

THE PIPELINE

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A Message from our President



TONY GLAD

Happy Spring!
By the time you read what I have written today, most of you will be tapped. Even as early as the start of February, some of the early tappers have already made a fair percentage of their usual crop. Too bad - not me, I have been working in my sugar bushes for the March flows. (Fingers crossed!)

It was great to see a lot of maple friends at the Verona Winter Conference in early January. Over 1,100 maple lovers attended! I would like to thank everyone involved for putting on the BEST maple conference, especially Keith Schiebel and his hardworking crew from the VVS school system and the VVS FFA! Thank you!

As usual, the NYS Maple Association board met the Friday before the conference at VVS. It was a very full day covering a number of issues related to NYS Maple production, promotion, and sales. At the meeting, our secretary, Dottie Merle, informed the board she would like to step aside to have time to pursue other interests. Dottie has done an excellent job for several years for NYSMMPA, and her minutes are spot on!

We will miss having her warm and sparkling personality at the meetings.

Anyone who would be interested in becoming our board secretary, please contact Helen at the office for details of the job. The board meets three times a year, and minutes must be taken at all the meetings. There is a stipend paid to the secretary to recompense for the time and talent expended.

In closing, finish tapping and get boiling! It's time to bring those stray trees into the herd that you have always been wanting to tap.

MAY YOUR BARRELS BE FULL!

Tony VanGlad
President of NYSMMPA

Save the Date!

The 2017 NY Maple Tour will feature visits to the maple farms located in Lewis and Jefferson counties. The tour will be based in Lowville and will take place on August 13th - 15th.

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>.

NYS Maple Association News & Announcements

Do You Know a Deserving College Student?

We are excited to announce the SAGE Award for College Agro-Forestry Students. This memorial award honors the lifetime work of Roger C. Sage. For over 50 years, Roger demonstrated a passion for the maple industry locally, statewide, and internationally. This award is intended to encourage students engaged in forestry and related sciences addressing woodland-based production with an emphasis on non-timber outputs. This \$1,000 award may be applied for by using the application on our website – under the section “Sugarmakers/Resources/Sage Award”.

WANTED: Secretary for State Association Board

After many years of service, Dottie Merle has announced that she will be stepping down as secretary to the NYSMMPA board. This means we are looking for our new board secretary!

This is a paid position. Candidates should be computer-literate with both word processing and email. Attendance is mandatory at three (3) meetings during the year (all of which occur on weekdays). Meetings are usually held on Fridays - one in January at the Verona conference, one in May, and one in late September - both of the latter located at the Syracuse office. The secretary is responsible for accurately recording the business of the association in minutes and getting those minutes distributed within two (2) weeks of the meeting. The secretary is also responsible for keeping the official records of the association - for example, bylaws - and supplying the records requested for the annual audit. If you are interested, a complete job description is available from the state office or from your region's board member. Interested candidates should notify the office (315-877-5795) by April 30.

Jean Tupper Awarded Person of the Year



Jean Tupper was awarded the Person of the Year award by the St. Lawrence Maple Producer's Association at their Banquet in February.

This honors her many years in the maple business with her husband Ken, and over 25 years as the treasurer for the regional association.



Maple in Albany

By Helen Thomas

Your board is proud to represent NY Maple at the government offices in Albany. We have a great story to tell as production continues to grow in NY, as we add more and more new producers, and as new products are developed!

We do maintain a presence in Albany year-round, and that starts early each year with events at the legislature. Our annual Maple Lobby Day this year took place on February 7th. Your fellow producers who attended were: Michael & Debra Kenny, Mike Bennett, Greg Zimpfer, Dave Schiek, Damian & Dwayne Hill, Helen Thomas, and Tony Van Glad. We are constantly supported by the entire NY Farm Bureau public relations team, led by Jeff Williams. Our presentation includes showing the milestones of NY Maple for the previous year – which, in 2016, included a record sales year at the NYS Fair, emergence of the new product Bourbon barrel aged syrup, the largest crop production in over 80 years, and the continued advertising of NY Pure Maple! We were warmly received in over 20 legislator's offices as well as the budget offices of both assembly and senate. We felt that we justified our request to continue the funding of the Cornell Maple Program (\$125,000) and the promotion done by the association (\$215,000). They all certainly made us feel welcome and expressed interest in the trends in NY Maple.

We continued our outreach on March 6th with a NYS Maple table at the annual Farm Bureau reception. The entire staff of the legislature is invited to this reception, giving us a great deal of added visibility. We will be at the legislature again on March 21st for “Maple Day,” which is kindly sponsored by Senator Griffo and co-sponsor Senator Seward. This all-day display in the lobby of the legislator will give us an opportunity to feature the VVS Mobile Trailer and the American Maple Museum, while also highlighting maple production around the state. We'll have plenty of maple samples for the legislators to taste as well.

We expect to be invited to the Senate Ag committee sometime this spring for a presentation on maple. As always, any member interested in attending one of these events is welcome! If you have students in the family who are middle school age through college, this is a great experience for them. Just let us know at the office to put you on the list for next year!



Cover Story: Reverse Osmosis and Syrup Flavor

By Abby van den Berg, Timothy Perkins and Mark Iselhardt



Figure 1. Research evaporators at the University of Vermont Proctor Maple Research Center Maple Processing Research Facility. Evaporators are oil-fueled, 3 x 10' with cross-flow pans and raised flues.

There have been questions about whether RO impacts syrup flavor since its commercial use in the maple industry began. The majority of the reactions that result in the development of syrup flavor occur as sap is thermally processed in the evaporator, and because the use of RO effectively reduces the amount of time that sap is heated, these questions are logical to ask. Until recently, no controlled scientific studies had been conducted to investigate this issue. To address this gap in knowledge, we engaged in a series of controlled experiments with commercial maple production equipment at the University of Vermont Proctor Maple Research Center's Maple Processing Research Facility (Figure 1) to examine the impacts of concentrating sap with RO on syrup composition, quality, and flavor. This article will highlight some of the main findings of these experiments with respect to syrup flavor. More detailed descriptions and results of these experiments can be found in a summary article published in *The Maple Digest* (van den Berg et al. 2015), and in several articles published in scientific journals (van den Berg et al. 2011, 2012, and 2014).

One of our primary goals was to investigate the fundamental effects of concentrating sap with RO on the properties, composition,

and flavor of maple syrup. To accomplish this, we conducted an experiment in which syrup was produced simultaneously from raw sap and from 8% concentrate made from the same batch of raw sap, using identical equipment and processing conditions. We then compared the syrup produced with the two treatments to determine whether there were any differences in composition or flavor between them. Specifically, during each trial of the experiment, raw sap was collected and segregated into a separate tank. Once collected, 300 gallons of this raw sap was set aside, and another portion was immediately concentrated to generate 300 gallons of 8% concentrate. The raw sap and concentrate were placed into separate stainless steel tanks that each fed one of two identical, 3' x 10' evaporators (Figure 1). Both evaporators were equipped with automatic draw-offs and sap level regulation, and were configured to process sap as similarly as possible, with equal oil burner and exhaust draft settings. The evaporators were started simultaneously and run continuously until the supply of available material for each was consumed (~3-3.5 hrs). All syrup produced by each evaporator after the first hour of processing was collected separately and filtered through cone filters, and syrup produced with each treatment was placed in a freezer



Figure 2. Left: Example test station for sensory evaluation experiment with four triangle tests. Each trio of samples is part of a triangle test to determine if an overall difference exists in a pair of syrups produced simultaneously with two different treatments. See text for detailed description. Right: Panelists participating in sensory evaluation experiment with triangle tests.



for subsequent analyses. The experiment was repeated on 6 days during the 2011 maple production season (3/18, 3/21, 4/1, 4/2, and 4/8).

After the syrup processing experiments were complete, sensory evaluation experiments were conducted to evaluate whether there were any impacts on syrup flavor. The first question we needed to answer with respect to flavor was, "Is there a difference in the flavor of syrup produced with raw sap and the same sap concentrated with RO?" To answer this, we conducted sensory experiments known as "triangle tests", a standard sensory test used to determine if an overall difference in flavor exists between two samples. For example, in a triangle test designed to determine if an overall difference in flavor exists between the syrup produced with raw sap and the same sap concentrated to 8% during the experiment trial conducted on 3/18, each sensory panelist would be presented with three samples of syrup (Figure 2). Two of the bottles would contain the syrup produced with raw sap during the 3/18 trial, and one of the bottles would contain the syrup produced with 8% concentrate during the 3/18 trial. (An equal number of panelists would receive two bottles of the syrup produced with concentrate and one bottle of the syrup produced with raw sap.) The panelists would then be asked to taste all three bottles of syrup and write down the number of the bottle they believe contains the one syrup that is different from the other two. If enough panelists correctly identify the 'odd' sample in the trio (more than would be expected to occur just

by chance alone), then it can be concluded that there is a difference in flavor between the pairs of syrup produced simultaneously with the two treatments.

Individual triangle tests were conducted for 4 of the 6 pairs of syrup produced during the experiment trials, with twenty-six adult panelists with experience tasting and grading maple syrup participating. Panelists were separated by cardboard partitions during the test, and each received the samples in a different, randomized order. Opaque sample bottles were used to eliminate any influence of syrup color on the panelists' perceptions. If 15 of the 26 panelists correctly identified the "odd" sample in the trio, the flavor of the syrup pair would be considered significantly different (Meilgaard et al. 2006, $p < 0.01$).

Results of the sensory experiments are presented in Figure 3. For each of the 4 pairs of syrup tested, the number of panelists that correctly identified which syrup was different did not exceed the number that would be expected to guess correctly by chance. Thus, there were no differences in flavor detected between any of the syrup pairs produced simultaneously from raw sap and the same sap concentrated with RO to 8%. This strongly suggests that that concentrating sap with RO does not significantly impact syrup flavor. While this doesn't mean that there are absolutely no impacts on flavor, it does indicate that any differences are likely extremely subtle, and beyond

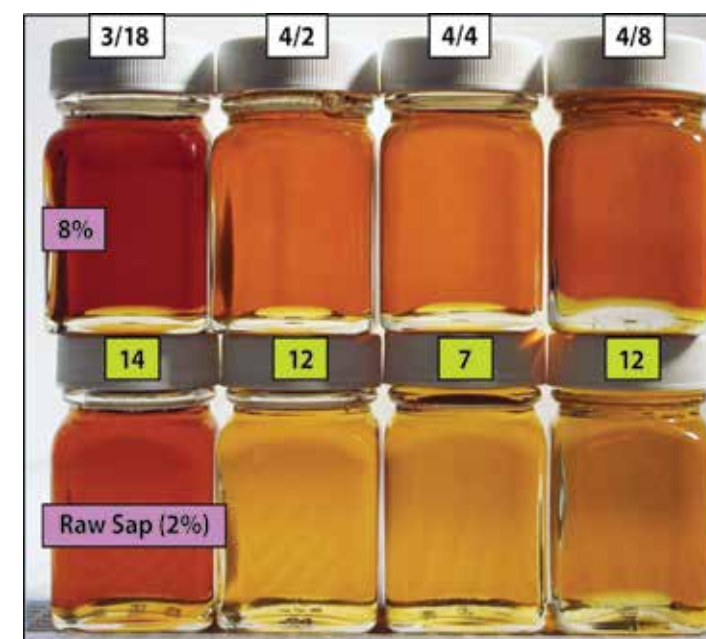


Figure 3. Pairs of samples produced simultaneously with raw sap and the same sap concentrated to 8% in 4 experiment trials (3/18, 4/2, 4/4, and 4/8), and the number of correct responses (green boxes) in triangle tests conducted with 26 panelists to determine if there were differences in flavor between each pair. 15 or more correct responses are required to conclude that a difference exists between the flavor of the syrup in each pair, and that the result was greater than what would be expected by chance alone.

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Cover Story: Reverse Osmosis and Syrup Flavor continued

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the capacity of most people's taste perception. Interestingly, this lack of a difference in flavor was observed despite the fact that the color of the pairs of syrup differed slightly from one another (by about 10 percentage points) – this illustrates how much our sense of taste can be influenced by what we see. Additional details and discussion about our observations with respect to RO and syrup color can be found in our article in The Maple Digest (van den Berg et al. 2015). Although in our experiments we found that RO does not significantly impact flavor, it's important to keep in mind that it is certainly possible for processing technologies and alterations in processing conditions (length of heating time, temperature, etc.) to affect the flavor of the syrup produced.

Our other experiments examined the impacts of concentrating with RO to higher levels than 8%, and found similar results with respect to flavor – details of these experiments can also be found in our article in The Maple Digest (van den Berg et al. 2015).

Acknowledgements

This work was supported by the University of Vermont Agricultural Experiment Station, and United States Department of Agriculture National Institute of Food and Agriculture (USDA NIFA) grant #2010-34157-21008. We are very grateful for a grant received from the Chittenden County Maple Sugarmakers Association which paid for the evaporators used in this work. We would like to thank Ben Dana, Eric Sorkin, and Brian Stowe for their assistance with this research.

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Flavored Syrups and NY's Regulations

By Helen Thomas and the NYS Department of Agriculture & Markets

The latest buzz in new maple products is maple syrup with flavor added. It appears these products have high consumer appeal and a correspondingly high profit margin. Many NY producers are therefore asking whether this type of product is one they should carry, and can they make it in their current facility.

The NYS Maple Producers' Association has worked with the NYS Department of Agriculture and Markets to answer the second half of that question. The remainder of this article will cover the new regulations that will take effect in 2017 for flavored syrups in NYS. You will find the labeling requirements in a companion article provided by the Department.

First, a definition. Flavored syrups cover a broad range of additions to pure maple syrup. The first category is "barrel-aged" syrups. The basic technique is to take a freshly emptied liquor barrel, fill it with maple syrup, seal and let it stand for several months to a year, and then decant, heat, filter, and bottle. The second category is to add ingredients to a container of maple syrup, again let it stand, and decant, heat, filter, and bottle. This category includes, for example, vanilla, cinnamon, lemon - the possibilities are probably unlimited.

So what can you do in your sugarhouse legally in NYS? You all know that you are already allowed to make, barrel, store, and bottle pure maple syrup without special kitchen licenses or food safety inspections. This long standing exemption from NYS Agriculture and Market regulations was granted to the maple industry because of the unique nature of our product: the process of evaporating sap to syrup involves high temperatures which eliminate any pathogens. This has given the maple industry an excellent reputation for ensuring our products are safe and bottled appropriately.

After extensive research and conversations, it was determined that the long standing maple syrup exemption be expanded in 2017 to include the first category of flavored syrups.. Due to this exemption expansion it is legal in NY to make barrel-aged syrup in your sugarhouse without an Article 20-C kitchen permit or license. Any other type of flavored maple syrup however MUST be made in a 20-C licensed facility - more about that below. To make a barrel-aged syrup, you will need to obtain a freshly emptied liquor barrel. This barrel can NEVER have contained anything but the liquor.

(Note: those who have made this tell me the fresher the barrel the better as barrels that have been empty more than a week or two have started to dry out and will leak!) Fill the barrel to the top with hot syrup and seal. The details of the process are up to you - what liquor, how long to age, and what grade syrup to start with. Keep in mind, these barrels are not airtight, so it is advisable to keep them cold. Nothing should be added to these at all - the syrup is absorbing the liquor that had saturated the wood.

If you add any ingredient at all to maple syrup, you are required to have an Article 20-C license for this. This includes but is not limited to: vanilla beans; herbs; fruit syrups such as strawberry or raspberry; and/or flavor extracts such as orange or lemon; and cinnamon sticks. The process you are conducting must be named on your 20-C license application. If you are not familiar with the Article 20-C license, you can get the details and application at: <https://www.agriculture.ny.gov/FS/general/license.html>. There are a couple of misconceptions about 20-C license I would like to address now. First, a 20-C license is granted to the applicant on the license, NOT THE FACILITY.

So, you are not covered just by using time in someone else's 20-C facility. You still need a license for what you are making. Second, the product you are making must be named on that license. It is an easy matter to add products to the license once it has been issued. Third, most products, especially those that use wet ingredients, need to have the process approved by a recognized process authority. This process authority is most often in NY at the Cornell Food Venture Center but a listing of the process authorities recognized by NYS Agriculture and Markets can be found at: <https://www.agriculture.ny.gov/FS/industry/circs.html>

So, should you give this new variation on maple syrup a try? You need to consider your retail customer base - the customer who traditionally buys a gallon of syrup will probably not be interested in this product at the price point you will need to sell it. If you contact a client base that is middle to upper income level, and who does a fair amount of food preparation at home, you may find some takers even amongst folks who pass regular maple syrup by. As always, taste testing samples makes a huge difference in sales!

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Great moments from the VVS Conference!



The 22nd annual New York Maple Producers Conference was held on January 7, 2017 at Vernon-Verona-Sherrill High School. The conference was very well-attended, with a total of over 1,100 attendees! On Friday, the NYSMAPA board had a full-day meeting to discuss all-things maple: from trends and production, to marketing and promotional efforts. On Saturday the 7th, several workshops and presentations took place, including a demonstration on how to make maple cream, and informational sessions on tapping birch and walnut trees for syrup.

On behalf of the NYSMAPA, we'd like to extend another "thank you" to Keith Schiebel and his team from the VVS district and the VVS FFA – your continuous efforts and commitment year-after-year are much appreciated! See you next year! 





Online Marketing Tips for Your Retail Maple Business

By Angela Swan, Maple Weekend Coordinator

As more and more maple is produced in New York, one of our biggest and most pressing challenges as an association is to draw in more consumers for our product through education and marketing efforts. Our job on the state level is to get maple on the radar of the consumer and to educate them so that when they see anyone's New York maple product, they will already be familiar with the flavor, responsive to the NYS Maple labelling, and will (hopefully) make a purchase.

The association reaches the general public through big events like Maple Weekend and the NYS Fair booth, as well as through partnerships with other food and agriculture organizations such as the Cornell Maple Program, the Farm Bureau, Lobby Day, and the governor's Taste NY Initiative, to name a few. But getting the word out there about your specific sugarhouse is up to you as a small business owner. While traditional advertising via TV, newspaper, radio, direct mail, collateral materials, and private label design do still have a place in any successful marketing plan, your maple business should be taking advantage of some of the countless and inexpensive online options out there.



Facebook

You probably already have a solid following of customers who are interested in what is happening at your sugarhouse. Setting up a Facebook page specifically for your business is a way to keep them in the know about what is happening in your sugarhouse. Fans like to be the first to know, so if you made syrup early in January this year, you should have posted that important moment right away. Hopefully it will be shared and commented on and potential new customers will see your name.

Don't like to post often? Don't worry about it too much. Just having the page gives potential customers an easy way to find you and send you a message. I once picked up a retail account for our maple business when a store used Facebook find me. Facebook messaging is easy - all she needed to remember was my business name to contact me via Facebook messenger. Just be sure to check your messages regularly.

Make sure they see your name often: Every time you are logged in as your business, visit various pages of interest to you, especially those of your fans and retail outlets, and post comments or likes. Every time you comment, your profile picture and business name are displayed, reaching potential new customers.

Set up an event page: Everyone likes to be personally invited. The next time you head out to a farmer's market or a harvest festival or host a pancake breakfast, set up a Facebook event for it. This will get the word out early to those people most likely to attend and will generate conversation in more circles than you will ever know. It also amounts to a personal invitation to your next event.

Many of our members already have business pages on Facebook. The NYS Maple Association has two Facebook pages - NYS Maple and Maple Weekend. Both are operated by professional marketing firm, Zoey Advertising, and are great sources for sharing posts to build followers on your own page.



ILOVENY.com

List your event on ILOVENY.com. We worked with the webmasters at

ILOVENY.com last year to add Maple Sugaring as its own category under "Things to Do/Nature" and provided many of the photos they have on the landing page. You can add your own event by clicking on "Events" and then "Submit your Event." Under categories, you can now choose "Maple Event." This is a tool you can use year-round and one that many Chambers of Commerce and villages are already using to promote their local events.



Instagram

Post photos on Instagram

Mary Jeanne Packer of Mapleland Farms has had success using the photo-based social media platform Instagram over the past two years.

On Instagram, you can set up a profile and use hashtags. Mary Jeanne uses #maplelandfarms to promote her farm. She and

business partner Dave Campbell post weekly pictures of recipes they cook using maple. They have also posted a picture of the first draw off of the 2017 season. She uses other hashtags as well, such as #2017mapleseason. The "#" sign allows Instagram to collect those images on a single page where followers with an interest in, for example, the 2017 maple season can then go to stay up to date on what's happening there. Anyone can use that hashtag for their own 2017 Maple Season photos.

The farm has also done a gift basket promotion for fans who posted their own recipe photos on their own pages and hash tagged it with #maplelandfarms. The contest elicited 40 pictures, all of which were also viewed by those fans' followers, thereby increasing Mapleland Farm's exposure. Partnerships with chefs who use Instagram to post great maple recipes using their farm's syrup has also worked well to increase exposure to foodies outside their normal reach.

There are endless options out there for social media, and it can be hard to choose which one is right for you. The main thing to remember is that all of these options are low-cost. I say low cost instead of FREE because they do require an investment of time and energy, if not money. Dollar-wise, the average newspaper ad costs anywhere from \$10-\$30 to reach 1,000 people, whereas social media posts are free or low-cost (paid Facebook ads cost about \$.25 per 1,000)*. Alternatively, in order to be successful on social media, you have to take pictures and videos at every opportunity and be consistent in posting them in a timely manner - which can add up to a significant investment of time and energy. The fact is, however, that most consumers are spending several hours a day online for one reason or another. It is up to you to make sure maple fans are seeing your business name while they are there!

*Source: Search Marketing vs Newspaper and TV Which Should You Invest In? by Net Features: wm-advertising, www.websitemagazine.com, Daily Weblog, February 2, 2015. Angela Swan is the NYS Maple Weekend Coordinator and is a certified e-Pro® marketer with the National Association of REALTORS®.

Help Make NYS Maple Number 1!

HARRISBURG, PA - The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) will conduct the 2017 Maple Syrup Survey for the Northeastern Region. The survey will collect information from more than 2,100 Northeastern producers.

The Northeastern region produced 3.78 million gallons of maple syrup in 2016. Vermont was the top Maple Syrup state with 47 percent of the United States' maple syrup, according to King Whetstone, Director of the National Agricultural Statistics Service, Northeastern Regional Field Office. Taps in the Northeastern Region totaled 10.2 million and accounted for 81 percent of the Nation's maple taps. The 2017 survey will ask about the 2016 and 2017 taps and production as well as price information on the syrup produced in 2016.

Producers selected for the survey can fill out the survey online via a secure website, www.agcounts.usda.gov, or return their form by mail. Federal law (Title 7, U.S. Code) requires NASS to keep all individual information confidential.

Recipients are requested to respond by May 15, 2017. NASS will publish the results on June 9th in the Crop Production Report at 12:00 pm. For more information about the Maple Syrup Survey call (603)708-1173.

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Effects of Thinning on Tree Growth and Syrup Production Per Acre

By Peter J. Smallidge, NYS Extension Forester and Director Arnot Teaching and Research Forest.
Cornell University, Department of Natural Resources. Ithaca, NY.

The height of woods-grown trees compared to their neighbors determines how much sunlight they receive. The upper canopy trees have sunlight on the tops and sides of the crowns.

The lower crown class trees have sunlight, at best, on the upper tips of the crowns (Figure 1). Sunlight and crown health are especially important to maple producers because these factors influence sap sugar concentration and tree growth. A new study at Cornell's Arnot Forest will investigate how sap quality and volume within upper and lower crown class trees changes after thinning. The end result is for producers to know how a maple tree will change sap sugar concentration and volume if the tree is given more sunlight.

Morrow (1955) found that crown diameter in woods-grown sugarbush trees was the best predictor of sap sugar concentration (SSC), and that stem diameter predicted sap yield. By extending this knowledge, increases in the tree's crown and diameter will have a positive effect on syrup production. The question though is whether the gain on the tree that is given more sunlight offsets what might be lost in the tree that was cut. Morrow also looked at several sugarbushes and found that syrup production per acre was approximately the same if the woods was full of maple regardless if there were lots of small trees or fewer larger trees. However, sugarbushes located where trees are crowded have reduced diameter growth and thus produce less new wood. These dense sugarbushes also lack growth that helps to maintain crown vigor (Figure 2). Thinning, especially in mixed species stands, will help grow more productive sugar maple crowns, enhance stem growth to increase wood and reduce tapping into stained wood, and improve syrup yield per acre.

This new study of maple crowns will monitor the sap sugar concentration and sap yield on individual maples under vacuum using sap-collection research canisters (Figure 3). The crowns of selected trees have neighboring trees on all sides. The selected trees will have numerous measurements on stem diameter, crown diameter, crown area, live crown ratio, crown shape, and height of maximum crown diameter. These measurements will allow for predictions of how these trees respond to increased sunlight.



Figure 1 The trees in this picture are in the upper crown class position, but have different crown sizes. In woods-grown maple, crown diameter is the best predictor of sugar concentration and stem diameter predicts sap yield. Live crown ratio, the percentage of tree height with live branches, is related to sap sugar concentration as well.



Figure 2 The center tree of this picture has limited access to sun and its crown is narrow. This tree would not likely produce high-yielding sap.



Figure 3 Research canisters allow a single or group of maple trees to be isolated within the vacuum system. Sap yield is measured in the canister, and sap samples can be removed to measure sap sugar concentration. Collected sap can be returned to the collection system.

Reference: Morrow, R. R. 1955. Influence of tree crowns on maple sap production. Cornell University NYS College of Agriculture, Agriculture Experiment Station Bulletin 916. Pjs23@cornell.edu Support is provided by the Cornell University College of Agriculture and Life Sciences and USDA NIFA.

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How the NYSMPA is Promoting NY Maple This Spring

By Helen Thomas



INSIST ON NY MAPLE

NYSMAPLE.COM

A job that the association takes very seriously is the promotion of NY Pure Maple to the consumer. As a NYSMPA member, we want to share some of the marketing efforts we are undertaking on your behalf.


More and more consumers find their information on the web - either via websites, blogs, Facebook, or other social media platforms. The Association has a strong, relevant web-presence with our two websites NYSMaple.com and MapleWeekend.com. Our statistics show that on average, 4,000 people visit the website each month. During February and March, in the buildup to NYS Maple Weekend, those numbers jump to 35,000 per month. We plan to update NYSMaple.com in the summer of 2017 to make the site more informative to the consumer.

Facebook is another place where many people look for information these days. We have two Facebook pages: NYS Maple and Maple Weekend. We continue to see the growth in audience for both the association page and the Maple Weekend page. NYS Maple is seen by as many as 14,000 people per week throughout the year. The Maple Weekend Facebook page is of course seasonal - In the month of February this year, over 500,000 people have seen posts from the Maple Weekend page!

Do your part - if you have a Facebook page, please become a fan of NYS Maple and Maple Weekend, and invite your friends as well. We always welcome the submission of pictures and news items that you wish to see on those pages. Send them to info@nysmaple.com.

From February to June 2017, you may see a NY Pure Maple billboard in your travels. There will also be some that advertise Maple Weekend. There will be 11 billboards across the state, for a total of approximately 30 months in total. Some boards will be up two months, some for three months, and a couple for four months. It is our hope that this effort will increase the awareness that Maple is a significant NY crop, and that folks will begin to look for maple from NY.

Make sure you have the "NY Pure Maple" logo on your retail containers. If you need more, you may purchase logo stickers from the association at any time. Members may and should also use the logo in their own printed materials - please contact the office at info@nysmaple.com for details and the electronic version.

We are excited to see how these new strategies and methods reach consumers and affect their thought process when it comes to purchasing maple. Undoubtedly, we are likely to cause a "buzz" and get people talking about pure NY Maple! 

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