

THE PIPELINE



A New York State Maple Producers Association Publication

Up 59 Percent!

NEW YORK MAPLE SYRUP PRODUCTION

New York Office of USDA NASS

**THANKS
FOR MAPLE
FUNDING**

Page 3

**IT'S
STATE FAIR
TIME AGAIN!**

Page 4

**NEW YORK
STATE MAPLE
TOUR 2013**

Page 6

**NEW YORK
MAPLE AT THE
CHEF CONVENTION**

Page 8

**Regional
Updates**

Page 13

New York maple syrup production increased 59 percent from last year. Syrup production is estimated at 574,000 gallons, up from the 360,000 gallons produced in 2012 according to Blair Smith, State Statistician of USDA's National Agricultural Statistics Service, New York Field Office. Only Vermont produced more syrup than New York. The number of taps, 2.20 million, increased 6 percent from last year. Syrup produced per tap averaged 0.261 gallons, up from 0.174 gallons in 2012. The final value of the 2012 crop is \$15.7 million, 29 percent below the previous year's value of production. The average price in 2012 was \$43.50 per gallon equivalent for all sales.

Nationally, maple syrup production in 2013 totaled 3.25 million gallons, up 70 percent from 2012. In 2012, prevailing high temperatures limited sap flow. The number of taps is estimated at 10.6 million, 8 percent above the 2012 total of 9.77 million. Yield per tap is estimated to be 0.308 gallons, up 58 percent from the previous season's revised yield.

All States showed an increase in production from the previous year. Cool temperatures in the early spring months delayed budding of maple trees which contributed to a longer season of sap flow than last year. The earliest sap flow reported was January 1 in New York. The latest sap flow reported to open the season was February 15 in Wisconsin. On average, the season lasted 37 days, compared with 24 days in 2012.

The 2012 U.S. average price per gallon was \$39.10, up \$1.20 from the 2011 price of \$37.90. The U.S. value of production, at \$74.6 million for 2012, was down 30 percent from the previous season. The information in this release is available by free email subscription by subscribing to New York reports at www.nass.usda.gov/ny.

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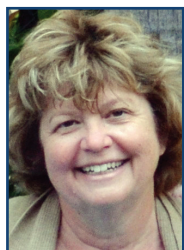
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Behind The Scenes



NOTES FROM THE NYSMAPA OFFICE

Dear Members,

All spring I have been getting inquiries from the press, from folks in government, and from all of you – ‘how was the season?’ I was cautiously optimistic when I answered, saying I thought the season would turn out to be the second best in recent history. It is gratifying that it was even better than that – the USDA census figures showing that the year was probably the best in NY since 1945. Thanks to all of you who let me know how your season was, so that the state association was in tune with the crop in the state. I love to hear from you!

I know many of you are using the revenue from that crop to improve your businesses. As you install more tubing, upgrade your evaporators, add reverse osmosis, I want to urge you to remember to also invest in your crop storage and marketing. A portion of your investment could go for food grade storage barrels – we encourage stainless barrels. Remember that you make a high quality gourmet food, and you want to maintain that quality until it reaches the consumer. Steve Childs through the Cornell Maple Program is offering a wealth of instruction and guidance on marketing your products. This program is available partly from grants through the NY Farm Viability Institute, funded through NYS Ag & Markets. Take the time to tune in to one of his webinars – once presented, they are available for viewing on the web at your own schedule.

It seems to be busier than ever for the state association. You’ll see photos and articles in the newsletter about events we have represented you at this spring. We already have a couple of high profile food events booked this summer, sponsored by NYS. The association is using the opportunity to promote NY Maple as a locally produced, natural, high quality, tasty food. We hope this continues to introduce the young urban consumer to the benefit of using “the real thing”.

In 2012, we needed 175 volunteers to staff the maple center at the state fair. You responded! This year, we’ll need 200 as the fair keeps growing. If you’ve always wanted to come, but kept putting it off – do it this year!

Hope we see you at the fair. Have a great summer...

Helen Thomas,
Executive Director



Update On Asian Longhorned Beetle

May 14 2013 - At a public announcement in Central Park, Manhattan, State Agriculture Commissioner Darrel J. Aubertine announced that trees in Manhattan and Staten Island have been declared free of the Asian Longhorned Beetle (ALB), an invasive species that was first detected in the U.S. from the Greenpoint section of Brooklyn in 1996. ALB

destroys many species of hardwood trees, including maple, ash, birch, elm, horse chestnut, poplar and willow.

State Agriculture Commissioner Darrel J. Aubertine said, "The stakes are high, but make no mistake – we are winning the fight against ALB in New York. This announcement is indeed exciting news for not only Staten Island and Manhattan, but for all New York because it proves what can be done when dedicated efforts are made to combat invasive species. I thank Governor Cuomo and our partners at all levels of government for their concerted effort in the ALB eradication program."

The ALB was previously eradicated from Chicago, IL and Hudson County, NJ in 2008, Islip, NY in 2011 and the State of New Jersey in April 2013. With this declaration, only Brooklyn, Queens and Central Long Island remain in the regulated area within New York's boundaries. ALB also still remains in Massachusetts and Ohio. Department of Agriculture and Markets inspectors continue to work with counterparts in all levels of government with the overarching goal of permanent eradication of this invasive species from New York State.

The NY Maple Producer's Association believes that the monitoring, control and eradication of the ALB is one of the most important forest health programs of today. We were pleased to be invited to participate in this public announcement ceremony. The event gave visibility to the importance of maple trees to the life and economy of New York State.



Sen. Ritchie at the St. Lawrence County tree tapping ceremony with new St. Lawrence Association President Mike Kenny.

Thanks For Maple Funding

On behalf of the St. Lawrence County Maple Producers Association and the New York State Maple Producers Association, we are extremely proud of the hard work and support you and your office has obtained for these two organizations.

The \$ 125,000.00 that was allocated as part of the New York State 2013-2014 budget that the New York State Maple Producers Association received was secured when the state is facing such financial difficulties. This is only one of the many things that you have accomplished for state and local organizations. Today many people are saying "How can this be done? Not you, You HAVE found another way to promote New York State even more...."

Such support and dedication is what got you elected and many people fail to see this. You may call them ordinary characteristics but there not, they're extraordinary. Not only can the people of St. Lawrence County be proud of your representation but all the people of New York State. Again thank you senator Ritchie for all your hard work, dedication and devotion for all the people of New York State.

Michael Kenny
President SLCMPA

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It's State Fair Time Again!

1. Entry fee is \$8. All entry forms and fees must be received by 4:30 July 23, 2013.
2. This fee will provide you two admission tickets to the 2013 New York State Fair
3. All entries must be grown in New York State
4. All entries should be brought directly to the Fruit & Farm Department in the Horticulture Building no later than 10:00 p.m. Wednesday, August 21.
5. Judging will begin at 10:00 a.m., Thursday, August 22.
6. Winning entries will remain on display for the full fair or until they no longer retain a fresh appearance.
7. Exhibitors wishing entries returned by freight or wishing to claim the same at the end of the fair must

notify the superintendent in writing no later than Friday, August 30.

8. Prizes will not be awarded to entries, which are unworthy. If there is but one exhibitor in any class, only one prize may be awarded – the first, or a lower prize, as the judges think deserved.
9. Each exhibitor will be allowed to make entries in as many Divisions as he wishes but will be limited to one entry in any one class. Specimens may be entered in one class only and for one prize only. All articles placed are under the control and subject to the order of the Superintendent and may not be removed or withdrawn without her permission.
10. All items entered must be plainly labeled, showing variety of

item exhibited. Cards for this purpose will be furnished by the Management and can be had at time entry is made. After judging, entry tag may disclose name and address on the entries shown.

11. Where number of specimens or varieties is given, no more and no less should be entered. Exhibits of less than the number or quantity called for will be disqualified.
12. The Superintendent will stage all entries.
13. Organic entries must be certified organic to the USDA National Organic Standards.



Maple Products Rules & Regulations

Class	1st	2nd	3rd	4th
1. Light Amber Maple Syrup Grade A (at least 12 oz. (355ml) container)	\$15	\$10	\$6	\$4
2. Medium Amber Maple Syrup Grade A (at least 12 oz. (355 ml) container)	\$15	\$10	\$6	\$4
3. Dark Amber Maple Syrup Grade A (at least 12 oz. (355 ml) container)	\$15	\$10	\$6	\$4
4. Extra Dark for Cooking Syrup (at least 16 oz. (473 ml) container)	\$15	\$10	\$6	\$4
5. Maple Cream (at least ½ lb. (226.4 g.) container)	\$15	\$10	\$6	\$4
6. Maple Sugar uncoated, fancy molds, (at least ½ lb. (226.4 g.) container)	\$15	\$10	\$6	\$4
7. Maple Sugar crystal coated, fancy molds, (at least ½ lb. (226.4 g.) container)	\$15	\$10	\$6	\$4
8. Maple Sugar Granulated (at least ½ lb. (226.4 g.) in a clear plastic bag)	\$15	\$10	\$6	\$4
9. Maple Sugar Brick Hard (at least ½ lb. (226.4 g.)	\$15	\$10	\$6	\$4

1. All entries must be in by 10:00 a.m. on the day before judging. Shipments to be addressed to: NYS Fair Entry Department – Maple Products Entries, 581 State Fair Blvd., Syracuse, NY 13209.
2. Entries may be made by individuals only; only one entry will be allowed per exhibitor per class. All products entered for judging must be made by the exhibiting producer. Product must have been produced in the year it is judged.
3. Entries are limited to pure maple products; no foreign products added.
4. Each syrup entry (except extra dark cooking) shall be in a 12 oz. container ready for retail market with the producer's standard identifying retail package labeling. Extra dark for

- cooking syrup shall be in a 473 ml container. The retail labels must conform to NYS Ag and Markets labeling requirements. All other products shall be in the indicated packaging with the producer's standard identifying retail package label.
5. All syrup containers must display a label identifying the syrup as to grade. Grade A Light amber, Grade A Medium amber, Grade A Dark amber, Extra dark for cooking; in addition to the numerical NYS Fair entry label.
6. An entry that does not meet all of the requirements of the class in which it is exhibited will be disqualified
7. New York State Maple Producers Association offers \$50.00 for Best Maple Syrup of Show.

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

Fair entry paperwork must be submitted by July 23rd.



New York State 2013 Maple Tour

July 14 - 16 In Ulster County

Family roots, education, and promotion of our area's thriving agricultural helps emphasize our small towns charm, history, and tradition that are the core of planning the routes for this tour. Come, let us welcome you to the scenic Hudson Valley and the Catskill Mountains for the first time hosting the New York State Maple Tour in July 2013. Visit a variety of Sugaring Operations sure to pique your interest- from small and intimate, to enormous and efficient, with everything in between. Something for everyone - Based at the Hudson Valley Resort where the amenities are sure to please others along for the ride.



Thunder Hill Sugar Shack

Thunder Hill Sugar Shack is owned by Chris Mickelson and operated with the assistance of his parents. The sugar bush has 2000 taps and averages 14 gallons of sap per tap from a tubing system with vacuum. Sap is collected into stainless steel tanks and transported to the sugar bush by truck. Sap is processed on a wood fired 2x8 syrup pan with pre-

heater and automatic draw-off. Syrup is finished on a separate finishing pan and filtered in a filter press and stored in stainless barrels. The sugar house is board and bat construction with a pine wood interior finish. Syrup is the main product marketed in plastic containers.

Muthig Farm



Muthig Farm is located in the town of Neversink. It is owned by Raymond and Dorothy Muthig and has been in business for 55 years. They are assisted by sons and grandsons. 600 trees are tapped with 2/3rds on tubing and the rest on buckets all in their own sugar bush. Sap is collected with tractor and wagon using hand level dumping stations and stored in tanks at the sugar house, all sap tanks are under cover. The goal is to gather and boil as soon as possible. The sugar house provides a rustic atmosphere for a 9'x40" wood fired evaporator with pre-heater and an old style automatic draw-off. Wood is all cut to 34" and split on a home built wood splitter. Syrup is finished on a separate finishing pan and filtered using a cone or flatbed filter. Syrup is stored in 5 gallon containers. The sugar house

was originally built in 1958 and has had a kitchen and storage areas added. Syrup is packaged and sold throughout the year in plastic containers. Other products include maple cream, maple jelly and molded maple sugar. Everything is sold retail from home and through markets. Tours are offered during the season.

Giuliano's Fine + Dandy Maple



Giuliano's Fine + Dandy Maple is located in the town of West Shokan and is owned by Marty Giuliano and family and operates with the assistance of Marty's brother Mike, good friend Kevin Tyler and other close friends. This farm has been in operation for 35 years with 300 taps, 200 on tubing and the rest using buckets. The sugar bush is primarily large 2'-3' maple sugar maples showing significant die back. Sap is gathered with a John Deere Gator and pickup truck with a Grim 4 barrel gathering tank. Sap is filtered through a small Omni water filter. Sap is boiled on a new wood fired 2x6 Sunrise Medal drop flue stainless pan on an air tight arch. Syrup is finished on a 18"x21" propane fired finishing pan. Syrup is

stored in 5 gallon containers. The sugar house was built new for 2013, 16' by 24' log construction. The new sugar house features hot water heater, two bay stainless sink and 8 gallon canner. Additional work space is provided by a remodeled horse barn with concrete floor. Syrup is sold throughout the year in quarts and 8 – 12 oz. glass. Other products sold include pancake flour, honey and apple cider. Everything is retailed from the sugar house. Tours are offered. Christmas gifts are assembled and provided to business clients.

Frost Valley Sugar House



Frost Valley is a year-round facility that runs seven days a week and hosts over 35,000 guests each year. We offer environmental education, summer camp, family and conference programs, and more. The maple sugaring operation was established in 1978 to add programming in the month of March and to offer a creative and fun way for


students and families to learn about trees and forests. 1200 taps are on tubing and vacuum with 10 buckets used for demonstration purposes. A sap ladder is used at one site and a Busch vacuum pump was added in 2013 to improve vacuum capacity. Sap is moved using a truck with water tank and gas powered pump and the sap is stored in stainless tanks. Sap is processed on a wood fired 42" x 10' evaporator. Syrup is stored in 5 gallon plastic containers. The sugar house was new in 2003 with classroom space, bottling room and wood storage. Syrup is packaged throughout the year in plastic and glass. The operation is small enough for guests to be able to see the process in action, but large enough to produce revenue for the Natural Resource Department. This setup allows all of our syrup to be sold throughout the year to visitors and allow them to take a pure, local, part of Frost Valley home. Promotion includes tour and participation in Maple Weekend.

Catskill Mountain Sugar House

Catskill Mountain Sugar House is owned by Walter Garigliano and operated by his John Garigliano. The



sugar bush consists of 36,122 tap. 12,000 taps are leased from a neighbor. The rest are on owned farms. All of taps are on tubing at 9 separate sugar bush locations, 8 of the 9 are two line systems that include a looped mainline valve system that they developed. One sugar bush has a spoke and wheel style installation. All vacuum operates at 27+ inches of vacuum at all times or they are in the woods chasing leaks. There is one bush that is up grade from the sugarhouse. The releaser for this woods in in the sugarhouse. There are three other sugar bush areas near the sugarhouse. Each has an underground pump back line and jet pump that is turned on and off by float systems in the collection tanks. There are two remote sugar bush locations with ROs at the pump house. Concentrate is collected with a 600 gallon SS tank mounted in a one ton dump truck. The rest of the sugar bush locations are trucked back to the sugarhouse with a 4500 gallon tanker truck purchased from a VT dairy. Two evaporators are



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used, a 4X12 wood fired evaporator with steam-away and a 4X16 oil fired evaporator with a new Glen Goodrich designed piggyback. They filter in 10 inch presses. They have an 8 post 4 high pressure pump RO at the sugarhouse; a 4 post 3 high pressure pump RO at a pump house that collects 12000 taps and a 2 post one high pressure pump RO at a pump house that collects just under 6000 taps. The sugarhouse is 36X154 which includes a full product storage area, a bottling area, the two evaporator rooms, a room dedicated to the RO, a tank room, an office and a drum storage room. 150 drums are used for their customers; the rest is sold in bulk to a VT packer. Syrup is packaged two days per week and honey is also sold. Syrup is packaged in plastic jugs and a variety of glass packages. They sell from the farm gate, but the location is remote so this is not much volume. They cover the range of outlets within reasonable delivery distance from the farm, including grocery stores, farm markets, gift shops, specialty food stores, health/natural food stores, and restaurants. Overall these "local" sales account for 40% of total sales. The other 50%+ is to NYC restaurants which represents the largest customer base.

Sugar Brook Maple Farm



Sugar Brook Maple Farm is located at 351 Samsonville Rd. Kerhonkson NY. The present sugarhouse 24 x 64 was built in the winter of 2004 from lumber harvested and milled on site with the help of many good friends. 2012 syrup was processed from 1500 taps with 900 on vacuum. A total of 450 gallons of syrup was produced. All sap is hauled to the sugarhouse. Sap is boiled on a 4 x 14 Wood fired airtight front forced draft D&G evaporator. Sap is first processed to 7% to 8% concentration thru a 600 gph CDL R/O which greatly helps free up time to attend to other details around the sugarhouse and gather sap. Sap is hauled in from various spots as far as 30 miles away. All syrup is sold in retail size containers either from the sugarhouse or a few festivals or wholesaled to and many of the local farmstands. Sales at this time exceed production and syrup must be purchased bulk to maintain customer base.

Justus Asthalter Maple Syrup, Inc.

Justus Asthalter Maple Syrup Inc. is a fourth generation maple sugaring operation. This family keeps hopping with a wood fired Leader 4' x 12' Vortex with Max Revolution pans. To add to the efficiencies this sugarhouse also utilizes a steam-away and the newest addition to this family farm is an RO which it has been decided to never ever have to boil without the combination again. The operation focuses on helping sugar makers get started with their own family tradition. Woods work is done by the men in the family whereas mom fires the boiling rig. Don't ask her how many taps are out on the property or our off site locations. That's a question for the Boyes boys. We move our products in a few specialty stores, out of the sap house and home, online and via residual market shares, which is growing every year. Welcome to Sullivan County and enjoy your visit to the Boyes family.



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NY Maple at the Chef Convention

On March 17-20 the American Culinary Federation held their regional convention at the Turning Stone Casino in Verona, NY. The NY Maple Association has been working with the Syracuse ACF chapter, and this resulted in an invitation to participate in the show.

NYSMPA member and Chef Dave Hunt was a featured workshop presenter at the

program. Dave is the genius behind the menu at the Generations Restaurant at the Golden Arrow Resort in Lake Placid, NY. He has enthusiastically used maple in many of the menu items, and even owns a small evaporator which he uses during Maple Weekend right at the restaurant.

Nearly 100 chefs attended

Dave's workshop, which presented various ideas of how to use maple in the restaurant kitchen. They asked many questions, and we heard comments from attendees

that rated the workshop one of the best of the conference.

The convention also had a trade show for the chefs to attend. As you can see in the photo, NY Maple had a table. We passed out samples and information about NY Maple syrup – over 400 samples went to the chefs attending, who were from the eastern US – Florida to Maine and as far west as Chicago. Thanks to Chef Dave, Michele Ledoux, and Roxaina Hurlburt. They helped make the day a success for all of NY Maple.



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A Message From Our President

Dear Fellow Producers,

I guess we all survived another production season and what a season it was. It seemed to be a long season and a pretty good production season. Most of the syrup produced was Light and Medium from what I have heard. This years crop is expected to be one of the largest since the 1940's.

The demand for pure maple syrup seems to be increasing and real strong. Hopefully we can continue to grow these markets and sell all of this years crop of syrup which will also help the price of bulk syrup stay at about the same price.

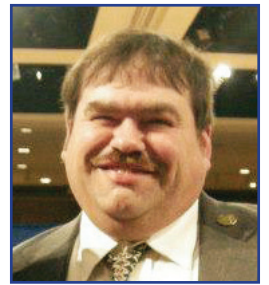
The state association has had a couple of marketing opportunities come our way as a result of our close partnership with the Department of Agriculture and Markets. One of those marketing opportunity is putting maple products in a gift shop at LaGuardia Airport. If this goes well it has an opportunity to expand to Kennedy Airport and some other venues in New York City.

Another huge opportunity coming our way is having a display in a 60 x 60 tent with other New York Agriculture commodities at a Professional Golf Association Tournament at Oak Hills Country Club near Rochester New York. This venue will allow us to sample maple products and hand out business cards for six days where they expect The Attendance to be somewhere around 200,000 people. The PGA has already sold tickets to people in all 50 states in the United States and to people in 47 different Foreign Countries. This could be a huge opportunity to showcase New York maple products and also might have some opportunity to expand our markets. The Association is going to need volunteers to help man this booth as well as some product for samples.

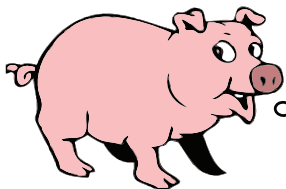
The last but most important thing I have is that we need to Thank all of our Legislatures for all of their support in giving us 125,000.00 in this years state budget for the promotion of New York Maple. We especially need to thank Senator Patti Ritchie chairman of the Senate ag committee and Assemblyman Bill MaGee Chairman of the Assembly Ag committee who were very instrumental in getting this money for us.

Hope you all have a good summer,

Dwayne Hill,
President NYSPMA



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2013 Maple Queen And Princess Pageant



From left: Brittany, Kylie, Deidra, Racheal, Kylea, Tess, Makenzie, Sabrina

The New York State Maple Producers Association crowned their new 2013 New York State Maple Royalty on Saturday, May 18th at the opening of the American Maple Museum in Croghan.

Rachael Schmeichel, of Sherrill, was crowned the New York State Maple Queen from a group of three excellent candidates: Brittany Hoppel and Kylie Hint. The seventeen year old is the daughter of Albert and Johanna Schmeichel. Rachael has represented Oneida County as maple royalty for 5 years and has an active role in her FFA chapter including their maple operation. The New York State First Alternate is Kylie Hint who is the current Western New York Maple Queen. The New York State Second Alternate is Brittany Hoppel who is the current Lewis County Maple Queen.

Kylea McAdam, of Hermon, was crowned the New York State Maple Princess from a group of three excellent candidates: Makenzie Mattison and Sabrina Prievo. The fifteen year old is the daughter of Brent and Kitty McAdam. Kylea has represented St. Lawrence County as maple royalty for 3 years and is a forth generation maple producer. The New York State First Alternate is Makenzie Mattison who is the current Oswego County Maple Princess. The New

York State Second Alternate is Sabrina Prievo who is the current Oneida County Maple Princess.

These enthusiastic and highly knowledgeable young ladies will be very busy the rest of the year attending many public events. Their events include county fairs, parades, the maple tour, attending the state fair, and meeting with several government officials promoting pure NY maple.

Rachael Schmeichel

Hello my name is Rachael Schmeichel and I'm proud to be New York's 2013-2014 New York State Maple Queen. I am 17 years old, and I just finished my junior year at VVS High School. I look forward to going to college for Graphic Design. I've been employed at Sears for the past year, and have had my own air brushing business for a year. Being outdoors is one of my favorite things to do, including helping my FFA chapter during the sap season.

So far for the first few weeks serving as the New York State Maple Queen for 2013 has been an amazing experience, I have already participated in 3 parades in the past few weeks, in Vernon, Verona, and Sherrill each had a parade. I am look forward to a great year promoting the producers of New York and

getting to meet individuals at events I will attend this year. In the past five years, I have worked at the state fair, maple weekends, tours of the VVS Mobile Maple Exhibit. This program has allowed me to develop public speaking skills, experience with coordinating events, and meet various people across the state such as maple producers and senators. I have numerous several events planned for this summer and if you would like to have me attend any events, sugar houses, or school function, to give a presentation or speech, you can reach me at rachieluvsu@twcny.rr.com, my county director, Laurie Jean at maplechick1@msn.com, or my state director Caitlyn Pilc at caitiej93@aim.com.

I thank you New York I'm honored to represent the maple industry as your latest Maple Queen. I look forward to having a successful reign and making myself an active voice in the maple industry.

Rachel Schmeichel. 2013 New York State Maple Queen.

Kylea McAdam

Hello my name is Kylea McAdam and I am 15 years old. I attend Hermon-DeKalb Central School. Soccer, basketball, and softball are the sports that I am involved in. Also I'm in chorus, 4-H, and my school's connections group, LPP, and outing club. I love being outside and spending time with my family. One of my



Racheal is on the left, Kylea on the right.

favorite maple products is maple cream. I like to eat it right out of the container but its also good on toast!

I am a forth generation maple producer and am involved in every single part of making maple syrup. From tapping trees on snowshoes, checking for vacuum leaks, gathering, boiling, and bottling. I also enjoy helping my family maintain our sugarbush with my own chainsaw! I can't remember my life without this spring time tradition.

I have already participated in the annual spring fling at my school handing out stickers, and samples, rode in a Memorial Day parade on a fire truck, and attended a CDL open house. I plan in the next month to be in 2 more parades, attend princess queen camp, and go to an antique engine show at Madrid.

A Note On NY Food Processing Licensing

We get questions from producers about what licensing for food/maple production is required. A note from NY Department of Ag & Markets (Rochester Office) regarding regulations for producing maple: "maple production should not be confused with "Home Processing". Making jams or cookies, etc. in your home kitchen is home processing. Maple products are most generally made in a sugar house. Maple production does not need a 20-C license. That

being said, Maple Syrup is a single ingredient, as is any product made from that syrup alone. If you mix maple with ANYTHING, including syrup that has been purchased then the producer has a responsibility to become aware of any and all requirements, licensing, exemptions, etc. that pertain to that product which is no longer considered a pure maple product."

A producer with any **specific** maple production questions can call this office (585)427-2237 and ask for Allen Mozek or they can call, (315)952-2267 and ask for Sheri Card."

Upcoming Maple Meetings & Events

June 26-29

2013 Cornell Maple Camp
Paul Smith's College/PSC Visitor
Interpretive Center & Cornell Maple
Program Paul Smith's, NY and
Lake Placid, NY

July 14-16

2013 New York State Maple Tour
Maple tour: The 2013 New York
State Maple Tour is scheduled for
July 14-16. It will be hosted by
the Catskill Area Maple Producers
Association and centered at the
Hudson Valley Resort & Spa,
Kerhonkson, NY in Ulster County.
The tour opens with a reception,
registration and trade show on
Sunday afternoon July 14. On
Monday and Tuesday, July 15 and
16, the tour will feature visits to a
variety of maple operations, both
larger and smaller.

Trade show set up can begin
at 12:00 Noon on July 14. The
displays should be ready for
opening at 3:30 PM. There will
be tour registration starting at
3PM in the afternoon and a Maple

Tour social in the trade show
area Sunday from 6to 8PM. The
exhibits should stay in place until
buses leave on Tuesday morning.
On Monday at 6PM there will
be a reception in the trade show
followed by the banquet next to
the trade show.

June 28

NYSMPA state board meeting,

July 11

Maple Marketing Webinar III –
Developing your plan for marketing
from the farm

August 22 – September 2

NY State Fair

September 5th

Maple Marketing Webinar IV –
Developing your plan for retail
marketing on the road

September 23

Maple Production for the Beginner
- Contact: Jennifer J. Stengle,
Cornell Cooperative Extension of
Putnam County, 1 Geneva Road,
Brewster, NY 10509, 845-278-
6738

September 27

Maple Grading Workshop Janet L.
Aldrich, Delaware County Cornell
Coop Extension 607-865-6531

October 3rd

Maple Marketing Webinar V –
Developing your plan for
wholesale marketing

November 2

Southern Tier Maple Program Brett
Chudzoy, Schuyler County Coop
Extension, office: 607-535-7161

November 6

Catskill region Meeting,
Brooks BBQ

November 7th

Maple Marketing Webinar VI –
Developing your plan for
bulk marketing

Nov 8-9

Lake Erie Maple Conference,
Pennsylvania

December 5th

Maple Marketing Webinar VII –
Developing your plan for keeping in
contact with your customers



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HAPPENINGS AROUND THE STATE Regional Updates

Western New York Update

Western New York Maple Producers Association

The 49th Annual Wyoming County Maple Producers Meeting was held at Moore's Maple Shack Pancake House in Freedom, NY this past May. A delicious pancake dinner was provided by the Moore's and enjoyed by all. Thank you to the Moore Family for hosting the meeting. The 2013 season was discussed with many in the area commenting that it was an excellent to good year for production despite having to hold our breath while waiting for sap to run. A few members had average to not-so-good years.

Exciting news in the Wyoming County & Western New York Maple Producers Assoc. is the approval from the Western New York Gas & Steam Engine Association to construct a permanent WNY Maple Producers booth on the show grounds in Alexander, NY. This is the location of the WNY Gas & Steam Engine Rally which is held annually on the weekend following Labor Day. This year's event will be on September 5th-8th. Please see their website for more information about the event at www.alexandersteamshow.com. The event is a substantial source of income for the WNYMPA. The WNYMPA's is seeking monetary donations as well as volunteers to help construct the proposed 24'x30' sugarhouse. If you have any resources or time you

would like to donate to our association for this project, please contact Doug Wolcott at 585-786-3893 today.

The Wyoming County Maple Producers Assoc. also held its annual Elections of Directors at the May meeting. Norm Ames, Earl Moore, Phil Sage, and Craig Wolcott have been elected as Wyoming County Directors.

NYSMPA's Executive Director Helen Thomas was on hand to discuss production in other areas of the state, state membership levels, ideas for usage of state funds/grants, and advertising. She stressed to let the State Office know if customers are finding you with the help of the NYSMPA website.

Good luck to all of our fellow producers who attend the summer fairs, festivals, and tourist events this year. Promoting your products can be very rewarding in so many ways despite the long hours & tired feet. The new contacts, ideas, and sales earned at these events should be well worth it. Thank you for promoting real, pure maple syrup. If you have information you would like to share in the next issue, please contact me at vanessa@outonalimbmaple.com or at 585-495-6803.

News from the Upper Hudson Maple Producers Association

The Greenwich FFA Maple Team, sponsored by the Upper Hudson Maple Producers Association, placed third in the Career Development Event (CDE)

for maple production held at the 88th New York State FFA Convention in Albion, NY in May. Team members are Bailey Saunders, Zack Bailey, Kevin Casey, and Devlin Kennedy, who also placed 7th individually in the CDE. About 1,300 FFA members from across the state attended the Convention; and nearly 200 students participated in the Maple CDE.

Empire Degrees were presented during the Convention to two Maple Team members - Zack Bailey and Devlin Kennedy. The Empire Degree is the highest state award that an FFA member can receive. This is based on members' work experience and FFA leadership, as well as their school and community service. Kennedy also received the District Star Farmer award as a result of his outstanding Empire Degree application.



Members of the Greenwich FFA Maple Team Kevin Casey (l) and Devlin Kennedy (r) with Upper Hudson Maple Producers Association President David Campbell.

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Douglas & Charlotte Wolcott



HAPPENINGS AROUND THE STATE Regional Updates (continued)

Lewis Regional Association

At this time most everyone has their Sugar Shanty all cleaned up. Syrup has been barreled, sold, canned, and made into value added products. Pans, buckets, tubing, and tanks washed. Making a list of improvements to make things better and easier, restocking supplies needed for the next year. Producers that burn wood are logging, cutting, splitting and, piling wood.

Many of us Producers never stop. We go to workshops to learn new improvements, tubing classes, grading, marketing, logging and wood lot thinning, and the environmentally harmful bugs, not to mention relying heavenly on each other for support.. If you think about it there isn't one producer that doesn't "get Stumped in the BUSH" and what do we do we ask Questions.

For that I "Thank my fellow producer" that has helped me out in some way!

I find myself asking other producers "Are you a Member" Would you like to join? It's a simple question and I don't push it on someone either and I'm usually asked, "Why", what can they do for me??

That's one thing we do as elected officials to your Counties, we try to keep you updated on changes, we ask questions and look for answers to questions. "We are not always right." We offer advise, pass on information whether it's workshops, changes to our Grading system, governmental policies, and work with

other Agriculture Committees, County Extensions and the DEC. We are your voice at state meetings, "Tell us what you want, what your concerns are, so we can work together as a whole Maple family!"

Check out our NEW WEBSITE www.lcmpa.com It's up and running. Governed by our Lewis County Maple Queen Brittany Hoppel. We are still working on it, give us your opinions send us your Pictures of Maple festivities. Any News we need to add or what needs changing, let us know.

Several Local Members were asked to be on Congressman Bill Owens Agriculture Committee. This is a great opportunity to represent Maple to other Ag industry and the congressman.

The American Maple Museum is Now open for the season. On Saturday May 18th we had are annual Open House, with the Induction of Jerry Kless, Plessisville QC and Dale McIsaac, Amherst Nova Scotia, into the "Maple Hall of Fame". With NY State Maple Pageant crowning Rachel Schmeichel NY State Maple Queen and Kylea McAdam NY State Maple Princess. As a special treat The Wild Center from Tupper Lake, Joined us with their Mobile Sugar Shanty. We Thank them very much for coming and joining us. We have a new Conference room upstairs being Refurbished from a young man (Jake Ledoux) in Boy Scouts working on his Eagle Scout badge. How about a short trip?

Stop in take a tour, How about becoming a member? The Ice Cream

Social is on July 10th music provided is 198th Army reserve band. Come and Join us !!

Coming events for the LCMPSA:

Oswego County Fair July 3 - 7th:
Jefferson County Fair July 9-13th:
Lewis County Fair 16-20th: Boonville
County Fair July 22-27th: Woodsman
Field Days August 16-18th: NYS Fair
August 29 -Sept 2nd: Mother Earth
Homesteading Days are Sept 6-7th
at Lewis County Fair Grounds: Fall
Workshop on research / Woods given
by M. Farrell and P. Smallidge, with
Maple Assoc. Meeting Sept 21th: and
coming Fall Tubing Workshop given by
S. Childs more info to come.

Northeast Regional News

Stretching the Maple Weekend Budget

Anyone who has chaired a Maple Weekend committee is familiar with the constrictions of our promotion budget for the event. In the Northeast region the budget typically consists of about \$1,800, which is \$1,000 from the state and \$80 for each of the 9 or so participating sugar houses. Try taking out a full page display ad in a newspaper or buying a radio spot on that budget!

The NENYSMPA, with the guidance of the marketing team at our local Chamber of Commerce, got creative with our budget this year and came up with the following multi-media promotion plan:

Free web listings: So many event goers start their trip planning on the internet now that it is vital for any event planning committee to make



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HAPPENINGS AROUND THE STATE Regional Updates (continued)

sure their event is listed online in as many places as possible. As always, we utilized MapleWeekend.com and nysmaple.com but we also started building a fan base and year-round discussion on facebook.com/mapleweekendnyny. Social media is a great place for an event like Maple Weekend, which has an emotional connection for event participants. We assigned two facebook administrators in order to keep the conversation going during this busy time of year. The event was also promoted on northernnewyorkmapleproject.com (see below, #2), and goadirondack.com, a site maintained by our local Chamber of Commerce.

We also benefitted from several new partnerships. The Wild Center in Tupper Lake, one of our newest members, amplified and supported the event through special events, workshops, and a community maple program. Maple Weekend benefited from the Wild Center's participation as a host site as well their broad-based marketing channels and time donated by their full-time marketing staff members. The Wild Center also used grant funds to develop and maintain a new website, northernnewyorkmapleproject.com. Another newcomer, Moon Valley Maple at the Titus Mountain Ski area in Malone, also joined in at the last minute with events at their newly constructed sugar house on the ski slope. As always, the Cornell Cooperative Extension and the Cornell

Maple program provided support in the form of feature articles, networking events, and announcements in their publications. We are always very grateful for Cornell's continuing support in each of our three counties.

We joined the Plattsburgh/North Country Chamber of Commerce: Our local Chamber recently formulated a Destination Master Plan that identifies Maple as one of the region's core strengths for tourism. Teaming up with them to plan a maple event that benefits our producers while at the same time furthers their goals for filling a slow tourism season was key to our newfound success. Promotional efforts through the Chamber included free poster design and printing, and a full page ad in the local Chamber publication, Vision, which reaches 4,000 members. Their reach was so broad that the NBC Nightly News even called to explore the potential for a feature piece! (Maybe next year.) Cost of membership: \$182 per year.

Radio ads on NCPR were co-funded by the NENYSMPA with the Lewis County and St. Lawrence County maple producers which cut our radio budget down to \$300 and reached a wide audience in the Adirondack area.

Full page print ads in Denton Publications and the Plattsburgh Press Republican, made possible by surrounding paid ads purchased by host sites. Newspapers will give you a reduced rate or even publish the Maple Weekend ad for free if your participating sugar houses will agree

to purchase enough surrounding ads to fill a page.

We were able to print 3,000 full color brochures listing all the site sugar houses and their specialties plus a few restaurants for \$500. On them we asked each sugar house to give us a tagline, something that would give visitors a reason to stop by their sugar house in addition to any others. Participants had horse and wagon rides, doughnuts, birch and walnut syrup production, evaporators on restaurant patios, maple soda, equipment, youth programs, and Abenaki Indian storyteller, all kinds of things. The result was that a new local term was coined, "Maple Weekending" as in, "I told the kids, 'Let's go Maple Weekending today!'"

Signage: All the host sites received a publicity kit consisting of two Maple Weekend road signs plus a stack of brochures and several posters.

The 2013 promotional plan served to redefine and re-invigorate Maple Weekend in our area. Already, the Lake Placid Visitor's Bureau and the Olympic Regional Development Committee has started to brainstorm ways to get involved with us for 2014 and local wineries are experimenting with a maple wine they can offer, perhaps at co-sponsored events. A local brewery also developed a maple beer using syrup from one of each county in New York.

Maple Weekend is reaching a mature age in our state. It will be exciting to see where it goes from here.



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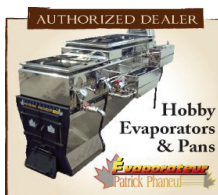
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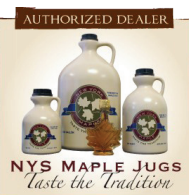


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Maple Center at New York State Fair

August 20 – September 3

(Set up is August 20-21, cleanup is September 3)

Jobs for workers include:

- ☞ give samples to fair attendees (just requires a smile)
- ☞ stock the product on shelves (requires someone organized!)
- ☞ sell product at the sales counters (requires making change)
- ☞ make product to sell (maple cotton, molded sugar, coffee, donuts, ice cream...)
- ☞ setup, cleanup, close-up (August 20-21, September 3)

To volunteer:

Call Kim Enders at (315) 243-1024 or e-mail: fairvolunteer@nysmaple.com or Bring a friend! They are welcome to help us too.

Volunteers are able to receive a cash stipend for each day they work to help with travel and meals, get the details from Kim when you sign up. Your fair entry ticket and parking are also provided, sign up by Saturday, August 10th to get these mailed to you.

All Types of Consignment Maple Products are Requested

How does this work?

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

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

Deadline for consignment signup is July 23rd.



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