

# THE PIPELINE



A New York State Maple Producers Association Publication

## HIGHLIGHTS

- Small Business Nutrition Labeling Exemption
- Ask the Professional—Girdling
- Ask the Professional—Educational Resources
- Maple Producer Celebrates a Century!
- What Are Food Hubs and Why Do They Matter?
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## Small Business Nutrition Labeling Exemption



Cornell University  
Cooperative Extension

*by Stephen Childs, Cornell Sugar Maple Program Director & NYS Maple Specialist*

A question that seems to come up fairly often with maple producers is “When do I need to have a nutrition label on my maple products?” The following information is from the FDA website and explains when a producer is exempt from needing a nutrition label. Even though a producer or product is exempt from the requirement many consumers make purchasing decisions based on the nutrition information on retail containers, so a nutrition label may be good for sales. Caution: the nutrition label is not the same as the ingredient declaration required on all packaged food sold in New York State.

The Federal Food, Drug, and Cosmetic Act requires packaged foods to bear nutrition labeling unless they qualify for an exemption. One exemption is for retailers with annual gross sales of not more than \$500,000, or with annual gross sales of foods to consumers of not more than \$50,000. For these exemptions, a notice does not need to be filed with the FDA.

If a person has fewer than 10 full-time equivalent employees, that person does not have to file a notice for any food product with annual sales of fewer than 10,000 total units.

Another exemption, for low-volume products, applies if the person claiming the exemption employs fewer than an average of 100 full-time equivalent employees and fewer than 100,000 units of that product are sold in the United States in a 12-month period. To qualify for this exemption the person must file a notice annually with FDA. Note that low volume products that bear nutrition claims do not qualify for an exemption of this type.

A "product" is a food in any size package; which is manufactured by a single manufacturer or which bears the same brand name; which bears the same statement of identity, and which has similar preparation methods.

A "unit" is a package, or if unpackaged, the form in which the product is offered for sale to consumers.

For the maple producer who is wholesaling in retail containers to a larger business, it is the size of the business that is retailing the products that must determine exemption, not the maple producer wholesaler. Many maple products being sold wholesale will need the nutrition label depending on the size of the retailer and if they have applied for the exemption.

For additional information, forms or instructions go to:

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm2006867.htm>



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## Behind The Scenes . . . Notes from the NYSMAPA Office

Dear Members,

Thanks to all of you for renewing your membership or for joining our organization as a new member in 2014! Check out the membership statistics table—we have the largest membership in our association history and continue to grow. This reflects the robust Maple Activity in New York State!

The state board represents you in many state agriculture committees and organizations. Some of the recent or upcoming meetings include: NY Council of Ag Organizations. The newly formed NY Wood Products Council. The NY advisory committee for the USDA APHIS Cooperative Agricultural Pest Survey. The NY Farm Bureau Commodities Conference. The NY Farm Bureau Farm Labor Coalition. Last but not least, president Dwayne Hill will travel to Washington DC late in July to participate in Senator Gillibrand's NY Farm Day. The US congress and their staff attend a reception in the senate office building where they get to see and taste all the agricultural bounty from NY.

We are excited that the NY Department of Ag & Markets, state fair ag division, has given our association a very visible 600 square foot space in the center of the Horticulture Building to create an educational display about Maple. A committee of your fellow members has been working very hard, including holding weekly meetings for the last couple of months, in order to design a display that will be very appealing to the public and especially to families with children. WE NEED YOU to help make the exhibit a success. Please consider volunteering a day of your time to come to the fair. We need volunteers to explain the process. Volunteers get parking & entry ticket, and a \$50 stipend to help defray meals and transportation. Check out the entertainment schedule of the fair at <http://www.nysfair.org/concerts/>. There are famous country and rock artists performing every day, and many concerts are free. Work for maple during the day and relax at a concert that evening!

I close with the same message I have each PIPELINE: the association exists to help you. If you have questions or suggestions, just give me a call on my cell phone 315-877-5795 or email me at [office@nysmaple.com](mailto:office@nysmaple.com).

*Helen Thomas, Executive Director*

### 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](mailto:office@nysmaple.com). This will tell us your current email address. Maybe our records need to be updated.

Check your spam for [office@nysmaple.com](mailto:office@nysmaple.com) and [info@nysmaple.com](mailto: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 pdfs that need Acrobat Reader to be viewed. Download and install the free reader:  
<http://www.adobe.com/products/reader-mobile.html>

Where trade names are used, no discrimination is intended and no endorsement is implied by the New York State Maple Producers Association.





# Ask the Professional—Girdling

*Peter Smallidge, NYS Extension Forester and Director of the Cornell University Arnot Teaching and Research Forest.*

There are some situations in your woodlot or sugarbush when you might want to prevent a tree from competing with its neighbors for sunlight, but you don't want to fell the tree. Killing the competing tree is often done by girdling, but there are several factors to consider.

Girdling trees is the process where you disrupt the living connection between the roots and the leaves, usually by cutting or chopping away the outer bark and the inner bark or cambium. Technically you sever the phloem, or the vascular tissue, that carries the products of photosynthesis from the leaves to the roots. Therefore, girdling starves the roots of the tree and the tree will die over a year or more of time. In some situations girdling trees can be effective and useful, while in other situations, one would be better off felling the same trees. The costs and benefits of girdling and felling should be weighed out on a tree-by-tree basis. Here I provide some tools to help you decide which method of killing trees would work best for your particular situation.

Whether you girdle or fell, you will want to take all reasonable safety precautions and follow the label specifications if you use herbicides.

There are some situations when it may be advantageous to girdle. First, you may want to kill a large tree that is shading a group of small trees. Often this large tree is a former pasture or field tree with a large spreading crown. It has no merchantable value, but does have value as a large woody structure if you could leave it standing but reduce its shade impact on the younger surrounding stems. Felling the tree would likely damage many of the smaller stems. In this case, girdling will retain the tree for its wildlife value and prevent or reduce the damage to smaller stems when the large tree finally does come down. A second situation might be if the stand is very dense and the crowns are interlocking. Here, trying to fell would be complicated by the support the retained stems give to the cut stems. A felling cut would result in a "hung tree" requiring great work and added risk to bring it to the ground. Finally, you may want to leave some trees as dead stems for use by birds, such as wood peckers or birds that require cavities for nesting. Girdling can reduce the competition of the girdled tree with living trees and retain some of its wildlife potential. Girdling can be accomplished with an axe, a chainsaw, a flame torch,

and with herbicides applied to the axe or saw cut or directly to the stem.

The primary disadvantage of girdling is that you are creating a hazard in the woods. When you fell a tree it becomes stable once it hits the ground. A girdled tree will die in place and will fall at some undetermined time. Thus, you would not want to girdle in areas that are used frequently or if you intend to have a commercial harvest in the next 10 to 15 years. In fact, under OSHA (US Dept. of Labor - Occupational Safety and Health Administration) guidelines for loggers [rule 1910.266(h)(1)(vi)], danger trees must be felled in the work area or work must be conducted more than 2 tree lengths away from a danger tree. A woodlot full of recently girdled trees would create a significant and justifiable level of concern among someone working in that area. A second reason not to girdle is because the death of the tree can sometimes extend over several years. If your management objective needs a more timely response, simply girdling may not be sufficient. Further, some tree and some species, like beech and many maples, are notoriously difficult to kill by girdling. They often have an in-rolled strip of bark that isn't affected by the girdle. In these cases, even thorough girdling doesn't kill the tree for several years. Third, girdling often takes as much time to complete as felling by someone who is skilled with a saw. Fourth, some tree roots will graft underground with neighboring trees. In those cases, if a herbicide is applied to the tree, the herbicide



*Double chainsaw girdle in a red maple*

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# Ask the Professional—Educational Resources

*Peter Smallidge, NYS Extension Forester and Director of the Cornell University Arnot Teaching and Research Forest.*

For woodland owners seeking to learn more about their property, you are in luck because there are a number of great educational resources available to you. If you become or are already a member of the NY Forest Owners Association (NYFOA) you are or become connected to a great resource through your involvement with one or more of the 10 chapters. Each chapter operates a bit differently, but all will have some level of involvement with educational efforts such as newsletter, woodswalks, social gatherings and conferences. Several chapters partner with other groups to host events and broaden the variety and depth of topics they offer.

Many woodland owners gain a great deal by interacting with other woodland owners in these rather informal meetings. You will learn from other woodland owners through their experiences, which you can compare to your experiences, and allow you the benefit of learning from their successes and failures. In fact, research has shown that this type of interaction is a powerful educational process. You can see the chapter representatives at [www.NYFOA.org](http://www.NYFOA.org).

The Master Forest Owner volunteers, or MFOs, are another group of woodland owners, like you, but who have been trained at Cornell University Cooperative Extension. Their training is not as a forester, but perhaps more importantly as a peer to be able to share their knowledge and experience in guiding you to the sources of technical assistance, such as foresters. The MFOs will typically make a visit to your property and listen to your interests. If they learn about your interests before they arrive for a visit, they may be able to bring some fact sheets or other educational resources specific to the questions you might have. Otherwise, they will be able to get you connected with the right people in your area. You can learn more about the MFOs at [www.CornellMFO.info](http://www.CornellMFO.info).

You can contact your county office of Cornell Cooperative Extension to learn what types of educational program they, or neighboring counties, have to offer to woodland owners. Each county office of CCE designs their programs based on input from people in the county, so you can likely find a variety of opportunities in your immediate area. Some county offices of CCE jointly support a natural resources educator. The CCE office will have a current list of MFO volunteers or can connect you with the region's MFO coordinator.

The NYS DEC has regional offices throughout the state. Although they primarily serve to assist woodland owners with technical assistance, such as developing a stewardship plan, each office also has a variety of educational pamphlets. Also, you can contact the public service forester that serves your county and schedule a visit to inspect your woods and discuss your options for managing to meet your goals. During the visit, you will have the opportunity to discuss and learn about your questions.

Cornell University Cooperative Extension supports the ForestConnect program. This program depends on its integral relationship with the CCE offices to assist woodland owners in the state. ForestConnect operates through campus-based and county-based educators and specialists who use knowledge generated through research to support sustainable woodland management of private lands. Some of the educational resources provided by ForestConnect and available throughout the state include workshops and woodswalks jointly sponsored with CCE and NYFOA, demonstration and applied research sites to show appropriate practices, fact sheets, MFO training and refreshers, and several of the articles in each issue of the NY Forest Owners. Other educational resources are also available on the internet at [www.ForestConnect.info](http://www.ForestConnect.info). These include monthly



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webinars, all the fact sheets, extensive collections of recent and historic documents, articles for the general public, and links to other academic institutions and groups that also assist woodland owners.

Finally, if you have access to the Internet, there are numerous organizations and sites that offer information. Given the wealth of information on the internet, you can comfortably use that provided from reputable sources.

## Catskill News

The Catskill Maple Producers held their biannual meeting on May 14, 2014, at Brook's BBQ in Oneonta. President Tony Van Glad conducted the meeting with 65 members present. Our club has a total of 95 members and growing, which is among the largest in participation in the state with 9 countries included and some members traveling up to 2 hours or more to participate.

Helen Thomas, Dwayne Hill, and Steve Childs all gave reports and shared insight to the future of maple products, State Fair programs and the latest research on tubing, and cleaning of lines.

Being able to speak directly to leading maple producers and state officials is a great advantage to our members at these meetings. Local producers reported a 50% average reduction with sap being 2%. Some producers had regional success.

We are currently looking for someone from our region to assist with organizing the 2014 Maple Tour. This will be a paid position working with a State coordinator.

Have you tried Vertical Water? Made from 2% sap, produced by Feronia Forests, you can get more info at Feronis Forest.com.

Let's help the Pipeline grow with more articles and photos from all of our state maple producers associations.

Our next meeting of the CMPA will meet on November 12th at Brooks BBQ. Hope to see you there.

Dennis Muthig  
CMPA Reporter

## Maple Producer Celebrates a Century!



**Florence Merle of Merle Maple Products, Attica, NY will celebrate her 100th birthday on September 28 2014.**

The Methodist Church, Main Street, Attica, will be the location of the open house to mark the occasion. We expect there will be many people who visit the open house between 1 and 4 to wish Florence a Happy Birthday!

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# What Are Food Hubs and Why Do They Matter?

James Barham, Marketing Services Division, USDA Agricultural Marketing Service

One of the more novel concepts to recently enter US food systems lexicon is the term food hub. The concept has sparked interest from a wide array of food systems funders, planners, businesses, researchers, and service providers. With this interest, there has come a fair amount of scrutiny on the utility of the term, from both supporters and detractors. USDA and our national partner, the Wallace Center at Winrock International, have been at the forefront of the food hub “wave,” attempting in our own way to provide some clarity on the food hub concept, and to make a case for its utility as one strategy for creating robust local and regional food systems.

## *What is a Regional Food Hub?*

Having engaged and learned from a great number of food hub stakeholders, we propose the following definition which we believe adequately reflects the full range of food hub enterprises operating in the United States:

*A regional food hub is a business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand.*

At the core of a food hub is a business management team that actively coordinates supply chain logistics. Some food hubs work on the supply side to support and train producers in areas such as sustainable production practices, production planning, season extension, packaging, branding, certification, and food safety—all of which is done to enable these producers to access wholesale customers, such as buyers for foodservice institutions and retail stores. Simultaneously, food hubs also work on the demand side by coordinating efforts with other distributors, processors, wholesale buyers, and even consumers to ensure they can meet the growing market demand for source-identified, locally or regionally grown products.

Regional food hubs are generally classified by either their structure or their function. One way to classify food hubs by structure is by their legal business structure, which includes: nonprofit organizations (which often develop out of community-based initiatives), privately held food hubs (a limited liability corporation or other corporate structure),

cooperatives (owned either by producers and/or consumers), and publicly held food hubs (often the case where a city-owned public market or farmers market is carrying out food hub activities). There are also a few food hubs that are operating without a formal legal structure, which are classified in the table below as “informal.”

The legal structure of a food hub often influences its operation and function, particularly in such areas as capital investment, risk management, and liability exposure. For example, nonprofit food hubs have greater access to grant programs and donations than privately held food hubs because nonprofits are eligible for more Federal and State assistance programs than private entities. On the other hand, nonprofit food hubs have greater difficulty accessing traditional loans, revolving lines of credit, and other forms of private investment than for-profit business entities. As another example, producer cooperatives have the advantage of tapping member equity and taking advantage of business services offered by cooperative extension programs, but find fewer grants and loan programs available to them than nonprofit organizations.

Food hubs can be functionally categorized by the primary market they serve. These markets can be delineated as:

- Farm-to-business/institution model
- Farm-to-consumer model
- Hybrid model

Under the farm-to-business/institution model, food hubs sell to wholesale market buyers, such as food cooperatives, grocery stores, institutional foodservice companies, and restaurants. Under this model, food hubs provide new

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wholesale market outlets for local growers that would be difficult for them to access individually.

While this is one of the primary purposes of a food hub, some food hubs focus on the farm-to-consumer model. In this case, the food hub is responsible for marketing, aggregating, packaging, and distributing products directly to consumers. This includes multi-farm community supported agriculture (CSA) enterprises, online buying clubs, food delivery companies, and mobile markets.

Under the hybrid model, the food hub sells to wholesale market buyers and also directly to consumers.

## WHY DO FOOD HUBS MATTER?

### *Overcoming infrastructure challenges*

Many farmers and ranchers are challenged by the lack of distribution and processing infrastructure of appropriate scale that would give them wider access to retail, institutional, and commercial foodservice markets, where demand for local and regional foods continues to rise. Regional food hubs have emerged as an effective way to overcome these infrastructural and market barriers. For those smaller and mid-sized producers who wish to scale up their operations or diversify their market channels, food hubs offer a combination of production, distribution, and marketing services that allows them to gain entry into new and additional markets that would be difficult to access on their own. For larger producers, food hubs can provide product-differentiation strategies and marketing services that ensure the highest price in the market place. Moreover, for wholesalers, distributors, retailers, and foodservice buyers who would like to purchase larger volumes of locally and regionally grown products, food hubs lower the transaction costs by providing a single point of purchase for consistent and reliable supplies of source-identified products from local and regional producers.

### *Fulfilling essential services*

In many parts of the country, wide gaps exist in local distribution and processing infrastructure, making it difficult for small and mid-sized growers to gain access to markets where there is unmet demand for source-identified locally or regionally grown products. Regional food hubs are increasingly filling a market niche that the current food distribution system is not adequately addressing—the aggregation and distribution of food products from small and mid-sized producers into local and regional wholesale market channels (retail, restaurant, and institutional markets). Additionally, because food hubs provide a number of additional services that build the capacity of local producers and also engage buyers and consumers to rethink their purchasing options and habits, food hubs are emerging as critical pillars for building viable local and regional food systems.

Although regional food hubs are filling a market niche of small farm distribution, this does not mean they do not engage with conventional supply chains. In fact, many food hubs complement and add value to these more traditional distribution channels by enabling regional food distributors—and their national food distribution clients and partners—to offer a broader and more diverse selection of local or regional products than they would otherwise be able to source. In addition, they often add significant value to conventional supply chains by providing a reliable supply of source-identified (and often branded) local products that conform to buyer specifications and volume requirements and still enable their clients to “tell the story” behind the product. For this reason, regional distributors—and even broadline, full-service national distribution companies like Sysco—are beginning to view food hubs as critical partners instead of competitors to ensure they can meet the market demand for locally and regionally grown food.

### *Positively impacting the communities they serve*

Even though many food hubs are relatively new, they demonstrate innovative business models that can be financially viable and also make a difference in their respective communities. Economically, they are showing impressive sales performance and helping to retain and create new jobs in the food and agricultural sectors. To varying degrees based on their business model and mission, many food hubs are also looking to leverage their economic impacts into wider social or environmental benefits for their communities. Socially, most food hubs are providing significant production-related, marketing, and enterprise development support to new and existing producers in an effort to increase the

*continued on page 14*



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# 2014 Cornell Maple Camp

August 13-16, 2014

Cornell University's Arnot Teaching and Research Forest • 611 County Road 13, Van Etten (Cayuta), NY

**Objective:** Provide anyone who wishes to become a maple producer or those with some experience, but seeking to expand their production, products, marketing and profitability through focused and hands-on intensive training that helps them produce maple products with greater efficiency and profitability.

As a result of the workshop, participants will develop the following skills and outcomes:

1. Measure and describe their sugarbush for improved tree growth, health and productivity.
2. Plan, install, and test a tubing system that matches topography and other components of a maple operation
3. Plan and assemble a processing system, including sap storage, reverse osmosis, evaporator operations, filtering and syrup storage.
4. Know which trees to retain and which trees to cut, understand principles of forest dynamics and appreciate the value of directional felling and low impact tree harvesting.
5. Understand the principles for marketing of syrup and value added products to optimize profitability.
6. Be able to analyze your own maple enterprise and develop good business management skills.

7. Become familiar with strategies and options to lease sugarbushes and purchase sap for processing.

## Registration Information:

Registration includes all meals (Wednesday supper through Saturday lunch) and handouts. Cost is \$275 per person.

Cabins at the Arnot Forest sleep 8 and will be available for rent at \$40 per person per night (Wednesday, Thursday, and Friday) or information on local hotels and camp grounds can be provided. This training is sponsored by the Cornell Maple Program.

Registration forms available at

<http://nysmaple.com/producers/2014-Cornell-Maple-Camp> or

<http://maple.dnr.cornell.edu/2014%20Maple%20Camp.pdf>

## Sample Maple Camp Agenda Overview

(based on the program in previous years)

### Wednesday, August 13

#### 5:00 PM

- Welcome, introduction and program overview
- Sugarbush measurements – scale stick and evaluate tree quality (sugarbush)
- Sugarbush sampling – understanding tally sheets (inside)

#### 8:30 PM

- Value-added tasting (inside)

### Thursday, August 14

#### 8:00 AM

- Sugarbush sampling and data collection (sugarbush)
- Inspect tubing system (sugarbush)
- Install mainline extension with laterals (sugarbush)
- Felling demonstration, low-impact harvesting (woods)
- Analyze sugarbush tree data (inside)
- Reverse Osmosis and evaporator systems (sugarhouse, hands-on)
- Sap processing and energy options (inside)
- Syrup filtering, storing and grading (inside)

#### 8:30 PM

- Making maple candy (inside)

### Friday, August 15

#### 8:00 AM

- Enterprise evaluation and management (inside)
- Tapping, taphole sanitation, vacuum, and bucket management (outside)
- Marketing syrup and value added products (inside)
- Tour local producers

#### 7:00 PM

- Maple Marketing (inside)

### Saturday, August 16

#### 8:00 AM

- Leasing woods and buying sap (inside)
- Planning a tubing system and cost evaluation (inside)
- Pricing Your Products for Profitability (inside)
- Evaluation (inside)

#### 12:00 PM

- Lunch and Depart



# Pointers to improve the quality of maple molded sugar, cream and granulated sugar

by Stephen Childs, Cornell Sugar Maple Program Director & NYS Maple Specialist

## Why increase the finish temperature when there is more than one sugar in the maple syrup?

One of the factors a maple producer who is making value added products may need to take into consideration is how the concentration of sucrose is effected in syrup that has invert sugars present. Sucrose is the sugar that normally is going to crystallize in making a confection. Unless the syrup has been treated with invertase, sucrose is the only sugar with enough concentration to form crystals. The invert sugar in the syrup reduces sucrose crystallization simply by getting in the way but it also reduces the sucrose concentration requiring more cooking to bring it to the level where it would act more like it would if no invert sugar were present.



The chart below illustrates how if a maple producer is making maple cream with a maple syrup that has no or a very low level of invert compares in sucrose concentration with a syrup at the same total brix level but with a higher invert level. This chart should help the maple producer understand why a higher finish temperature, that is degrees above the boiling point of water, is needed to get the sucrose to the same concentration in order to get a similar crystallization result. You need the higher finish temperature to equalize the brix of sucrose in the mix. The only way to know if you need to adjust your finish temperature is to measure the invert level in the syrup you are using. The easiest way to measure invert levels in maple syrup is with a diabetic meter.

Syrup 80 brix - 80 brix sucrose — 0 brix invert, finish 23°F  
 Syrup 80 brix - 79 brix sucrose — 1 brix invert, finish 24°F  
 Syrup 80 brix - 78 brix sucrose — 2 brix invert, finish 25°F  
 Syrup 80 brix - 77 brix sucrose — 3 brix invert, finish 26°F

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# 2014-2015 New York Calendar of Upcoming Schools and Workshops

## 2014

**August 13-16**

### **Cornell Maple Camp**

Arnot Forest, Van Etten NY. Program and registration information available at [cornellmaple.com](http://cornellmaple.com)

**September 27**

### **Maple Confections I, Ontario County**

Contact: Russell Welser, Cornell Cooperative Extension Ontario County, 480 North Main Street, Canandaigua, NY 14424, Phone: 585-394-3977, Fax: 585-394-0377, e-mail [rw43@cornell.edu](mailto:rw43@cornell.edu)

**October 11**

### **Wyoming County Maple Workshop**

Contact: Deb Welch, Cornell Cooperative Extension of Wyoming County, 401 North Main Street, Warsaw NY 14569; 585-786-2251; [djw275@cornell.edu](mailto:djw275@cornell.edu)

**October 25**

### **Central Area Grading Workshop**

Contact Countryside Hardware, 1712 Albany Street, DeRuyter, NY 13052, Phone: 315-852-3326; 315-852-3327, Email: [store@countrysidehardware.com](mailto:store@countrysidehardware.com), Fax: 315-852-1104

**November 1**

### **Columbia-Greene County Maple Value Added Training**

Contact: Marilyn Wyman, CCE of Greene County, Agroforestry Resource Center, 6055 Route 23, Acra, NY 12405; 518-622-9820 ext. 36; [mfw10@cornell.edu](mailto:mfw10@cornell.edu)

**November 7-8**

### **Lake Erie Maple Conference**

**November 22**

### **Sullivan County Maple Value Added Training**

Contact: Michelle Lipari, Cooperative Extension Sullivan County, 64 Ferndale-Loomis Rd., Liberty, NY 12754, 845-292-6180, ext. 129, [mm1249@cornell.edu](mailto:mm1249@cornell.edu)

**December 6**

### **Southern Tier Maple Program**

Contact: Brett Chedzoy, Cornell Cooperative Extension - Schuyler County, Agriculture and Natural Resources, office: 607-535-7161; cell: 607-742-3657; [bjc226@cornell.edu](mailto:bjc226@cornell.edu)

**December 13**

### **Onondaga County Maple School**

Contact: Kristina Ferrare, Cornell Cooperative Extension of Onondaga County, The Atrium, 2 Clinton Square, Syracuse, NY 13202, 315-424-9485 ext 231, Fax: 315-424-7056, [www.ExtendOnondaga.org](http://www.ExtendOnondaga.org)

## 2015

**January 9-10**

### **New York State Maple Conference**

Verona NY, Contact: Keith Schiebel; [kschiebel@vsschools.org](mailto:kschiebel@vsschools.org) or go to [cornellmaple.com](http://cornellmaple.com)

**January 17**

### **Western NY Maple School**

Contact: Deb Welch, Cornell Cooperative Extension of Wyoming County, 401 North Main Street, Warsaw, NY 14569; 585-786-2251; [djw275@cornell.edu](mailto:djw275@cornell.edu)

**January 23**

### **Lewis County Maple Production for the Beginner**

Contact: Michele Ledoux, Cornell Cooperative Extension Lewis County, 5274 Outer Stowe Street, P.O. Box 72, Lowville, New York 13367; 315-376-5270; [mel14@cornell.edu](mailto:mel14@cornell.edu)

**January 24**

### **Lewis County Maple School**

Contact: Michele Ledoux, Cornell Cooperative Extension Lewis County, 5274 Outer Stowe Street, P.O. Box 72, Lowville, New York 13367; 315-376-5270; [mel14@cornell.edu](mailto:mel14@cornell.edu)

**January 31**

### **Maple Expo-St. Lawrence County**

Contact: Cornell Cooperative Extension, 1894 State Highway 68, Canton, NY 13617-1477; 315-379-9192

**February 7**

### **Franklin County Maple School**

Contact: Richard L. Gast, Cornell Cooperative Extension of Franklin County, 355 West Main St. - Suite 150, Malone, NY 12953, 518-483-7403, [rlg24@cornell.edu](mailto:rlg24@cornell.edu)

**February 14**

### **Oswego County Maple School**

Contact: JJ Schell, Cornell Cooperative Extension of Oswego County, 3288 Main St., Mexico, NY 13114-3499; 315-963-7286; [jj569@cornell.edu](mailto:jj569@cornell.edu)





# MAPLE POPCORN



by Stephen Childs

Cornell Sugar Maple Program Director & NYS Maple Specialist

## MAPLE KETTLE CORN

The mix for maple kettle corn as it is made and marketed at the Association Fair Booth at the New York State Fair is listed below. One of the important issues with maple coated kettle corn made right in the popper is to use a low temperature setting on the popper if one is available and second is to pour out the popper before all of the corn has popped. Holding out until the very last kernels pop is likely to add a scorched flavor to the kettle corn. Some maple producers use maple syrup in the popper rather than the maple sugar mix. This will delay the popping time somewhat but seems to make an acceptable kettle corn product. The reason some white sugar is used in the granulated mix at the fair is that it seems to reduce the scorch flavor in the kettle corn. The compound S is a product of Gold Medal, the maker of popcorn machines used at the NYS Fair.

### FOR A 6OZ MACHINE:

1 cup popcorn  
2oz popcorn oil  
1 tsp compound S  
¼ heaped cup of granulated mix

### GRANULATED MIX IS:

20 lb granulated maple sugar  
4 lb cane sugar  
mixed with 2½ cup dark syrup

### OR FOR MODERATE VOLUME:

5 pounds of granulated maple sugar  
1 pound of white cane sugar  
5/8 cup of dark syrup

### OR FOR SMALL VOLUME:

1 pound of granulated maple sugar  
.2 pounds or 3½ ounces of cane sugar  
1/8 cup of dark syrup or 1 ounce



## MAPLE CARAMEL CORN

Maple Caramel Corn differs from maple kettle corn in that kettle corn has a just part of the surface covered with maple. Caramel corn has the entire surface of the popcorn coated with a maple glass. This coating of hard syrup locks up the movement of moisture in and out of the popcorn greatly extending its shelf life. To make the maple coating from 100% maple use the mixture suggested for 100% maple suckers and hard candy. Mix 2/3 maple syrup with 1/3 maple syrup treated with invertase so that it is all invert sugar. Set the temperature control on the popcorn caramelizer to 285°F and add the untreated maple syrup. Allow it to cook until almost finished then add the inverted maple syrup and then let it cook to the 285°F. When that temperature is reached pour in the already popped corn and have the caramelizer go through the mixing stage.

When thoroughly mixed and all the popcorn is completely coated, it is poured onto the drying table and stirred until the coated popcorn is free flowing and completely dry. This can also be done by using corn syrup instead of the inverted maple syrup. Since specific details for just how much maple syrup is needed to get a perfect coating it is suggested that the dry weight of the syrup equal the weight of the company packages used for caramel coating and adjust as needed. Dry weight of syrup is about 67% of its wet weight, or experiment using your stirring mechanism, your source of popcorn and your kitchen conditions as these will vary for different producers.

There are many other ways to coat popcorn with maple by cooking the syrup and stirring it into the popcorn either directly or by baking it on in the oven while stirring every

*continued on page 12*



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**Maple Popcorn** *continued from page 11*

few minutes. Maple popcorn balls can also be a very desirable snack. Below are a few sets of directions for various maple popcorn combinations.

**BAKED  
CARAMEL  
CORN**

**INGREDIENTS:**

½ cup pure maple syrup  
1 cup butter  
2 cups maple sugar  
1 tsp salt  
½ tsp baking soda  
1 tsp vanilla  
1 cup unpopped corn (to make 6 qt popped corn)



**DIRECTIONS:**

Heat oven to 250°. Put popped corn into lightly buttered bowl. Melt butter; add maple syrup, maple sugar, and salt. Boil without stirring for 5 minutes. Remove from heat. Stir in baking soda and vanilla. Pour gradually over popped corn and mix well. Turn into large roasting pan; bake for 1 hour, stirring every 15 minutes. Remove from oven and cool.

**POPCORN  
BALLS**

**INGREDIENTS:**

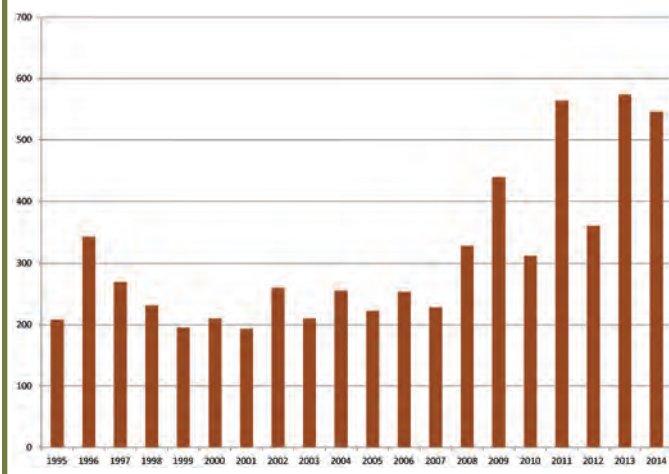
2 cups maple syrup  
Popped popcorn

**DIRECTIONS:**

Maple syrup can be used to make delicious and easy popcorn balls. Boil maple syrup in a 2-quart saucepan to 260°. Then pour the syrup over a batch of popped corn. Butter hands and shape into balls. This will make 12 to 15 popcorn balls.



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# Maple Words

Circle the words from the list as you find them in the puzzle.

Z	M	O	N	E	Y	P	S	D	O	O	W
G	A	L	L	O	N	A	T	E	P	A	S
N	P	A	N	Q	X	T	Z	E	S	H	G
I	L	A	K	K	C	A	N	S	S	A	U
B	E	A	T	O	A	E	E	U	P	V	J
U	S	N	O	W	N	O	B	O	O	N	C
T	I	K	L	G	D	U	U	H	O	O	A
E	Q	Y	D	R	Y	M	T	R	N	T	K
K	L	U	S	E	E	R	T	A	O	T	E
I	C	P	P	E	E	A	E	G	O	O	B
H	D	X	A	N	R	F	R	U	W	C	O
S	T	E	A	M	T	T	S	S	O	I	L

Maple  
Spoon  
Cake  
Old  
Hike  
Steam  
Jug  
Cook  
Green  
Trees  
Farm  
Sugarhouse  
Money  
Ate  
Cotton  
Pan  
Snack  
Eat  
Butter  
Soil  
Woods  
Tap  
Bush  
Snow  
Gallon  
Tubing

Steve Childs at the Cornell Maple Program has developed a complete 2nd grade maple curriculum. This sample activity sheet and all the other materials are available for download at: <http://nysmaple.com/producers/producer-resources>  
Also check out <http://maple.dnr.cornell.edu/kids/index.htm>



New York Agriculture in the Classroom  
[www.agclassroom.org/ny](http://www.agclassroom.org/ny)

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# *A Message from Our President*

Fellow Maple Producers,

The 2014 maple production season once again proved that Mother Nature is in control of when the season starts and stops. This season was probably one of the latest seasons on record with most all of the syrup being produced in April. The production was the third-highest production in the last twenty years with production slightly lower than last year at 546,000 gallons of syrup.

As we approach the marketing and selling season, we, as producers, have to work very hard at selling this huge crop of maple syrup. If in the future we continue to expand production, we are going to have to work even harder at marketing. We will have to keep educating our consumers as well as keep expanding our markets. The more educating we can do will also help in getting a higher price for our syrup.

In a little over a month we have our Association's biggest event for the year, The New York State Fair. This year we will need more volunteers than ever before. The main reason for this is New York State Agriculture and Markets has given the New York State Maple Producers Association a 20 x 30 space in the Horticulture Building in addition to our regular booth for an interactive educational display. I have appointed a committee to work on this endeavor. The committee has done a fantastic job in coming up with ideas and implement-

ing these ideas. We will also be allowed to sample products from this space but not sell. Therefore we are going to need additional manpower to help man this booth as well.

I would like to take this opportunity to thank our newly appointed Commissioner of New York State Agriculture Richard Ball and his staff for identifying our maple association as a valuable agriculture commodity for the state of New York and for giving New York State Maple Producers Association a chance at this exciting endeavor. So please come out and help support us. Let's make this the best fair ever.

We also always need help in our regular booth in selling New York maple products. Remember, this is our State Association's only fundraising event of the year. I would like to encourage everyone to come and help out.

Have a great summer,

**Dwayne Hill**  
*President NYSMPA*



## **What Are Food Hubs and Why Do They Matter?** *continued from page 7*

supply of local and regional food. In addition, quite a few food hubs make a concerted effort to expand their market reach into underserved areas where there is lack of healthy, fresh food. Environmentally, there are some food hubs that are encouraging their producers to use more sustainable production practices, as well as finding innovative ways to reduce their energy use and waste in the distribution system. In summary, food hubs and those that operate them represent a new kind of food entrepreneur, one that is increasingly demonstrating a financially sound business model that can be both market and mission driven.

*Author's note:* Much of the content of this article comes from the USDA publication entitled, "Regional Food Hub Resource Guide." The guide was a joint project between USDA and the Wallace Center at Winrock International and represents over two years of research and examination of the food hub concept, the impacts of food hubs on regional food systems, and the financial resources available to

support their growth and development. Both USDA and the Wallace Center have websites dedicated to research on and resources for food hubs. The "Regional Food Hub Resource Guide" and many other resources can be found at the USDA website at [www.ams.usda.gov/foodhubs](http://www.ams.usda.gov/foodhubs) and the Wallace Center website at [www.foodhub.info](http://www.foodhub.info). Also, Michigan State University's Center for Regional Food Systems and the Wallace Center recently released the findings of the 2013 National Food Hub Survey, which can be downloaded at [www.foodsystems.msu.edu](http://www.foodsystems.msu.edu).

James Barham, Ph.D., is an Agricultural Economist with the United States Department of Agriculture, Marketing Services Division, Washington, DC.

"Smart Marketing" is a marketing newsletter for extension publication in local newsletters and for placement in local media. It reviews elements critical to successful marketing in the food and agricultural industry. Please cite or acknowledge when using this material. Past articles are available at <http://agribusiness.dyson.cornell.edu/SmartMarketing/index.html>.





*Triple girdle with a chainsaw.  
Note the bark has died and dropped away.*

may translocate to the adjacent residual tree with unfortunate results. Finally, dead wood on the ground has as much if not more ecological value as standing dead wood.

An often described, but I think infrequent event, is the damage created by a tree that was previously girdled. Certainly a dead tree that falls selects a direction based on its own interpretation of the laws of physics; whereas directional felling of live trees can control the location where the stem lands. In my observation, dead trees typically fall in sections or as large pieces rather than as an entire stem. Thus, there is minimal or no damage associated with the gradual break-up of a girdled stem. In some situations, a girdle made by a chainsaw may be deeper than necessary and weaken the strength of the stem. In these cases, the tree is still alive, but destabilized and must endure winds with a full leafy canopy. These trees often fall intact.

To girdle or to fell—that is the question. The answer depends on the use you plan at the location where you are working, your skill with a saw or axe, and the objectives that you have for the stand. But regardless of whether you girdle or fell, you will want to take all reasonable safety precautions and follow the label specifications if you use herbicides.

Think, be safe, and have fun.

## Message from LCMPA

Summer is upon us. Warm weather, Humidity, Wind, and Rain, and also comes the bugs of the forests.

Many of us producers will walk through the woods, checking out the trees that may need cutting or thinning, putting new tubing lines up, or just enjoying a peaceful walk.

This year please be careful of “Ticks” they are wide spread though out the woods. Check yourself and your children and don’t forget your pets.

The Lewis County Fair is July 15-20th and the Maple Booth will be looking for volunteers to help out. There are many Farmers Markets and County Fairs to enjoy, come out and support your local community. See what producers are sharing from Maple Products to Honey to Dairy and Crafts. They all work hard to supply the freshest produce and products available.

Join in and exhibit something that you’re proud of, take “Pride” in what you have made and accomplished. Share your experience, answer questions to those that do not understand by talking to someone who is puzzled and willing to listen. There are many new County workshops being offered and I would encourage everyone to take advantage of the knowledge that is offered to us from Cornell.

The American Maple Museum is now open for the summer hrs. Monday – Saturday 11 to 4, and closed on Sundays. It is Fully handicapped accessible. They will hold an Ice Cream Social July 9th 6-8:30pm and a Pancake Dinner on August 20th 4:30-7pm.

Enjoy and Have a Safe Summer!

Nadeen Lyndaker  
LCMPA President

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## Maple Center at New York State Fair

August 19 – September 2

Setup is August 19 – 20 • Cleanup is September 2

### 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 (August 19-20, September 2)

### To volunteer:

Call Kim Enders at (315) 243-1024 or e-mail: [fairvolunteer@nysmaple.com](mailto: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 Kim when you sign up. Your fair entry ticket and parking are also provided, sign up by end of day Saturday, August 9th 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](mailto: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.

Consignment forms due July 22nd by 4:30pm.



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