all of your support and I'm honored to represent the maple industry as the new reigning queen. I look forward to having a successful reign and making myself an active voice in the maple industry.

Deidra Hill

2012 New York State Maple Queen



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Register Now – Cornell Maple **Camp**

August 1 to 4, 2012 at Cornell's Arnot Teaching and Research Forest

The Cornell Maple Program is excited to announce a unique opportunity for maple producers to acquire hands-on experience to increase their production, profitability and efficiency. Peter Smallidge, Cornell Maple Program Director, reports that "this workshop is a unique experience and an unparalleled venue for focused and hands-on learning in a research and production setting. Participants will learn all aspects of production, processing and marketing." In the sugarbush, participants will learn how to measure and select trees, how to evaluate, plan and install a tubing system, and how to evaluate vacuum and bucket systems for efficiency. In the sugar house participants will learn about sap storage, reverse osmosis, evaporator operations, and syrup filtering, storage and



grading. Further, participants learn to understand the principles of marketing syrup and value added products, making value-added products, and evaluating and managing their business enterprise. Steve Childs, NY Maple Specialist, says "this training will position maple producers, especially intermediate and beginners, to learn the details that would otherwise require years." The Cornell Maple Camp will begin

late afternoon on Wednesday August 1 and conclude at noon on Saturday August 4. Cornell Maple Camp will occur at the Cornell University Arnot Forest near Ithaca, NY. The Cornell Maple Camp is open to all maple producers and those wishing to become maple producers. The Cornell Maple Camp is designed for anyone who wants to become a producer or who has a few years of experiences, but is seeking to expand production, products, markets or profitability.

Registration information is available by going to www.CornellMaple.info and selecting Cornell Maple Camp. Registration including all meals (Wednesday supper through Saturday lunch) and handouts is \$225 per person. Cabins at the Arnot Forest will be available for rent at \$25 per person per night (Wednesday, Thursday, and Friday)

Help Your Maple Association

Tell Us Your Opinion And Contribute Your Ideas

We have 2 different ongoing surveys that you can contribute your ideas to help improve the NY State Maple Producers' Association. Both surveys can be accessed through the website nysmaple.com and can be filled out online. If you don't have internet access, we can mail you a hard copy, just call the office and request one.

The member opinion survey has already been completed by over

25% of the members already. We want to know what you think the most important jobs of the association are. So far, it appears that most members put a high priority on representing maple with our legislators in Albany and Washington. Second highest priority appears to be making producers visible to the public, via the producer listings. You find education and workshops such as the Maple tour valuable. We also want your opinion on the role of the

producer toward funding maple research and marketing. Do you like the idea of self-funding with 1, 2 or 3 cents per pound produced going to a designated fund? So far, while the idea of having a government agency involved in managing such a fund is not popular, almost half of you would be willing to contribute something per pound to a fund that benefitted the maple producing industry. This is a sampling of the

kinds of association activities we are requesting you give feedback on.

The maple activity survey is open to anyone who has hosted maple

agri-tourism at their sugarhouse. We are looking for activities that have been popular with your visitors. We are planning to put together a workbook of suggested activity

ideas for all maple producers to refer to for Maple Weekend or other public events. No idea is too small or simple!

Make 2012 Your Year To Come To The Fair

By: Kim Enders, Assistant Maple Center Manager

Each year the New York State Maple Producers Association showcases the products of our members by running one of the most successful booths at the New York State Fair. Our fair booth has become a favorite destination of many a fairgoer. In past years the Horticulture building was the place to go for a free baked potato. Today I believe the draw has become Maple Cotton - and we hear from the dairy building that our Maple Soft Ice Cream can't be beat!

The booth provides a fantastic revenue source for both our members and the association. Did you know that 25% of the association's annual budget is provided by this event alone? We continue to look for ways to increase that so



Jeff Jenness

that the association can work towards being self supporting.

I never get tired of watching the hundreds of visitors who get their first taste of real maple at the fair. That's right, every year, we intro-

duce lots of young and not-so-young consumers to PURE REAL MAPLE for the first time in their lives. The folks that come back because the maple booth is their favorite in the whole fair are also a pleasure to watch - and sell to!

The State Fair Maple Center also serves as a great proving ground for new maple product ideas. We have pioneered maple cotton, maple soft ice cream, maple popcorn, and this year it will be maple soda pop. Continuing a long tradition, of our mainstay service item will always be the molded maple sugar made right at the fair all day as customers watch.

This year's New York State Fair will run from August 23 - September 3, 2012 and there are multiple reasons that you as a maple producer should participate.

Continued on page 14

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Learn to market your maple

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Increase revenue streams

Consigning your maple products to the New York State Fair Maple Booth will help you to distribute your product in new areas. Your label and name will be on products purchased by consumers from across the state – and beyond, as many visitors come from out of state. Your consignments will increase the sales for your farm as well as help fund your state maple association.

Meet Fellow Producers

Working at the fair introduces you to the most progressive maple producers in the state. You'll have the opportunity to meet and chat with fellow producers from around the state. Many of us have learned more from fellow producers in a



Ruth Esther & Carol Kehl

single day's shift at the fair than in the rest of the year.

We have many different positions to fill throughout the two weeks, so, if you are not comfortable working with the public that is Ok. We need folks to work the sales counter; to pack product; to run the cotton, ice cream, popcorn, soda, coffee, and slushie machines; to frost maple donuts; to crush boxes; to count money; and yes, to mop floor and empty wastebaskets. We'll find a spot for you!

In order for our booth to be truly successful we need representation from all over the state. Many of our customers at the booth are looking for their local maple producer. We need maple products and volunteers that represent our entire state from Jamestown to Plattsburgh, from Watertown to Sleepy Hollow.

I will be contacting most members by e-mail during the month of July to begin the scheduling of volunteers. We have shifts available to fit any schedule! I hope that you will consider volunteering with us at our New York State Fair booth. Together we will make 2012 a record year at the fair!

FOR MORE INFORMATION PLEASE CONTACT:

Kim Enders

Assistant Maple Center Manager

(315) 243-1024

fairvounteer@nysmaple.com



Mike Kenny, Kylie Hint

2012 New York State Maple Royalty

By Caitlin Pilc, NYSMPA Royalty Coordinator

The New York State Maple Producers Association crowned their new 2012 New York State Maple Royalty on Saturday, May 19th at the opening of the American Maple Museum in Croghan.

Deidra Hill, of Harpersfield, was crowned the New York State Maple Queen from a group of six excellent candidates: Courtney Cardinal, Betsy Foote, Makayla Fowler, Kylie Hint, and Rachael Schmeichel. The seventeen year old is the daughter of Dwayne and Marylee Hill. Deidra has represented Delaware County as maple royalty for 2 years and is a third generation maple producer at Shaver-Hill Maple Farm. The New York State First Alternate is Rachael Schmeichel who is the current Oneida County Maple Queen. The New York State Second Alternate is Kylie Hint who is the current WNY Maple Queen.

Tess Legler, of Vernon, was crowned the New York State Maple Princess from a group of five excellent candidates: Brittany



QUEENS - First Alternate Rachael, Queen Deidra, Second Alternate Kylie



PRINCESSES - Second Alternate Kylea, Princess Tess, First Alternate Makenzie

Hoppel, Makenzie Mattison, Kylea McAdam, and Jeanne Salamida. The fifteen year old is the daughter

of Eric Legler. Tess has represented Oneida County as maple royalty for 3 years and is very involved with the VVS FFA maple operation. The New York State First Alternate is Makenzie Mattison who is the current Oswego County Maple Princess. The NYS Second Alternate is Kylea McAdam who is the St. Lawrence County Maple Princess.

Ms. Congeniality was awarded to Makayla Fowler who is the current Oswego County Maple Queen. Other maple royalty in attendance were Candance Hoppel, the current Lewis County Maple Ambassador, and Brooke Kingsley, the current Oswego County Maple Ambassador.

These enthusiastic and highly knowledgeable young ladies will be very busy the rest of the year attending many public events.

Their events include county fairs, parades, the maple tour, attending the state fair, and meeting with several government officials promoting pure NY maple.

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Maple Center Workers Needed!

at New York State Fair—August 23 - September 3



Jobs for workers include:

- give samples to fair attendees (just requires a smile)
- stock the product on shelves (requires someone organized!)
- sell product at the sales counters (requires making change)
- make product to sell (maple cotton, molded sugar, coffee, donuts, ice cream..)
- setup, cleanup, close-up (Aug 23-24, Sept 6)

Demonstrate making a maple recipe in the Maple Center kitchen – we will supply the recipe & the ingredients, you just have to cook!

To volunteer:

Call Kim Enders at
(315) 243-1024 or e-mail:
fairvolunteer@nysmaple.com or

Bring a friend! They are welcome to help us too.

Volunteers are able to receive a cash stipend for each day they work to help with travel and meals, get the details from Becky when you sign up. Your fair entry ticket and parking are also provided, sign up by Friday, August 19th to get these mailed to you.



All Types of Consignment Maple Products are Requested

How does this work?

All association members are welcome to consign their products to the maple center. We have a consignment list of suggested products, sizes, and quantities. If you haven't received this list already, call 315-877-5795 or e-mail office@nysmaple.com.

A couple of rules: If the product is defined by NYS DAM as needing to be made in a 20-C kitchen, we need a copy of your 20-C license. ALL producers who consign product should include proof of product liability insurance coverage.

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