

THE PIPELINE

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A Message from our President



TONY GLAD

Welcome autumn! I'm sure by the time this is published most of the leaves will be off of the trees. What colors we had this fall - especially the maples - here in the Catskills! It's hard to believe that in less than 4 short months, the new crop of maple syrup will be under way. I don't know about my fellow producers, but when the maples are in color in the hills and mountains, I find myself scouting for a new sugar bush! When the leaves are gone, the silvery bark of the sugar maples calls me.

Now is the time to go to your sugarhouse and "dust off" your equipment. Make a list of what you need and want to change while it's still warm. Clean your pans and tanks.

NYSMPA has had a busy time since the last PIPELINE. Following our huge success at the NY State Fair, we were represented by Helen Thomas at the NYS Agricultural Trade Forum at the University of Puerto Rico agricultural college. She met with movers and shakers who were curious to learn about maple production. She also toured a small cocoa farm, who is thinking of using maple granulated sugar for their chocolate bars. Governor Cuomo and his staff make a special effort to get maple represented at events like this.

On my end, I flew to Washington D.C. to present tastes of NY Maple at Senator Gillibrand's annual Farm Day event. It was my first flight, so that was a whole new adventure! I sampled maple cheesecake delight, the version of our old standby maple cheesecake that was a hit at this year's State Fair...the Congressional Staff loved it! Good connections were made and most important, we reinforced NY Maple in their minds.

We had the NYSMPA board of directors meeting on the 29th of September. A few highlights with much discussion were:

- Maple Weekend 2017
- FDA definition of Maple (Flavor vs. Ingredient? Package labeling)
- Membership dues structure (Do we need to raise annual rate by \$5?)

You can get the details at your region's fall meeting. Good luck this fall with your retail efforts - I always find November and December to be the "home run" for sales!

Tony Van Glad

HELP US KEEP YOU INFORMED!

We send frequent emails to the entire membership to let you know of things happening in the maple world. The latest emails were about state fair consignments and competition entries.

IF YOU DID NOT GET THEM, do the following: Send an email to office@nysmaple.com. This will tell us your current email address.. It's possible that our records may need to be updated!

Check your spam for office@nysmaple.com and info@nysmaple.com We use these two email addresses to send you the latest news. If your spam filter has them blocked, you will not receive our communications.

IF YOU HAVE AN IPHONE or IPAD:

We frequently send documents that as Adobe .PDF files, which require the Acrobat Reader program. Download and install the free reader here:
<http://www.adobe.com/products/reader-mobile.html>.

Maple Center Report

by Dave Schiek

The 2016 State Fair Maple Center achieved an all-time high (\$209,232) in gross sales. This was up 20% from last year, 13% from our previous highest year 2014. We finished the fair with four straight days of sales over \$20,000. That's a lot of maple, and a record number of customers buying the real thing!

Some product details - we sold over 14,000 frozen desserts which include ice cream, milk shakes, maplechino, slushies and snow cones. The 4 cotton candy machines were in nearly constant production, and there were times the maple popcorn machine was pushed to capacity and beyond! We introduced a new dessert: maple cheese cake delight, which is a simplified version of the old standby maple cheesecake that promotes maple granulated sugar. We hoped to sell 800- 1000 units, and mainly hoped it would increase maple granulated sugar sales. It was a whopping success, selling 4,300 containers and more than doubling granulated maple sugar sales. Our biggest problem was finding enough help to keep making it to keep up with demand!

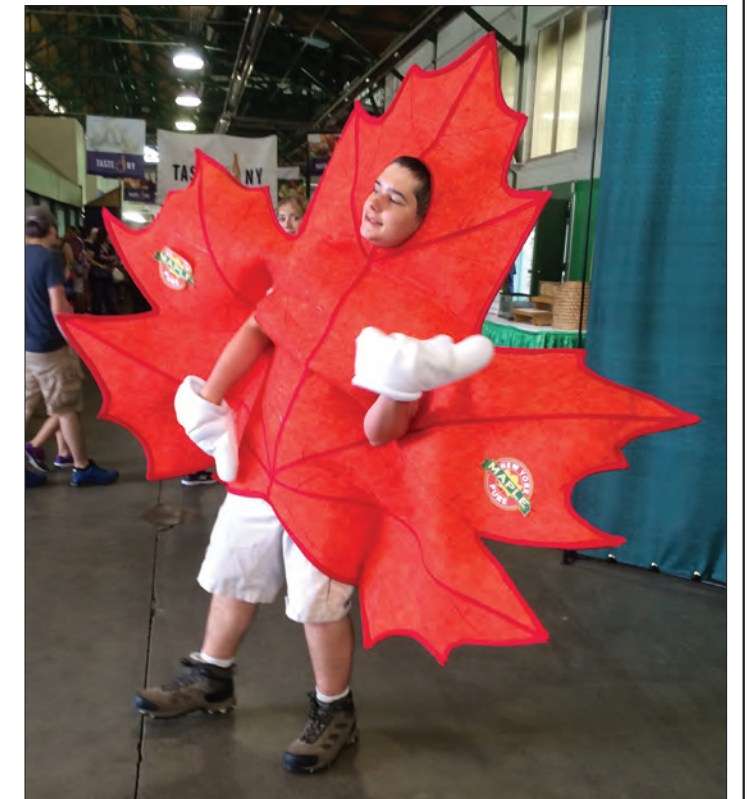
Record sales can be attributed to many things. We must mention a very important factor: we now have a very experienced work crew of teenagers who have each had several years working at the maple center. The crews come in each morning, go do their tasks and get us started each day without missing a beat. They all deserve our appreciation for a job well done. In addition, we have the management teams: Kim Enders, Amanda Tittle and Desera Ensign coordinating the schedules of over 450 shifts served by 200 individuals. Matt Sage and Kyle Fowler assisting Gary Wohlschlegel to keep all those product production machines filled and working. Dan Beasley and Bill Kern making over a ton of maple sugar using the new vacuum cooling process developed by Steve Childs and Lyle Merle. Cristy Williams, Helen Thomas and Dave Schiek doing product checkin, inventory control, bookkeeping, supply ordering, and the tedious but all important money counting!

It should be noted that the weather this year was ideal for the fair - sunny without excessive heat encouraged attendance. While some vendors complained that the new fairgrounds arrangements and parking problems lowered attendance, that did not show in the gate entry counts, and our sales did not suffer.

We are proud that we offer the best possible products at the maple center. Outside media rated the ice cream one of the "must have" best desserts at the fair. We know that the maple sugar made on site

was the best - it was judged as the blue ribbon winner in the fair competition, though we revealed to the judges that it didn't actually qualify for the ribbon because it wasn't from a single producer. This year all the consigned product was quality checked by a panel of maple producers so that we could be sure all product met grade and density standards, tasted good, was labeled correctly, and packaged neatly.

Most of this year's problems at the fair were technical. We have added numerous pieces of equipment since the booth opened eight years ago and this year we had issues with The Maple Experience booth drew a growing number of people and showcased maple because of the prominent location the Agriculture division of the fair gave to us. We introduced a maple leaf mascot that was worn by several talented performers from our membership roll. "Leafy" was an instant crowd pleaser!





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Lieutenant Governor and Agriculture Commissioner Take Part in Fall Maple Harvest and Tasting Tour in the North Country

Released by the NYS Department of Ag & Markets, October 6, 2016
Jola Szubielski, Jola.Szubielski@agriculture.ny.gov, (518) 457-0752 | Lisa Koumjian, Lisa.Koumjian@agriculture.ny.gov, (518) 457-0752

Lieutenant Governor Kathy Hochul and State Agriculture Commissioner Richard A. Ball today participated in the Fall Maple Harvest and Tasting Tour in the North Country to support New York's maple producers and to highlight the state's promotional efforts to grow the industry. Following a record season for New York's maple producers, Lieutenant Governor Hochul and Commissioner Ball joined members of the New York State maple community and state and local leaders to spotlight the state's maple producers and encourage the use of their products. A special Maple Showcase and honorary Maple Trail were created to extend the promotion of the industry year-round, beyond the traditional maple season in the spring.

"As a pioneer and leader in the maple industry, New York State is proud of its heritage, its ever-growing economic impact and the men and women who carry on its traditions," said Lieutenant Governor Kathy Hochul. "Today, we are committing to help producers continue to thrive in our State by highlighting the diverse uses of maple products year-round and encouraging tourists to visit sugarhouses and learn where they come from."

Agriculture Commissioner Richard A. Ball said, "You can't go wrong when you go with New York State maple, and that's the message we want to share with the culinary industry and with our consumers. From the Maple Showcase that demonstrates the endless potential of cooking with maple to the honorary Maple Trail, which will also draw attention to New York's unique maple producers who make some of the best maple syrup in the world, we are excited to find new ways to promote this thriving industry."

The New York State Maple Producers Association, Lewis County Maple Producers Association and the American Maple Museum hosted the event, which kicked-off with a celebration of the region's local maple producers.

The centerpiece of the event was a Maple Showcase, a sampling of more than a dozen innovative dishes made from maple-infused recipes that highlighted the diversity of maple. The Showcase was designed to encourage the culinary industry and consumers to use maple products throughout the year. Some products offered included maple-flavored pulled pork, apple cider, tea, cheddar cheese, bread, and cupcakes.

The Lieutenant Governor also announced the State's support of an honorary Maple Trail to continue promotional efforts of the industry this winter. The trail will take travelers on a route stopping through the heart of the maple industry in the North Country, with opportunities to stop at small and large maple operations, as well as past the scenic Adirondack forest, an operational cider mill, pumpkin patches, and vineyards. The trail will include the current Maple Traditions Byway from Ogdensburg, NY to Lowville, NY, and will now extend along the edge of the Tug Hill Plateau to the City of Watertown.

In honor of the State and the region's long-time producers, the Lieutenant Governor also presented a certificate of recognition to Haskell and Jane Yancey, owners of Yancey's Sugarbush, located on Long Pond Road in Croghan, in celebration of their more than 170 years of maple production and their involvement in the

maple industry. Yancey's Sugarbush is one of the oldest continuous maple operations in the Tughill Region.



Through imagination and creativity, New York's maple producers continue to redefine how consumers use and enjoy maple. Their innovative products have strengthened the industry and have become an important part of New York agriculture. We thank New York State, Governor Cuomo, Lieutenant Governor Hochul, and Commissioner Ball for their partnership and support of our industry and our producers."

—Helen Thomas, NYS Maple Producers Association



The event concluded with a stop at Moser's Maple, located at 9609 Croghan Reservoir Road. Moser's Maple LLC was awarded World Maple Grand Champion in 2012 at the World Maple Syrup Festival. In 2014, Moser's Maple LLC was the Golden/Delicate Class winner at the World Maple Syrup Festival. Most recently Moser's Maple LLC was also awarded second place in the maple cream division at the Winter Royal Agricultural Fair, which takes place annually in Toronto, Canada. It is the largest Agricultural Fair in the world.

State Senator Joseph Griffo said, "The production of maple syrup is vital to the agribusiness that helps fuel New York State's economy, and the maple farmers of Lewis County and the North Country are an important reason why New York is the nation's second leading producer of maple syrup. With the rising success and dedication of our hard-working maple farmers, along with an ideal seasonal climate, I am hopeful that New

York can soon become the new national leader in producing this quality product. As New York maintains its prominence in maple syrup production, the American Maple Museum in Croghan is a great place to educate the public and sample some of the finest maple syrup in the world."

Assemblyman Ken Blankenbush said, "I want to thank Lt. Gov. Hochul for joining us to recognize the wonderful maple products being produced in New York's North Country. Our community produces some of the best maple products in the world, and by spotlighting the Maple Trail

we can encourage more residents from across our state to pay these business owners a visit and try some of the delicious maple products for themselves."

Helen Thomas, NYS Maple Producers Association said, "Through imagination and creativity, New York's maple producers continue to redefine how consumers use and enjoy maple. Their innovative



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Lieutenant Governor and Agriculture Commissioner Take Part in Fall Maple Harvest and Tasting Tour in the North Country

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products have strengthened the industry and have become an important part of New York agriculture. We thank New York State, Governor Cuomo, Lieutenant Governor Hochul, and Commissioner Ball for their partnership and support of our industry and our producers.”

Jake Moser, co-owner of Moser’s Maple LLC, said, “What a great opportunity this is to show the versatility of New York maple. From food to fall tours, it shows that maple isn’t only the celebration of New York State’s first agricultural crop of the season, but also that it can be used as an important and nutritional ingredient with the last agricultural crops of the season. At Moser’s, 90 percent of our maple crop is sold in value added maple products versus syrup in liquid form. This is a direct result of efforts made by the local Cornell Co-operative Extension to make producers and consumers aware that maple is for more than just pancakes.”

Melissa Fleischut, President and CEO of the NYS Restaurant Association said, “The maple industry is an important economic engine for our state, and the restaurant industry and our customers are grateful for such a delicious resource so close to home. The restaurant industry proudly incorporates fresh, local ingredients that our customers crave and as we enjoy autumn in New York, we all look forward to the wonderful taste of maple syrup. With so many creative uses, it’s not just for breakfast anymore!”



In June, Governor Cuomo announced that maple syrup production in New York in 2016 had increased by 18 percent, breaking last year’s 70-year production record by more than 100,000 gallons and maintaining the state’s standing as the second leading producer of fresh maple syrup in the nation. New York’s maple farmers produced more than 700,000 gallons of maple syrup in 2016, a record that can be attributed to warmer-than-normal temperatures, which allowed for an extended season.

According to the USDA’s National Agricultural Statistics Service, New York’s maple production constituted about 16.8 percent of the national total, or about 1/6th of the nation’s output. The number of maple taps also continues to climb, with more than 2.5 million taps in production in 2016, the highest number of taps since 1947.

Governor Cuomo’s Taste NY program is proud to partner with many New York State maple producers and offer their products at Taste NY stores and cafés throughout the state. They are also featured at Taste NY sampling events annually, and at the popular Maple Producers booth in the Horticulture Building at the Great New York State Fair, where maple popcorn, ice cream, and cotton candy are among the treats available.

This year, the New York State Maple Association’s Maple Center celebrated its most successful year at the New York State Fair with record-breaking sales. Sales at the Maple Center increased by 15 percent. They were driven by delicious and creative new products, including maple cheesecake.





Ouranos Research Center Seeks Maple Producers' Thoughts!

By Diane M. Kuehn, Ph. D., Associate Professor, Graduate Education Coordinator, SUNY College of Environmental Science and Forestry



DIANE M. KUEHN
Associate Professor Ph.D., SUNY CESF

Attention Maple Syrup Producers! Are you concerned about climate change? Do you have insights, concerns, or thoughts regarding the subject? We'd really like to hear from you!

The research consortium Ouranos, SUNY ESF, the Proctor Maple Research Center and extension of the University of Vermont and the Federation of Quebec Maple Syrup Producers are working together to document the American and Canadian maple syrup producers' perceptions and concerns regarding climate change. As a result, a document presenting a synthesis of the results and a review of the knowledge surrounding the impacts of climate change on maple syrup production will be released in 2017. We look forward to hearing your thoughts!



To share your opinion, take an easy 15-minute web-based survey by following this link: goo.gl/ntAM6E



NYS Maple Invited to Puerto Rico

Helen Thomas, executive director of the NYSMPA, was invited to visit San Juan, Puerto Rico in September, to represent New York State Maple and the association at the Agriculture Trade Forum! The visit was sponsored by the efforts of the New York State department of economic development, with assistance from the NY Department of Ag & Markets.

During the trip, she participated in trade discussions with trade representatives of Puerto Rico, toured a coffee farm, and a visited a cocoa farm. More-so, the opportunity was leveraged to forge relationships and network with new people in the agriculture and markets industry, which will help the association gain a vaster recognition for our unique, all-natural product!



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How Much Better is the Blue Ribbon Syrup?

By Angela Swan, Maple Weekend Coordinator

Did you enter your syrup for judging at a county or state competition this summer? If not, you could be missing a great marketing opportunity for your products.

Most county fairs have regulations on file for entering maple syrup for judging in the produce or culinary departments, but many across the state continue to have poor participation rates in local competitions. One of my goals as President of the Northeast region over the past four years was to bring maple back at all three of our county fairs. After all, one of the main purposes of a county fair is to showcase local agriculture. If maple is missing, a major part of our rural culture loses representation to the public. But more than that, a big marketing opportunity is lost when our members opt out of fair competitions.

Just ask Jim Mazzotte, of Mazzotte Sugar Shack in Riverview. He was one of 17 participants in the newly-revamped maple competition at the Clinton County Fair this year, and his syrup took best of show. In fact, he and his friend Alan Wheldon, pictured here, swept the show, winning ribbons on all of the syrup they entered (under very harsh judging conditions!) Jim displayed his ribbon at the farmer's market that weekend and quadrupled his sales. Why? Because everyone wants to know they are buying the best, and that big purple "Best of Show" ribbon pretty much said it all. Jim sent his syrup on to the State Fair, where he also placed with a ribbon. Congratulations, Jim!

County fairs are the only events that us maple producers have to gain official bragging rights for our syrup. We can all claim to be the "best syrup" around, but if you can win a "Best of Show," or any ribbon for that matter, you can set your syrup apart from everyone else's at any market you attend. Your creative labelling and packaging is a good investment, but the \$10 or so you might spend entering a maple competition at a fair can be priceless if you display it properly! As a matter of fact, my husband still displays the blue ribbon we won on our syrup at the local fair in 1994 – our very first year of production. Now that's good mileage for a marketing tactic!



Regions should work together locally to push for increased participation at our county fairs and community events. At the Clinton County Fair, scientists from Paul Smiths College scrutinize our syrup and hand out the ribbons. But Dr. Michael Farrell, Cornell Maple Specialist, suggests that a "People's Choice" contest can also be a good way to decide whose syrup is best – and it is a lot easier to organize, especially for a one-day event.



The Lake Placid Visitor's Bureau hosts a blind tasting event every year during Maple Weekend, where local producers are invited to submit a quart of syrup for public tasting. The winner gets a growler of sap ale and a ribbon. But more importantly, all of these competitions produce the same result: solid bragging rights for the winner!

A rainbow of ribbons! Jim Mazzotte and Alan Wheldon took



home a load of ribbons from the Clinton County Fair for their syrup. Jim, who is fairly new to sugaring having started only eight years ago, took Best of Show. Jim boils on a reconditioned arch that he got from Alan. Congratulations to the both of you!



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What's in a Name?
What Every Consumer Should Know About Foods and Flavors

Released by the U.S. Food & Drug Administration, September 21, 2016

Many foods or beverages are flavored—but how can you tell where those flavors come from? For example, if you're digging into a bowl of cereal that has the word "maple" on the package, and even images of maple leaves, you may think you're eating a product that contains maple syrup. But not so fast—the taste may come from added flavors.

The same goes for the lemon drink you've made from a package picturing fresh lemons. You probably think it was made with lemons, but it may be flavored with natural or artificial lemon flavor.

Why?

Current regulations allow use of terms like "maple," "maple-flavored," or "artificially maple-flavored" on the food label without having any maple syrup in the product, as long as it contains maple flavoring. This flavoring could come from a number of sources, including sap or bark from the maple tree. Or it could come from the herb fenugreek, which can impart a maple-like flavor.

Likewise, a lemon-flavored food or drink doesn't necessarily have to contain lemons or lemon juice. However, this food has to be properly labeled if the source of the flavor is not from lemons. For example, if the flavor comes from an artificial source or a source other than lemon, the product's name must reflect artificial lemon flavor. And if a strawberry shortcake is made with artificial strawberry flavoring, it must be called artificial strawberry-flavored shortcake. Not everyone cares if the food actually includes a certain ingredient, as long as the flavor tastes right to them. But, says Douglas Balentine, Ph.D., director of FDA's Office of Nutrition and Food Labeling, if you don't want a substitute source of the flavor you're seeking—if, say, you want real maple syrup in your food—the information you need will be in the ingredient list on the food package.

What to Look for on the Ingredient List

- Look for a specific mention of the original flavor source on the ingredient list. Some tips:
- If you want a maple food that is made with maple syrup, look for the words "maple syrup" in the ingredient list. In addition, the firm may voluntarily declare "made with 100% maple syrup" elsewhere on the label.
 - In some situations, you may see the term "natural flavor" in the ingredient list. If the maple flavor comes from a natural maple flavor, you may see "natural maple flavor" or "natural flavor" in the ingredient list.
 - If you want a product made or flavored with the actual fruit, look for the name of the fruit ("grapefruit") or the name of a juice made from the fruit ("grapefruit juice") in the ingredient list.



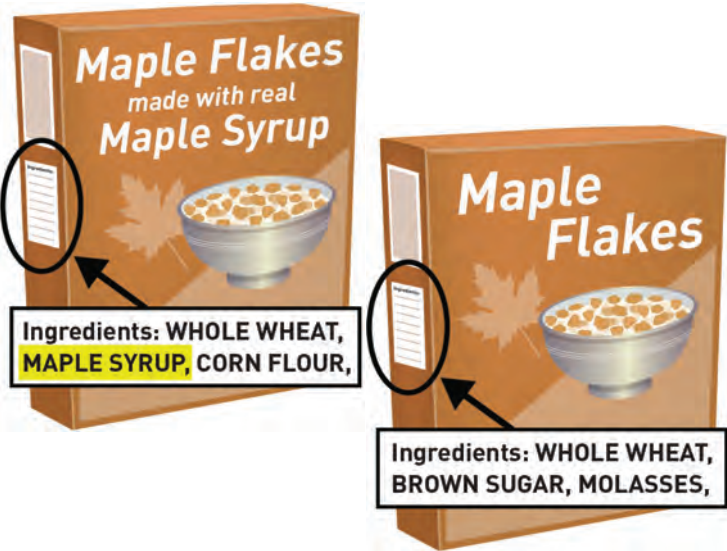
There are some exceptions. So, a product labeled as a butter product—for instance, "butter cookies"—has to be 100 percent butter to include the term. If the food contains both butter and shortening, an appropriate name would be "butter-flavored." And if you want real chocolate, look for "chocolate" in the ingredient list.

According to Felicia Billingslea, director of the FDA's Food Labeling and Standards Staff, there is also a caveat involving the use of cocoa as an ingredient. "Consumers have long recognized that products like chocolate pudding, cake, and cookies may be made with cocoa," she says. As long as "cocoa" is listed in the ingredient list, the name of the food can include the term "chocolate in certain situations."

Finally, if the name of the food is accompanied by terms such as "artificial flavors," or "natural and artificial flavors," it is a signal that the original source of the flavor may not have been used in the food.

Where Does the FDA Come in?

The FDA monitors food products to ensure that what is written on the package is not misleading or inaccurate and it can, when necessary, take action against the food company. Domestically, warning letters can be followed by enforcement actions such as seizures. Imported foods can be detained until the importer can correct the label. "Ultimately we want consumers to be able to make informed choices about their foods, and FDA's job is to make sure consumers know what they're getting," says Balentine.



Food Nutrition Labels are Changing

Nutrition Facts		
Serving Size 1 cup (228g)		
Servings Per Container about 2		
Amount Per Serving		
Calories 250	Calories from Fat 110	
% Daily Value*		
Total Fat 12g	18%	
Saturated Fat 3g	15%	
Trans Fat 3g		
Cholesterol 30mg	10%	
Sodium 470mg	20%	
Total Carbohydrate 31g	10%	
Dietary Fiber 0g	0%	
Sugars 5g		
Proteins 5g		
Vitamin A	4%	
Vitamin C	2%	
Calcium	20%	
Iron	4%	
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:		
	Calories:	2,000 2,500
Total Fat	Less than	65g 80g
Saturated Fat	Less than	20g 25g
Cholesterol	Less than	300mg 300mg
Sodium	Less than	2,400mg 2,400mg
Total Carbohydrate		300g 375g
Dietary Fiber		25g 30g

Previously, the label just listed "sugar"—now, the label will include total sugar and added sugar.

See the example of the current label and the example of the 2018 label from non-specific food examples.

Source: www.fda.gov

If you want to see more detail on this regulation, you can read it in its entirety at <https://www.regulations.gov/document?D=FDA-2012-N-1210-0875>

Nutrition Facts		
8 servings per container		
Serving size 2/3 cup (55g)		
Amount per serving		
Calories		230
% Daily Value*		
Total Fat 8g		10%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 160mg		7%
Total Carbohydrate 37g		13%
Dietary Fiber 4g		14%
Total Sugars 12g		
Includes 10g Added Sugars		20%
Protein 3g		
Vitamin D 2mcg		10%
Calcium 260mg		20%
Iron 8mg		45%
Potassium 235mg		6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.		

Some leaders in the maple industry have recently become aware that the FDA has made changes in the regulations that govern nutrition labels on all foods. These changes are scheduled to become effective July 2018. The changes and their effect on packaging of pure maple products were the subject of much discussion at the recent IMSI/NAMSC meetings in Burlington, Vermont. There were 4 representatives from the NYSMPA involved directly in these discussions. While we do not yet have a clear understanding of the impact to maple, we want to insure that the required changes do not negatively impact consumer perception of maple as a pure product, since the changes concern the reporting of sugar in any food.

As you all know, the devil is in the details. The FDA website says that "The final rule requires "Includes X g Added Sugars" to be included under "Total Sugars" to help consumers understand how much sugar has been added to the product." However, there seems to be confusion over the application of this rule when applied to a package that is purely sweetener - for example, maple syrup, honey, cane sugar, etc. At this time, representatives from IMSI and NAMSC are collaborating on your behalf to get clarification of this rule from the regulators. Stay tuned...



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Northeastern New York (NENY) Region Update

By Angela Swan, Maple Weekend Coordinator



ANGELA SWAN

At the Northeastern New York (NENY) region's latest meeting in September, the group recognized Dick Atwood for his many years of service to the NENY Maple Producers Association. Dick has been a member since the organization was founded in 1983. In the past, he served as President and State Delegate, was the chairperson for the 1990 NYS Maple Tour, helped establish and run the sugar house at the Clinton County Fair in the 1990s, and served as the superintendent for maple entries at the Clinton County Fair for several years. He has also been a Maple Weekend participant for several years, starting back before it was established as a statewide event. The NENYMPA congratulates Dick and Bonnie Atwood on their retirement from the maple business and expresses our deepest gratitude for your many contributions to the association over the years on both the state and local levels.

The NENY region also congratulates member sugarhouses Parker Family Maple in West Chazy and Rand Hill Maple in Altona. Both sugarhouses made the 2016 list of Top 25 U.S. Sugarmakers by Taps in the U.S. Maple Syrup Almanac! Parker Family Maple came in at #20 with 55,000 taps, and Rand Hill came in at #21 at 53,000 taps. Both operations are located in Clinton County and serve as major bulk syrup and sap buyers, making them a great resource for area sugarmakers who are just entering the business. The northeast region thanks both operations for their support!



Certificate of Appreciation Presented to Senator Ritchie

Lawrence J. Rudd presented Senator Patty Ritchie with a certificate of appreciation on behalf of the New York State Maple Producers Association. Senator Ritchie has been an instrumental figure to the growth & success of the New York maple industry. Thanks again for your unwavering support, State Senator Patty Ritchie!

NYSMPA Reminds Members and Customers: "Look for the Label!"

By Alex Zangari

This past year, the NYSMPA unveiled and began implementing the use of its new logo. The association is in the process of launching several advertising efforts, all of which will highlight the new logo and the "Look for the Label" and "Insist on Pure" messaging.

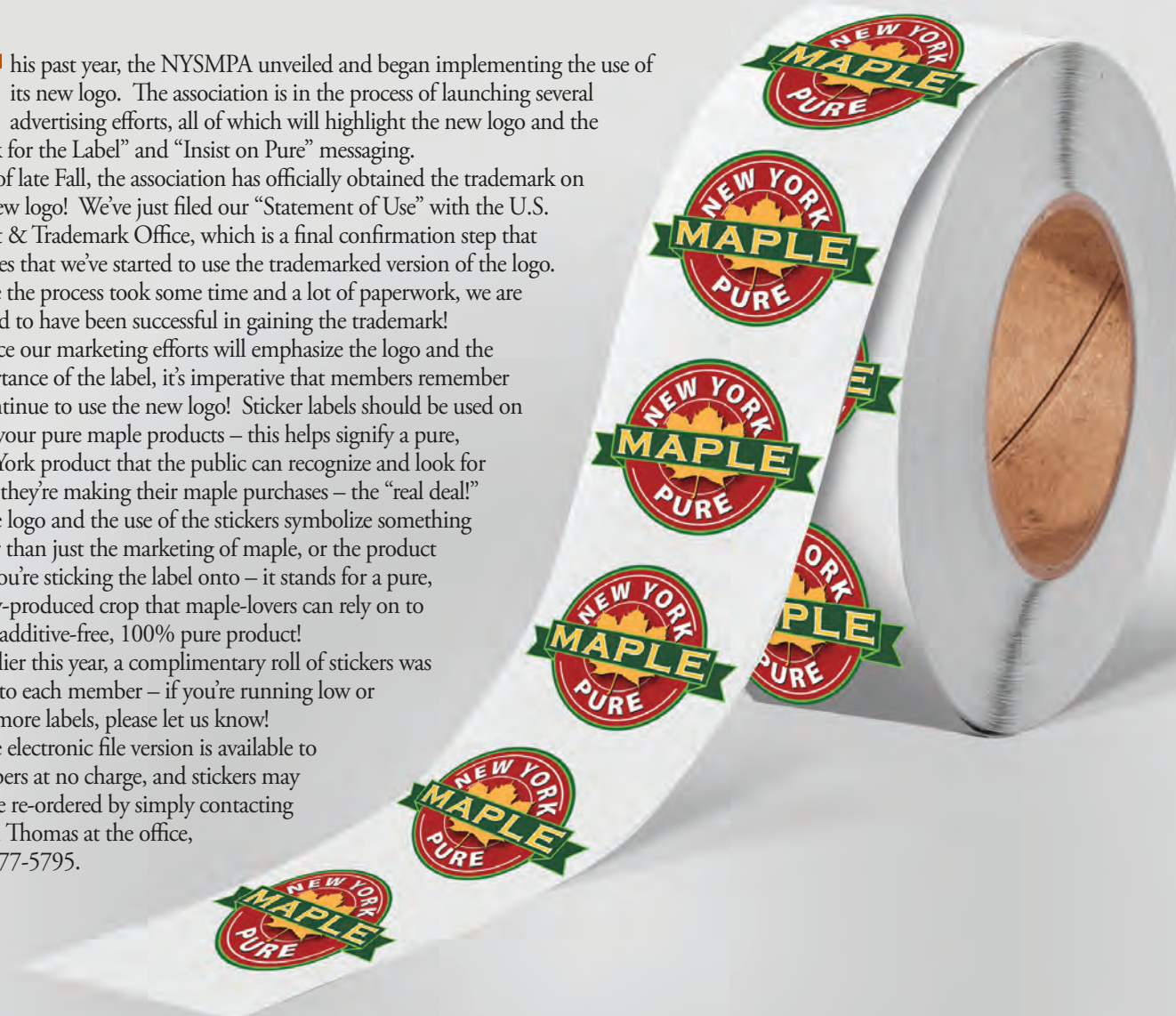
As of late Fall, the association has officially obtained the trademark on our new logo! We've just filed our "Statement of Use" with the U.S. Patent & Trademark Office, which is a final confirmation step that declares that we've started to use the trademarked version of the logo. While the process took some time and a lot of paperwork, we are pleased to have been successful in gaining the trademark!

Since our marketing efforts will emphasize the logo and the importance of the label, it's imperative that members remember to continue to use the new logo! Sticker labels should be used on all of your pure maple products – this helps signify a pure, New York product that the public can recognize and look for when they're making their maple purchases – the "real deal!"

The logo and the use of the stickers symbolize something bigger than just the marketing of maple, or the product that you're sticking the label onto – it stands for a pure, locally-produced crop that maple-lovers can rely on to be an additive-free, 100% pure product!

Earlier this year, a complimentary roll of stickers was given to each member – if you're running low or need more labels, please let us know!

The electronic file version is available to members at no charge, and stickers may also be re-ordered by simply contacting Helen Thomas at the office, 315 877-5795.



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Register for Maple Weekend 2017!



Maple Weekend 2017 will be held on March 18th -19th and March 25th - 26th.

It will be here before you know it, so now is the time to start planning your weekend! If you participated in last year's Maple Weekend, your application has been mailed to you. If you did not receive an application in the mail, please visit our website - <http://www.nysmaple.com/files/2017%20MWapplication.pdf> (Under the "Sugarmakers" drop tab, select "2017 Maple Weekend for Producers, then click the "2017 Maple Weekend Application link in the body of the paragraph).

Please return your application as soon as possible to be included on all advertising and marketing materials. Mail your application with all attached description pages and your payment to our office, NYSMPA, 301 Myron Rd., Syracuse NY 13219. If you have any questions, please do not hesitate to call the office at 315 877-5795.

Maple Weekend is intended to provide the public with an informative, entertaining visit to a maple farm, so that they may experience the real product and meet the people who make it. Producers are able to demonstrate the craft of making maple syrup, give tours, market their products, and participate in providing pancake breakfasts to their attendees (if desired).

Whether you're a Maple Weekend "veteran" or a first-timer, the Association welcomes and encourages all member producers to participate in Maple Weekend! The event not only gives great exposure to the association as a whole, but also to your own operation. Maple Weekend is a wonderful opportunity to connect with the public, establish loyal customers, and increase your retail sales. Register to participate today, and be a part of one of the Association's biggest, most exciting events of the year!

