

THE PIPELINE

Maple Milk makes its debut! Huge success!

Your association takes the mission of creating markets for NY Maple to heart. To that end, we are always trying to think of new ways to introduce Real Maple as an ingredient in foods that manufacturers will want to make and sell. One idea we had this year was, “Why not Maple Milk?” There are other flavored milks that sell with great success. Dairy and Maple are two significant New York crops, so we felt it was worth exploring.

With the assistance of marketing support funds from the NYS legislature and Department of Agriculture and Markets we arranged for the Cornell Dairy Food Processing & Development Lab to develop a recipe for maple milk which we would then test at various public events during the Fair season. In addition to the Dairy lab, Steve Childs of the Cornell Maple Program provided both the maple syrup and expertise to help the experiment along.

We tried this out first at the NYS Capital on Agriculture Day in June. We had just one recipe, and about 5 gallons of milk. The legislative staffers loved it! We were the most popular commodity table at the event, and the samples were gone before the two-hour event was over. This encouraged us to move forward with a broader experiment.

Initially, eight different recipes were created. All were done by adding the maple to the milk first, then pasteurizing. There were varying amounts of syrup and milk butterfat in the eight samples. All used Dark Color Robust Taste maple syrup.

The first consumer tests were done at the Erie County Fair. By sampling several hundred consumers over the course of a 12-hour day, we determined the two most popular recipes. We then had the Cornell dairy make 25 gallons each of the two finalists. Upper Hudson sampled the two blends at the Washington County Fair. The response from the public was enthusiastic. The big test was at the New York State Fair – Maple Day was the kickoff of sampling the milk to the public, with several locations around the fair. For the



remaining days of the fair we sampled at the Maple Display in the Horticulture building. Several thousand people sampled over the course of the Fair. The most common reaction was, “This is great – Where can I buy it?” It is not exaggerating to say that the number of people who did not like it were less than 1%.

Members can have the recipe and the nutritional analysis for their personal use,

and for marketing to your local dairy. We encourage you to seek out small local dairies and try to interest them in making Maple Milk. We will make the recipe and nutritional analysis information available to any member upon request. We expect the nutritional analysis to be completed by mid-December, if not sooner. If you are interested, please contact Helen Thomas at the association office.





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Producers Association, Inc.**

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A Message from our President



TONY VAN GLAD

Hello all you maple producers! What a weather-crazed summer and fall we've had. First, we had super-hot, humid summer days and then tons of rain to wrap things up. My maple leaves in the Catskills didn't have much color or last long. I can't tell you how next year's season is going to be, but it's up to us to sell as much of that golden liquid as we can! Late fall is a great time to clean and straighten up your sugarhouses. Before you know it, it's hunting season leading to Christmas. It's a busy time of year.

It's almost time for the NYS Maple Conference! This year the Board is super excited to change venues. We will be at the NYS Fairgrounds in the Horticulture building!

We are very happy to have Keith Schiebel on board as coordinator for this event!

He brings experience and new ideas to the event. A special thanks goes out to Steve Childs, our Cornell maple expert. Steve sets up the different educational seminars and workshops at the conference. I hope everyone signs up – it's January 4th (evening) and 5th. Register early and save money.

At the NYSMPA Board meeting, we were briefed on the NYS Fair booth. Sales were down slightly due to the super-hot, humid weather as well as the overall attendance at the Fair was down, too. A big thank you to all who helped at the booth. Dave Schiek and his crew did an excellent job! As always, please consider helping next year. There was also much discussion at the Board meeting on maple milk at the Fair booth. Directors want to encourage dairies to produce a maple milk that would be available to the public in their local stores.

In the last Pipeline I mentioned the federal Acer grant we applied for. Grants were awarded over the summer but unfortunately NYSMPA did not get it. But good news, Cornell did receive funding. In closing, I hope everyone had a happy, healthy summer and have a great holiday season! See you at the conference in Syracuse at the NYS Fairgrounds!

Tony Van Glad
President NYSMPA

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 Maple Weekend and the Winter Conference.

IF YOU DID NOT GET THEM, do the following:

Send an email to office@nysmaple.com. This will tell us your current email address. It's possible that our records may need to be updated! Check your spam for office@nysmaple.com and info@nysmaple.com. We use these two email addresses to send you the latest news. If your spam filter has them blocked, you will not receive our communications.



The Age of Social Media

These days, just about everyone is on Facebook, Instagram, Twitter, etc. Try walking through a crowded place and not seeing multiple faces buried in their phones (you know they're checking their last Facebook post). And it's not just the "younger generation" – people young and old alike are liking this or sharing that online. In fact, per Statista.com, 78% of the U.S. population had a social media account in 2016! Welcome to the age of social media.

Although this may make family dinners a little less social as your sister snaps a picture of the Thanksgiving turkey rather than making small talk with the fam, this is GOOD NEWS for your business! Think about this - you have the opportunity to reach 78% of the U.S. population by getting your business out there for all to see. Try using that to your advantage by building an audience and therefore, make some sales!

Here are some tips to help boost your social media presence:

- **Create a business Facebook page (or Instagram, Twitter, etc.),** not a personal one (technically Facebook business pages do need to be "attached" to a personal account though).

This presents more options and will also show you statistics like engagement – including how many people your posts are reaching and if your posts are being shared. You can also pay to "boost" posts to reach a wider footprint, should you choose.

- **Be present! Posting often is going to keep your audience's attention.** Don't post every day during maple season and then die off until the following March. We all know the job of a sugarmaker isn't just during the first few months of the year – keep your audience up to date on everything you do throughout the rest of the year as well. Adding tubing? Going to a farmer's market? Tell your adoring fans and give them a behind the scenes look!


- **The content of your post is key!** Make it interesting. Posts with video or pictures will surely get more attention than just wording. Take videos/pictures of the whole syrup process. Take pictures in the woods. Take pictures at any events you do (and don't forget to tell your customers what events they can find you!) Even snap a selfie if you feel like it! Share recipes, fun facts and other maple related content.



- **If you're a Maple Weekend participant, social media is a GREAT way for your customers to get excited for those magical weekends in March!** Tell your potential visitors what fun they can expect to have at your sugarhouse and encourage them to post their own pictures after the event.

- **Stick with it** – you want to monitor your page often. If your followers are commenting or messaging you, engage with your audience. It's important to acknowledge them in a timely manner.

- **Get in the game.** Like other social media pages such as the NYS Maple Facebook page for ideas and to stay informed on all things maple!

Have fun with your social media and show the world what maple is all about! 





NYSMPA's Hofmann Maple Sausage

Hofmann Sausage company, based in Syracuse, worked with the association to develop a maple sausage that uses real maple syrup. We want to thank Joe Ganley of NYS Ag & Markets for the idea, and for connecting us with the folks at Hofmann. After several tests of the best recipe, they manufactured hot dog size sausage that we sampled and sold at the NY State fair. It was very popular, and consumers let Hofmann know they were interested in seeing the product in their local grocery stores.

Since the Fair, the association has made the agreement with Hofmann that they can use the NY Maple logo on the product with the commitment to use NY Pure Maple syrup from our members. They are already working on sales of the sausage to restaurants and food service organization. These are the more traditional breakfast link size. The label you see illustrated here will be used on retail packs in the grocery store once they have USDA approval.

We hope you will come to the breakfast at the January Winter Maple conference. Breakfast will be at the Maple Center and will feature this sausage. Members will be able to order the sausage for use at their own breakfasts and events.

If you know of a restaurant, school or other institution that might be interested in serving these sausages, Hofmann will be happy to make a sales call on them. Just send the name of the prospect to the association office – call 315 877-5795 or email office@nysmaple.com.



Syrup Packaging Dos and Don'ts

By Greg Zimpfer and Cristy Williams

With the holiday season fast approaching here are a few packaging suggestions to help in the world of syrup sales: Don't...let a potential customer pass by your product because they can't tell what it is.

Do... say it "loud" and proud on your label. You have pure, Grade A Maple Syrup for sale!

Don't... make a label that is difficult to read.

Do... use a label that's legible and eye-catching. Whether in glass or a plastic jug, you want your customers to be able to read the information on your label. Make sure the colors and fonts are easy to read and the writing is a good size. Try standing back and reading as if you were the customer.

Don't... forget the grade.

Do... properly grade your product. You must include the appropriate grading information on your product's principal display panel.

Don't... make sizing a guessing game.

Do... help your customer by providing a size they will understand. For example – Pint | 16 fl. oz. | 473 ml

Don't... miss out on future business!

Do... think of your label as a business card for future orders. Include ways for your customer to contact you down the road such as your name, phone number, address, email address, etc. (please note, some of this information is required). Put your social media and/or website information on there as well so your customers can keep up with everything you have going on!



Cornell selects new director for Uihlein Forest Maple Research Station



ADAM WILD

Cornell University's College of Agriculture and Life Science and Department of Natural Resources are pleased to announce that Mr. Adam Wild will become the Northern New York Maple Specialist and The Henry Uihlein II and Mildred A. Uihlein Director of the Uihlein Maple Research Forest. The position was most recently held by Dr. Joseph Orefice who resigned in July

2018 to accept a position at Yale University as Director of Forestry and Agricultural Operations, and to be closer to home and family. Adam will be supported at the Uihlein by Keith Otto, research technician, in support of New York's maple producers.

Adam has an undergraduate degree in Plant Science from SUNY Cobleskill and a Master of Science in Forest Ecology and Natural Resource Management from the State University of New York – College of Environmental Science and Forestry where he researched the effects of soil nutrients and genetic control of maple sap sweetness. He is presently enrolled in a Ph.D. program at SUNY ESF. Adam currently works as an Assistant Professor at SUNY Cobleskill where he teaches dendrology, botany, soil fertility and maple production – a class he initiated. He currently serves as a board member of the Schoharie County Maple Festival. Adam will continue some of the ongoing research and extension projects at the Uihlein, in particular the genetics and health of trees in the Cornell Sweet Tree Program, maintenance and durability of 3/16" tubing as well as repeat tapping. Adam plans to build a robust, production-oriented research program guided by the Cornell Maple Program advisory committee, which includes maple producers and Cornell Cooperative Extension educators. When Adam starts full time in late December, he looks forward to meeting with NNY extension educators and producers, with whom he will work closely.

Adam grew up on a small farm in Cattaraugus County of Western NY. He has held various jobs including landscaping and farm operations. The Cornell Maple Program is pleased to welcome Adam as a colleague. Adam can be reached by email at adw94@cornell.edu

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New Home for Annual January Maple Conference Show Moves to State Fairgrounds in Syracuse

"Same great show, new location!" After 19 years in Verona, the New York January Maple Conference is moving just down the Thruway to a new location – the New York State Fair in Syracuse, New York. Known as the "Grand Daddy" of maple conferences, this year's event is scheduled for January 4th and 5th, 2019 and remains the first of the new year for maple producers throughout North America.

Previously hosted by the Vernon-Verona-Sherrill FFA at the V.V.S. High School, the maple show has played a significant role in the development of the maple industry. The day-and-a-half event will be hosted by the New York Maple Producers Association in conjunction with the New York FFA Alumni Association and Cornell University Maple Team. The conference will follow a similar format as previous years.

Expansions in the maple industry and an ever-growing maple conference led the state maple association to approve the new but very familiar location. The conference's maple trade show will be housed entirely at the State Fair's Horticulture Building, home of the association's Maple Center facility.

Typically, more than 60 maple vendors exhibit some 110 booths and displays of maple equipment including evaporators, reverse osmosis machines, sap monitoring systems, tubing parts and tools, and every supply available to maple producers. The conference attracts leading maple equipment manufacturers from across United States and Canada.

In addition to the maple trade show, the conference features educational workshops geared toward a variety of maple topics. Workshops are scheduled on Friday Night and throughout the day Saturday.

The presentations will be held in the Art and Home Center, Empire Room and Horticulture Building. Topics highlight the latest trends, newest technologies, advanced practices, and improved techniques for all phases of maple sap collection, maple syrup production, value-added processes, and marketing strategies for maple products.

Leading maple researchers, presenters, maple confectioners and experienced industry producers share their knowledge and expertise in an open, interactive presentation format. Through demonstrations and discussions, participants have a great opportunity to learn from the best in the maple industry. Conference participants may attend any of the workshops within 4 designated timeslots on Saturday.

Friday night's program will also include a used maple equipment and supplies auction at 6:00 PM. To register maple items for the auction, send a written, detailed description of the equipment to kschiebel@tds.net before December 15th. Information on auction items will be made available via email request after December 28th. Auction service fee will be 15% of auction price paid by seller. Auction participants

MUST be registered for Friday night's conference in order to receive a bid number and participate in the auction. Register for bid numbers onsite and payment of items must be cash or check.



The maple conference is the largest of its kind in the United States and has grown from its modest start of 200 people to now attracting more than 1,000 participants from 13 states and Canada. New York's maple industry has also experienced tremendous growth in maple syrup production and ranks number 2 nationally with production of more than 700,000 gallons of maple syrup.

Conference registration opens at 4:30 p.m. Friday night; trade show begins at 4:30 p.m. with maple workshops scheduled between 5 and 7 p.m. A live maple equipment auction will be held Friday night at 6 p.m. Saturday's doors open at 7:30 a.m. with workshops beginning at 9 a.m.

Overnight accommodations are available at Clarion Inn, 100 Farrell Road, just 5 minutes from the Fairgrounds. Cost of the rooms are \$65.99 per night. Phone 315-457-8700 to request accommodations under "maple block". Rooms are also available at the Comfort Inn Fairgrounds, 7010 Interstate Island Rd., Syracuse, NY 13209 for \$74.99 per night. Phone 315-453-0045 to request accommodations under the "Maple Producer Association".

General pre-registration for this year's event is \$25 for Friday night, \$40 for Saturday, or \$50 for both days and includes Friday night dinner, Saturday continental breakfast, and Saturday lunch. Deadline for pre-registration is Dec. 1. For trade show registration information, contact Maple Conference coordinator Keith Schiebel at kschiebel@tds.net or call 315-335-0887.

Contestants sought for contest to be held on January 5th

Contestants are currently being accepted for the New York State Maple Queen and King Pageant to be held as part of the NY Maple Producers January Maple Conference at the New York State Fairgrounds in January. This contest is open to any male or female ages 15 through 21 residing in New York State with an interest in promoting the maple industry. The competition will consist of a private interview, public speaking presentation on a topic related to maple and answering of a spontaneous on-stage question. Contestants need not be experienced in the maple industry but should be willing to learn about the industry and interested in promoting maple to the general public.

The contest will be held on Saturday, January 5 beginning at 9 a.m. during the industry's annual maple conference at the state fairgrounds. Winners will be crowned as New York maple royalty later that day. Interested contestants should contact pageant director Laurie Jean Britton at 315-717-6288 for an application, questions or additional information.

For more information, contact Laurie Jean Britton at 315-717-6288.





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2019 Maple Conference Sessions

Session I: 9 a.m. to 10:15 a.m. | Session II: 10:45 a.m. to Noon | Session III: 1:15 p.m. to 2:30 p.m. | Session IV: 3 p.m. to 4 p.m.

FRIDAY

| Room | Session | Topic | Speaker |
|----------------------------|---------|------------------------------|-------------------------------------|
| Kitchen Demonstration Room | | Maple Sugar Candy Comparison | Steve Childs, Cornell Maple Program |
| Empire Room | | Maple Marketing | Steve Roberts, Zoey Advertising |

SATURDAY

| Room | Session | Topic | Speaker |
|----------------------------|---------|--|---|
| Empire Room | I | High Brix concentration and boiling on a large scale, highlights from Eden Sugarhouse, and Problem Solving 101 | Glenn Goodrich, Goodrich Maple Farms |
| Empire Room | II | Evaporation, what is in the bottle (and even the barrel) must be perfect | Joel Boutin, Quebec |
| Empire Room | III | High level of vacuum; good, but at what price? | Joel Boutin, Quebec |
| Empire Room | IV | Taking marketing to the next level | Brad Gillian, Leader Evaporator |
| Broadway Bistro Room | I | Microbes and Maple – More than meets the eye | Tim Perkins, UVM |
| Broadway Bistro Room | II | Spout and tubing sanitation for 5/16" and 3/16" tubing systems | Tim Perkins, UVM |
| Broadway Bistro Room | III | Marketing Maple products | Dottie and Lyle Merle, Merle Maple |
| Broadway Bistro Room | IV | Tips for Maple Weekend Participants | NYS Maple Weekend Coordinators |
| Martha Eddy Room | I | RO operation and how to maintain performance | Jean Francois Goulet, Lapierre |
| Martha Eddy Room | II | CDL Monitor System, (woods, sugarhouse, pump station, remount woods) | Kory Woods, CDL |
| Martha Eddy Room | III | RO Management | Dennis Cote, Memprotec |
| Martha Eddy Room | IV | Vacuum Principles and vacuum pump applied to maple operations | Carl Lapierre, Lapierre |
| Kitchen Demonstration Room | I | Using foil packs for Maple | Stephen Childs, Cornell Maple Program |
| Kitchen Demonstration Room | II | What's New? Infused syrups, spiced sugars, attractive packaging, private label jugs and more | Ruth and Glen Goodrich, Goodrich Maple Farm |
| Kitchen Demonstration Room | III | Maple sugar and Maple donuts | Scott StMarry, Cedar Brook Farm Maple Confections |
| Kitchen Demonstration Room | IV | Making Maple fudge | Jake Moser, Moser Maple |
| Theater | I | Grading Maple syrup: Color, Density, Clarity and Flavor | Les Ober, Ohio State |
| Theater | II | Maple Production for the beginner | Les Ober, Ohio State |
| Theater | III | Factors affecting the flow and sweetness of Maple sap | Adam Wild, Cornell Maple Program |

SATURDAY

| Room | Session | Topic | Speaker |
|---|------------------|---|---|
| Theater | IV | Time of tapping research | Keith Otto, Cornell Maple Program, Uihlein Maple Research Forest |
| Summerset Room | I | The Bird-Friendly Maple Project: Working together to integrate the maple industry with global bird conservation | Suzanne Treyger, Forest Program Manager, Audubon, NY |
| Summerset Room | II | RO operation and how to maintain | Jeff Faulks, Hydride Regional Manager |
| Summerset Room | III | Making beer, wine and other fermented beverages with Maple | Keith Otto, Cornell Maple Program, Uihlein Maple Research Forest |
| Summerset Room | IV | Filtering Maple sap and Maple syrup | Aaron Wightman, Cornell Maple Program |
| Seminar Room Horticulture Building | I | Lantern Fly: What to expect | Mark C. Whitmore, Forest Entomologist, Cornell |
| Seminar Room Horticulture Building | II | Update on Forest Tent Caterpillar and Emerald Ash Borer | Mark C. Whitmore, Forest Entomologist, Cornell |
| Seminar Room Horticulture Building | III | Tips for a successful timber harvest in your sugarbush (Including how to market tap trees) | Brett Chedzoy, CCE Schuyler County, Peter Smallidge, Cornell Extension Forester |
| Seminar Room Horticulture Building | IV | Establishing tomorrow's tap trees in today's sugarbush | Peter Smallidge, Cornell Extension Forester |
| Café Horticulture Building | I | Thriving or Surviving? Business planning strategy in 2018 | Mark Cannella, University of Vermont |
| Café Horticulture Building | II | Maple Financial Benchmarks 2013-Present | Mark Cannella, University of Vermont |
| Café Horticulture Building | III | NY Certified Training | Stephen Childs, Cornell Maple Program |
| Café Horticulture Building | IV | Options for lifting sap in the sugarbush | David Campbell, Mapleland Farms; Stephen Childs, Cornell Maple Program |
| Social Justice History Room | I | Organic certification | Lauren Sandstrom, Baystate Organic Certifiers |
| Social Justice History Room | II | Maple in the city: Developing Maple education for Syracuse youth | "Kristina A. Ferrare, Forestry Program Specialist |
| Social Justice History Room | III | RO for the small producer or hobbyist | Carl Nylen, The RO Bucket |
| Social Justice History Room | IV | Keeping "Family" in the business... | Chris Tauzel, NY Agriculture Mediation Program |
| Maple Center | II | Maple Marketing at the New York State Fair | Maple Center Staff |
| Maple Center | III | Maple Marketing at the New York State Fair | Maple Center Staff |
| At the trees in the Horticulture Building | Session II | Tips and techniques for producers considering maple tubing installation | Aaron Wightman, Cornell Maple Program |
| 3rd floor of Home Arts | Session I and II | Maple Royalty Pageant | Maple Royalty Pageant |

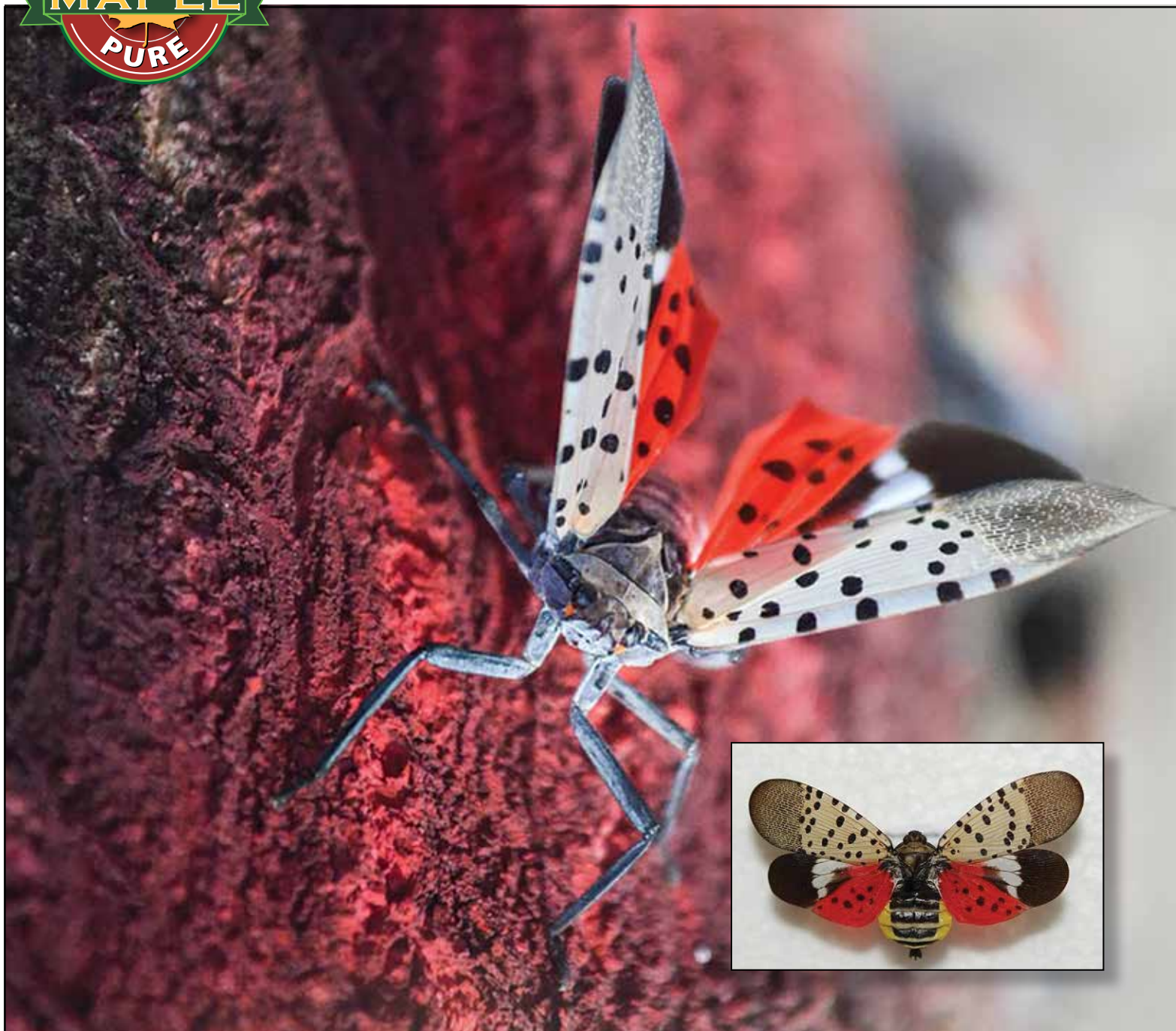
Maple Weekend 2019 March 23-24 and March 30-31

Did you want to participate this year? While the registration deadline was November 15th, you can still ask about late registration. Printed advertising that has participant names may be in progress already, but check with the office to see if we can see fit your location into the advertising.





Invasive Spotted Lanternfly: A Serious Problem for Maple Producers



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The spotted lanternfly (SLF) is the latest invasive pest from Asia to be identified in New York State. This pest has become a very serious problem in nearby Pennsylvania and slowing the spread of the pest in NYS will help protect forests as well as the agricultural and tourism industries. SLF has had huge economic impacts on apple and grape growers in PA. Ag and Markets and the DEC are taking the positive identification of SLF in NY seriously. They have organized a Unified Incident Command System to leverage their respective resources with an emphasis on early detection and prevention. Some activities that have been implemented include commercial vehicle inspections, tree of heaven and SLF surveys in high risk areas and the implementation of an external quarantine to limit imports of specific items across state lines.

SLF's primary host appears to be tree of heaven (*Ailanthus altissima*), but it is known to utilize at least 70 other species – including maple. What does this mean for you as a maple producer? Be educated and be aware! The NYS DEC has an excellent fact sheet showing the moth (they are actually moths and not flies) in all its life stages. Are you good at hunting for FTC egg masses? Great! Add SLF egg masses to your list of things to scope for! They look a bit different, so see check out the following fact sheet for more information: https://www.dec.ny.gov/docs/lands_forests_pdf/slffs.pdf.

Both nymphs and adult moths are heavy phloem feeders. If you find them in your sugarbush, they may be feeding in the hundreds. This can reduce tree vigor, making them susceptible to other pests and pathogens. They also excrete quantities of “honeydew” and encourage the growth of sooty mold on understory plants – including your maple regeneration. This can interfere with photosynthesis, tree growth, and become a nuisance to working in your woodlot.

If you suspect SLF in your sugarbush:

- Take pictures of whatever life stage you observe. Include a coin or ruler for scale.
- Note the location, including GPS coordinates if possible,
- Email this information to spottedlanternfly@dec.ny.gov.

We are in the early stages of dealing with this pest in New York. Early detection and reporting will enable a rapid response – that is our best bet as with any invasive species threat. If you have questions, reach out to your local Cornell Cooperative Extension office, or email the DEC at spottedlanternfly@dec.ny.gov.



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NYSMPA at the NYS Fair 2018

Maple Day Makes Debut

From the moment Fair-goers entered Gate 1 at this year's State Fair, maple was on their mind as part of the Inaugural "Maple Day at the New York State Fair". For the first time, State Fair officials designated the first Monday of this year's Fair as Maple Day.

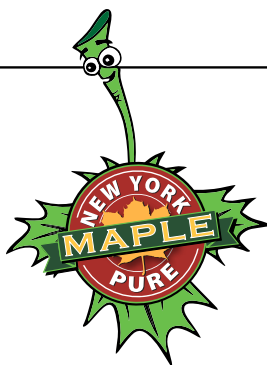
Throughout the Fairgrounds, maple was everywhere. Featured just inside the main entrance, the V.V.S. FFA Mobile Maple Exhibit welcomed guests to numerous free samples of maple products, an educational display of the maple industry, and even a chance for a selfie with Mary the Maple Leaf, a giant six-foot action figure. In addition to gate 1, maple sampling stations were highlighted in the FFA building, Dairy Birthing Center and of course the Horticulture building.

New product samplings included Hofmann maple sausage, maple milk, maple cotton candy and sugar-on-snow. During the day's activities, an estimated 45 gallons of maple milk, 30 pounds of maple sausage, 2,000 sample sandwich bags of maple fluff and 2,500 sugar-on-snow popsicle sticks were distributed to eager maple enthusiasts.

Sporting a very catchy "It's Maple Day" florescent lime green shirt complete with the colorful state maple logo, 38 FFA members from 6 FFA chapters served as representatives of the maple industry to dish out samples and answer questions during the day's events. The Maple Foundation and NY Ag In The Classroom also recognized winners of the Schoolyard Sugarhouse Contest and presented recipients with maple plaques in an official ceremony held in the FFA building.

Maple Day made news in numerous other ways as maple representatives were featured on four news segments of local TV affiliates. The day's events also caught the eye of state officials, attracting several state legislators and Commissioner Ball to visit the various maple displays.

Touted as a huge success, plans are under way to make next year's Maple Day even better!



2019 State Fair Ingredient Solicitation

This is a notice regarding open solicitation of ingredients for the products made on-site at the NYS State Fair.

If you are interested in being considered as a supplier of any of these ingredients for the 2019 State Fair Maple Center, please contact the NYS Maple Producer's Association office to be put on the list of vendors. Deadline for getting on the vendor list is December 30, 2018.

Specifications for the ingredients will be sent to vendors on the list by February 15, 2019. Instructions for bid compliance will be issued for each ingredient. The final selection of the chosen supplier will be at the discretion of the Maple Center Manager.

Products needed:

- **Maple Cotton Mix** – approximately 2,800 pounds
- **Dark or Very Dark Syrup** – excellent flavor; for cold beverages such as the slushie and sweet tea; as much as 1,200 pounds
- **Very Dark Very Strong Flavor Syrup** – for ice cream; must be all one blend; 1,400 pounds
- **Maple Popcorn Mix** – approximately 1,400 pounds

Please be aware that for the popcorn and cotton mixes, the vendor must have a 20-C kitchen license. All products are on an as-needed basis: that is, any unused ingredient will be returned at the end of the State Fair at no charge; if more is needed during the State Fair, the vendor will supply within 24 hours.



Deer Management Initiative Underway

The New York State Maple Producers' Association is one of 15 organizations that have come together to create a committee called the "Restore New York Woodlands Partnership".

The stated goals of this group are:

- Ensure deer populations in NYS are at levels appropriate for human and ecological concerns.
- Improve forest regeneration throughout NYS by reducing deer impact, promoting sustainable forest management on private lands, and addressing competing/invasive vegetation when necessary.

The member organizations span a wide range of interests, from forest-oriented groups such as NY Forest Owners Association, agricultural groups such as ours and Farm Bureau, conservation groups such as the Audubon Society, to hunting organizations like the Quality Deer Management Association.

The deer overpopulation is a complex problem, and this group is pledged to work with the NYS Department of Conservation to develop some strategies that will help meet the issues in forest management they cause.

If you have input or suggestions regarding deer management policies or practices, please pass those along to the state NYSPMA office, or to your region's board member. We will keep you informed of any policy updates that come from the future meetings of this group with the DEC.



State Fair Chart Toppers

We had another successful year at the New York State Fair! With the introduction of Maple Day, we have even more visitors come to the Horticulture building to see what sort of maple treats they could find.

That's a lot of maple goodness. Thank you to all volunteers who helped at the Maple Center this year - it wouldn't have been quite as sweet without you!

Check out some of our top sellers at the Maple Center:

| ITEM | QUANTITY SOLD |
|--|---------------|
| Ice Cream (including State Fair Sundaes) | 9,902 |
| Maple Cotton | 5,214 |
| Maple Sugar (all sizes) | 4,552 |
| Popcorn (all sizes) | 2,359 |
| Maple Sausage (sold singular and as 2 piece combo) | 1,893 |
| Milkshake | 1,708 |
| Slushie | 1,089 |
| Cup of Coffee (some sold as combo with donut or scone) | 1,051 |
| Maplechino | 933 |
| Maple Lemonade | 513 |
| Donut | 482 |
| Maple Cheesecake | 443 |
| Maple Sweet Tea | 430 |





2018 - 2019 New York Calendar of Upcoming Events

| 2018 | |
|-------|--|
| 12/1 | Western NY Maple School, Attica, NY. Contact: Deb Welch, Cornell Cooperative Extension of Wyoming County, 401 North Main Street, Warsaw, NY 14569. Phone: 585-786-2251; djw275@cornell.edu. |
| 12/7 | Council of Ag Organizations Policy Meeting, 10 a.m. to 3:30 p.m., NYS Department of Ag & Markets, 10B Airline Drive, Albany, NY. Contact: NYSMPA, 315-877-5795. |
| 12/15 | Southern Tier Maple Program. Contact: Brett Chedzoy, CCE Schuyler County, Agriculture and Natural Resources. Office: 607-535-7161, Cell: 607-742-3657; bjc226@cornell.edu. |
| 2019 | |
| 1/4-5 | New York State Maple Conference, NYS Fairgrounds, Syracuse, NY. Contact: CornellMaple.com. |
| 1/12 | Delaware County Maple School, Delaware County. Contact: Carla Hegeman Crim, Horticulture & Natural Resources, 34570 St. Hwy. 10 Hamden, NY 13782. Phone: 607-865-6531; ceh27@cornell.edu. |
| 1/12 | Maple Expo, St. Lawrence County. Contact: Cornell Cooperative Extension, 1894 State Highway 68, Canton, NY 13617-1477. Phone: 315-379-9192. |
| 1/15 | Maple Production for the Beginner, Ontario County. Contact: Russell Welser, Cornell Cooperative Extension Ontario County, 480 North Main Street, Canandaigua, NY 14424. Phone: 585-394-3977. |

| 2019 | |
|------------------|--|
| 1/17 | Maple Production for the Beginner, Seneca County. Contact: Susan M. Coyle, 4-H Youth Development Educator, Cornell Cooperative Extension Seneca County, 308 Main Street Shop Centre, Waterloo, NY 13165. Phone: 315-539-9251; Smc226@cornell.edu. |
| 1/18 | Lewis County Maple Production for the Beginner. Contact: Michele Ledoux, Cornell Cooperative Extension Lewis County, 5274 Outer Stowe Street, P.O. Box 72, Lowville, NY 13367. Phone: 315-376-5270; mel14@cornell.edu |
| 1/19 | Lewis County Maple School. Contact: Michele Ledoux, Cornell Cooperative Extension Lewis County, 5274 Outer Stowe Street, P.O. Box 72, Lowville, NY 13367; Phone: 315-376-5270; mel14@cornell.edu |
| 1/25 | Maple School at the Miner Institute, Cornell University Department of Natural Resources 157 Bear Cub Lane, Lake Placid, NY 12946. Phone: 518-354-3170. |
| 2/11 | Maple Lobby Day, the Capitol in Albany. Contact: NYSMPA, 315-877-5795. |
| 3/23-24, 3/30-31 | 2019 Maple Weekend. |
| 5/4 | Green County Maple School, Greene County. Contact: Ron Frisbee, Agroforestry Resource Center, 6055 Route 23, Acra, NY 12405, Phone: 518-622-9820; frisbeer369@gmail.com. |
| 7/12-14 | New York State Maple Tour, Western NY. |
| July | Cornell Maple Camp, Contact: Stephen Childs; slc18@cornell.edu. |

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Governor Cuomo Announces Launch of Agriculture Loan Fund Program

Agriculture has long been a vital component of New York's economy. The Empire State is home to 7 million acres of farmland and nearly 36,000 farms that cultivate a wide array of products and some of the world's best food, including field crops, fruits, maple and dairy products. These raw products in turn support our food and beverage manufacturing industries, helping to feed and sustain New Yorkers every day.

This year, the state announced a new initiative to provide a boost to our agribusinesses, like our maple producers, and create job growth. The Agriculture Loan Fund Program was developed to help the State's value-added processors, food distribution companies, food aggregators, craft beverage producers, regional Food Hub participants and more with the expansion of their business. Through the Job Development Authority (JDA), \$10 million in funding is assisting small agri-businesses across the State access low-interest loans ranging from \$50,000 to \$200,000 that are distributed through third-party lenders. Potential projects may include the acquisition of and/or improvements to land or buildings, the purchase of machinery and equipment and working capital used in support of the New York State agricultural industry. Eligible agribusinesses seeking capital for their next project are encouraged to apply by contacting their area's participating lender.

New York State's Agriculture Commissioner Richard Ball said, "We have so many talented small business owners driving our agricultural industry forward and some of the best maple producers creating incredible and innovative products. We've been proud to promote their hard work and help provide a boost to the industry. Now, with this new loan fund, our producers have an additional resource to help take their businesses to the next level." The Agriculture Loan Fund Program is another tool to help provide access to capital for small agribusinesses that otherwise may face limited opportunities, not only supporting the success of these businesses but also improving the economic outlook for rural and surrounding communities.

The following is a list of participating lenders:

STATEWIDE

New York Business Development Corporation

50 Beaver Street, Albany, NY 12207, Jim Conroy, (518) 694-8548

CENTRAL NEW YORK

Central New York Enterprise Development Corporation

126 N Salina Street Ste 200, Syracuse, NY 13202, Mike Rosanio, (315) 422-8276 ext 1205

FINGER LAKES

PathStone Enterprise Center, Inc.

400 East End Ave., Rochester, NY 14607, Hubert Van Tol, (585) 340-3385

MID-HUDSON

Hudson Valley Agribusiness Development Corporation

507 Warren Street, Hudson, NY 12534, Todd Erling, (518) 432-5360

MOHAWK VALLEY

Mohawk Valley Rehabilitation Corporation

26 West Main Street, Mohawk, NY 13407,
Steve Smith, (315) 866-4671

NORTH COUNTRY

Development Authority of North Country

317 Washington Street, Watertown, NY 13601,
Michelle Capone, (315) 661-3200

SOUTHERN TIER

The Delaware County Local Development Corporation

One Courthouse Square, Delhi, NY 13753, Glenn Nealis, (607) 832-5123

REDEC Relending Corporation

8 Denison Parkway, East Corning, NY 14830, George Miner, (607) 962-3021 ext 111

WESTERN NEW YORK

Southern Tier Enterprise Development Organization Inc.

4039 Route 219, Salamanca, NY 14779, Halley Kottwitz, (716) 945-5301 ext 2207

For more information on the program and Agribusiness in New York State, contact 212-803-3219.

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Contact:

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Your new membership runs from January 1 through December 31, 2019.



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