

THE PIPELINE

The Maple Experience Debuts at NYS Fair

At this year's second annual Maple Day at the New York State Fair, the New York State Maple Producers Association unveiled its newest exhibit – The Maple Experience. Housed in a 24-foot trailer, the recently completed display depicts many of the facets found in the maple industry and will be used throughout the state to educate people about our industry.

To celebrate the occasion, state Assembly-woman Donna Lupardo was joined by Assembly colleagues Al Stirpe and Ken Blankenbush, along with state Commissioner of Agriculture and Markets Richard Ball to participate in a “sap-tubing cutting” ceremony to officially open The Maple Experience to the public. The segments of tubing were made into commemorative sap droplines for the honored dignitaries.

After officially opening the exhibit, the state dignitaries toured the maple display. Featured in the beginning is a mini-sugarbush with the sap tubing collection system and two fully functioning vacuum systems that dump collected sap into a stainless collection tank. The orange glow of a woodfired arch welcomes the visitors as air injection brings the “maple sap” to a boil. Once the syrup is achieved, an automatic draw off produces a fresh batch of maple syrup right before visitor's eyes.

Other components found in the exhibit include a reverse osmosis demonstration to depict the use of RO technology in syrup production, testing meters and grading kits to highlight maple industry standards for food processing.

The Experience concludes with a display of maple syrup, maple products and a taste of pure New York maple syrup.

The exhibit was largely made possible through a education grant from the NYS legislature. Supporting funding from the Genesee Valley Regional Market Authority will allow the exhibit to reach audiences in the 9 counties surrounding the GVRMA. In addition, corporate donations from several maple industry vendors added authenticity to the displays.

Spearheaded by members of the Assembly Agriculture committee under the leadership of Chair Lupardo, the state funding will also support several school visits throughout New York during the fall semester.

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A Message from our President



TONY VAN GLAD

Hello everyone.

Well, here we are at the start of November, only 90 days from someone's first run. Where does the time go?

Once the leaves are down, it's a good time to go over your tubing in the woods. Look over your equipment and think how you can improve your sugarhouse production. Remember, a 50-60° day is always easier to work in versus a 20-30° day! August and September are busy months for the Association. Here are some of the highlights:

- **Maple Day at the State Fair was August 26th.** The Maple Experience Trailer was unveiled. We had a tubing cutting ceremony with Commissioner Ball, Assemblypersons Lupardo and Blankenbush. I would like to thank our NYS Legislators for coming up with funding to make this maple educational trailer possible for New York State students. Special thank you to Keith Schiebel for the great effort to make it all happen. Thank you to FFA members for their help, especially for doing a great job handing out the maple samples.

- **Congratulations to the Maple Center crew!** Dave Schiek and his staff did an excellent job keeping the booth busy. I heard it was our second-best year! That helps us promote NYS maple even better. Thank you to the consigners for their maple products- the number and variety of products they send gives the NY Maple Association a great image. Special thanks to Helen Thomas, our Executive Director. She put in extra time to keep the computer system up and going.

- **At the end of busy fair days, the Association caught wind of possible changes to farm tours and agricultural building codes.** Helen was able to pull together an ad hoc committee to testify at the DOS public hearings. We assembled our talking points and members of the committee expressed their thoughts at three of the four hearing locations. We felt our voice was heard, saving angst for Maple Weekend. We have heard the changes were dropped, although the code is not yet published.

- **Our September board meeting was held at the Maple Museum in Croghan, NY.** I was impressed with all the good work that has gone on in the museum. Lots of maple history and demonstrations. I've been there four times over the past 34 years and they have come a long way! We discussed a Maple Weekend checklist for sugarhouses to look their best for the event. Remember, you are a reflection of our industry! Anyone who completes the checklist will get a Maple Weekend lawn sign. The board also sampled some maple syrup from a grocery store chain. Density was fine but the flavor was terrible. The Association needs to come up with a way to keep good maple syrup on the store shelves.

With that all being said, have a happy, healthy fall! Sell out of your maple syrup! See you at the Mid-Winter Maple Classic January 3rd and 4th!

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.

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 folder for emails from: 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.

2019 - 2020 New York Calendar of Upcoming Schools and Workshops

2019

November 8-9

Lake Erie Maple Expo, Albion PA

December 7

Western NY Maple School, Attica NY

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

December 10

Onondaga County Maple School

Contact: Kristina A. Ferrare, Forestry Program Specialist, Cornell Cooperative Extension Onondaga County, The Atrium, Suite 170, 100 South Salina St., Syracuse, NY 13202, (315) 424-9485 ext. 231, kaf226@cornell.edu

2020

January 3-4

New York State Maple Conference

NYS Fairgrounds, Syracuse NY.

Contact: cornellmaple.com

January 11

St. Lawrence County Maple Expo

January 17

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

January 18

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



Florence Merle turns 105

By Wendy Schreiner - WCC Freelance Reporter Arcade Herald

Flowers, birthday cards and a pastel cake showered Florence Merle with love as she celebrated her 105th birthday Saturday, September 28, surrounded by family and friends at the Wyoming County Skilled Nursing Facility.

Florence is no stranger to the community, as she is the matriarch of the Merle family and its beloved Attica maple farm, Merle Maple.

Among Florence's loved ones who were present were Bill and Judy Walters, who have been friends of Florence for over 25 years. The Walters know Florence from Attica's Trinity United Methodist Church. "She's a very inspiring person," Judy said. "Florence is a phenomenal example of being a mother, strong in her faith and raising her family, running a business; I don't think there is anyone in our community that doesn't love or cherish her." "It got a lot harder to get a full day of work out of her after she turned 100," joked Lyle Merle, one of Florence's sons. "She was very active in the business helping out whenever she could."

Florence is the mother of five children, 11 grandchildren, 27 great-grandchildren and six great-great-grandchildren. Another great-great-grandchild is on the way.

Sara and her 3-year-old great-grandchild, Ruth, shared both a piece of yellow and a piece of chocolate cake with each other at the celebration. Ruth said she looks forward to seeing her great-great-grandmother to show her her pictures and schoolwork from nursery school.

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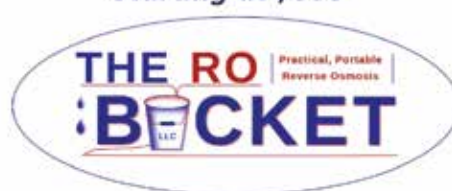
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The Maple Experience Trailer Debuts at the NYS Fair (continued)

Continued from page 1

Equipment and maple components were furnished through major contributions and corporate sponsorship by CDL USA.

Additional support was provided from numerous CDL dealers statewide.

Other maple industry contributors include Leader Evaporator, Atlas Copco, Marland, MISCO, The RO Bucket, and InovaWeld.

With a successful inaugural voyage now complete, The Maple Experience will now go on the road with several appearances scheduled this fall. For those interested in a first-hand look at the new maple showcase, The Maple Experience will be on display in the trade show at the Mid-Winter Maple Classic in Syracuse, January 3rd and 4th.

For more information, contact Keith Schiebel, Special Projects coordinator at kschiebel@tds.net or (315) 335-0887.



NYS Uniform Building Code Revision in Progress

Late in August, our association learned that the Uniform Building Code of NY was undergoing a revision/update process that happens every 5 years, and that the proposed changes removed language that categorized most family sugarhouses as agricultural buildings. This would have made every new sugarhouse built in the state the same category as a factory. This could have required things like a fire suppression or sprinkler system, among other things.

With the help of several members, we were able to have speakers at the public hearings held in Buffalo, Utica, and Albany to speak against

this change and to ask specific questions about why it was proposed and what the effect would be.

To date, the new code has not been published. We have been verbally assured that the changes proposed will not be made and the code that will be in effect once published will not substantially create a difference in how new sugarhouses are issued building permits. We appreciate the overwhelming response you all made to help us stop this code revision.



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Maple Experience Trailer Hits the Road



On September 24, the Maple Experience visited schools in the Bronx, NYC area. This is the district of Assemblyman Benedetto, who, as chair of the assembly education committee, understands the relevance of our traveling maple exhibit for urban students. Nearly 1,000 students experienced maple firsthand. The Madison FFA staffed the exhibit.

In October, the traveling display took in “Ag-Day” at SUNY Morrisville – a day dedicated to agriculture experiences for Madison County elementary students. The following day, the Maple Experience was at the Herkimer County Fairgrounds as part of “Farming Your Future”, a careers exploratory event for middle and high school students.

On October 15 and 16, the Maple Experience visited the Southern Tier schools in Johnson City and Binghamton. The presentations were conducted by FFA members from Windsor FFA and Greenville FFA. Our association member Gary Coles was able to join the Johnson City visit.

For November, plans are underway to visit schools in Rochester, Manhattan, Brooklyn, Queens and the Bronx. Thousands of students will get their first taste of maple with the Maple Experience.



Assemblyman Robert Smullen visits Maple Experience at Farming Your Future event on October 4.



The Maple Experience made news in Johnson City, NY.



Assemblyman Benedetto experiences maple with the kids in Bronx, NYC Sept 24.



Member Gary Coles with students in Johnson City, NY.



Maple Day a Hit at New York State Fair

Following its inaugural event last year, Maple Day at the NY State Fair returned to the State Fair on Monday, August 26th and was an instant hit, even before the Fair officially opened! NewsChannel 9 in Syracuse was the first to publicly view the exhibit during the live, 6:30 a.m. Early Morning Broadcast. Maple Day was hosted at the Fair in conjunction with Senior Day. As part of Maple Day, thousands of Fairgoers enjoyed free samples of maple syrup, maple cotton candy, sugar-on-snow and maple milk.

Featured just inside the main entrance, NYSMPA's newest attraction – The Maple Experience – invited guests to an in-depth look at the maple industry. Throughout the day, fair participants entered the exhibit for a guided tour and explanation of how sap is collected and processed into maple syrup. The Experience was topped off with free samples of the sweet maple delectable.

Free maple samples were also distributed at other Fair locations including the Dairy Birthing Center, FFA Building, and new this year, the Dairy Products Building. During the day's activities, an estimated 40 gallons of maple milk, eight gallons of maple syrup, 2,000 sample sandwich bags of maple fluff and 3,000 sugar-on-snow popsicle sticks were distributed to eager maple connoisseurs.

Additionally, the very catchy "It's Maple Day" florescent lime green shirts, complete with the colorful association logo made their return as 63 FFA members and adults from eight FFA chapters served as representatives of the maple industry to dish out samples and answer questions during the day's events. FFA Chapters participating included Oxford Academy FFA, Madison FFA, Beekmantown FFA, Delaware Academy FFA, Greenville FFA, Stockbridge Valley FFA, Northern Adirondack FFA and Mount Markham FFA.

The Maple Foundation and NY Ag in the Classroom also recognized winners of the Schoolyard Sugarhouse contest and presented recipients with a very attractive maple plaque in an official ceremony held in the FFA building.

Maple Day made news in numerous other ways as maple representatives were featured on five news segments of local TV affiliates. The day's event was highlighted by the "sap-tubing cutting" ceremony with Assemblywoman Lupardo and Commissioner Ball.

Next year's Maple Day at the State Fair is slated for Monday, August 31, 2020.



Celebrating the unveiling of The Maple Experience at the NY State Fair by participating in the official "Sap-tubing Cutting Ceremony" were; New York Agriculture in the Classroom Executive Director Katie Carpenter, NYSMPA Executive Director Helen Thomas, Assemblyman Al Stirpe, Assemblywoman Donna Lupardo, New York State Department of Agriculture and Markets Commissioner Richard Ball, Assemblyman Ken Blankenbush, NYSMPA President Tony VanGlad, and NY FFA Alumni Treasurer Sheila Sreca. The state dignitaries made commemorative droplines to commemorate the occasion.



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The 25th Annual Mid-Winter Maple Classic is coming!



Welcome to the 25th Annual Maple Conference at the New York State Fairgrounds in Syracuse, New York! After a fantastic inaugural year at our new home last year, plans are underway for another fantastic show. We hope you can join us.

This year's Mid-Winter Maple Classic will take place on January 3rd and 4th, 2020. Friday's general admission registration and trade show opens at 4 p.m. with workshops beginning at 5 p.m. Friday night's program will also include a used maple equipment and supplies auction at 6 p.m. 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 26th. The auction service fee will be 15% of the auction price paid by the seller. Auction participants **MUST** be registered for Friday night's conference in order to receive a bid number and participate in the auction.

NEW THIS YEAR – Join us Friday night from 8 p.m. until 9:30 p.m. for a special Maple Wine, Beer and Spirits Seminar and Social. The evening will feature sampling of maple beverages served with hors d'oeuvres and live music as a celebration of our 25th anniversary. Be sure to include this option on your registration to receive a souvenir commemorative glass.

Saturday's general admission registration opens at 7:30 a.m. and ends at 4 p.m. Workshops begin at 9 a.m. For a complete listing of workshops, check the New York State Maple Producers Association



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2020 State Fair Ingredient Solicitation

website (nysmaple.com) or Cornell University Maple Program. For overnight accommodations, we have reserved a “maple block” of rooms at the Quality Inn (same hotel as last year), located at 100 Farrell Road, just five minutes from the NYS Fairgrounds. Cost of the rooms start at \$65.99 per night. The phone number is (315) 457-8700. Please request your accommodations using the keyword, “maple block” when you call.

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.

The Friday night Maple Wine, Beer, and Spirits Seminar and Social is an additional \$10. The deadline for preregistration is December 1st. Credit card payments may be taken over the phone by calling Paulette at (315) 335-3075. There is a \$5 per person processing fee for credit cards. From December 1st through 24th, late registrations will incur an additional \$10 cost per person. No registrations will be taken after December 24th.

Again, on behalf of the New York State Maple Producers Association, New York State FFA Alumni and the Cornell Maple Team, thank you for being part of the Mid-Winter Maple Classic!

Registration forms available at <https://sugarmakers.nysmaple.com/event/2020-mid-winter-maple-classic/>



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

If you are interested in being considered as a supplier of any of these ingredients for the 2020 NY 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, 2019. Specifications for the ingredients will be sent to vendors on the list by March 1, 2020. 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
- **Dark or Very Dark Syrup** – excellent flavor- for ice cream; must be all one blend; 1,400 pounds
- **Low invert light syrup** for maple popcorn – about 880 pounds

Please be aware that as of this date, NY regulation requires that for 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.

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Maple Weekend 2020

March 21, 22 and March 28, 29

Are you thinking about participating in Maple Weekend this year? If so, you must register to do so. The registration deadline is November 15.

A registration form can be found at: <https://sugarmakers.nysmaple.com/maple-weekend/>.



Coming soon to a
sugarhouse near you!



IMSI/NAMSC International Maple Conference 2021 location announced

Annual NAMSC Meeting in Duluth

Last year, the international maple organizations IMSI and NAMSC designated New York as the host site for the 2021 International Maple Conference. The conference is scheduled for Mon., Oct. 18 through Thurs., Oct. 21, 2021.

Our board designated a conference selection committee, headed by NYSMPA special projects coordinator Keith Schiebel, to evaluate potential sites across New York state.

A total of 19 sites were considered. After reviewing the pros and cons of the various sites, a “top four” list was created for final site visits. The Sheraton Hotel Niagara Falls/Niagara Falls Conference & Event Center was the final selection after site visits to the top two venues were complete.

If you have an interest in becoming a member of one of the organizing committees, please contact:

Keith Schiebel; kschiebel@tds.net, (315) 335-0887

Helen Thomas; hthomas@nysmaple.com, (315) 877-5795

IMSI : International Maple Syrup Institute;

NY delegate Lyle Merle, alternate Helen Thomas

NAMSC: North American Maple Syrup Council;

NY delegate Eric Randall, alternate Helen Thomas



The annual IMSI meeting in Duluth, MN was worth attending for the Industry-wide update. Sales are continuing to increase - there will likely be a 10 percent or less additional carryover of syrup going into the 2020 season than there was in the 2019 season. If there is a Industry-wide bumper crop in the 2020 season, it would cause a price drop - so let's hope for an average, or less than average, crop for the 2020 season.

We are still waiting for details of the “added sugar” issue. The exact wording of the footnote is still being discussed, but we consider it a win because we do not have to print the words “added sugar” on the nutrition panel as originally requested by the FDA.

The USA Alliance met. Helen Thomas is now the sole Chair of this committee. There are several topics on the horizon that could become issues - one being the water being released from our sugar houses. We also will be pursuing the possibility of reducing US serving size on the nutrition label to be the same as agave, “pancake syrup”, etc. A project underway by the group right now is a revision to the Standard of Identity for maple syrup of the USDA.

Dr. Navindra Seeram, from the University of Rhode Island, presented a great talk on the nutritional advantages of pure maple syrup over other sweeteners. It is important that we all learn to use the terminology that maple is a healthier alternative sweetener - not that maple is “healthy” because the minerals and other health benefits amount to less than 10 percent, which is what the regulations require to call a food healthy. If you should ever have the opportunity to listen to Dr. Seeram on maple, be sure to take advantage of it. The website he is building with Acer Grant funds is <https://web.uri.edu/maple/>.

There is new leadership on the IMSI. Jean Lamontagne from New Brunswick is the new Executive Director. Pam Greene from Vermont was elected President to serve a 2 year term. The 1st Vice President is Tom Zaffis from Quebec. The 2nd Vice President is Mike Farrell from New York.

Tours of the woods in Minnesota were very interesting. Trees grow 80 percent slower than they do in New York. On average, they produce about a quart per tap ... So don't plan to sell your sugarbush and move to Minnesota!

Lyle Merle
IMSI Delegate For NYSMPA



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STUDENT: \$10.

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Contact:

Helen Thomas,

Executive Director

office@nysmaple.com

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NYSMaple.com

A new NYSMAPA membership runs from January 1 through December 31.

MAPLE BACON CANDY

Recipe by Gretchen Milke
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