

THE PIPELINE



A SWEET Success



Maple Weekend 2022



Thank you to all who participated in the 26th Annual Maple Weekend event! After two long years of not being able to welcome visitors within our communities and beyond to our farms to celebrate the arrival of a new maple season, it was even sweeter seeing the familiar and unfamiliar faces visiting and enjoying themselves.

We are grateful we could come together again and continue to share what we love - the sweet tradition of maple. Here's what some of our visitors had to share:

"We drove to Croghan NY from Oswego NY and visited Sterling Valley Maple, Pierce's Sugar Spigot and Mosers Maple. My son is autistic and has a short attention span but all three locations had him fascinated and excited to learn about the process. We look forward to the maple weekends every year, for us it's a great get away and great to be able to learn and support such great people."—Barry G.

"We visited in Ulster Park. Loved every minute. The smiles of everyone who greeted and waved to us, warmed our hearts. Our grandchild got to use a wood splitter and even though he is only 5½ he was able, with the encouragement of the community members who were there to cheer him on, to split the wood.

We all were able to support their cause of helping the Afghan refugee families by taking home two bottles of their wonderful (dark) maple syrup. We had a grand time and will make sure this becomes a yearly 'do'."—Carol R.

"We've missed going to them for the past two years! This year we took our daughter and grand-daughter's to Bechard's Sugar House! They have a really good all-you-can-eat breakfast. We've been to a few, and their maple syrup is one of the best I've had!"—Karen G.

"Visited A&A Maple in Attica from Clarence Center and it was AMAZING! Best BBQ sauce and syrup!

The owner and staff were so informative and even walked through every step and process with my teenager and she actually enjoyed it! It was awesome and we will definitely be back!! Customers for life!"—Stefani R.



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Office

Helen Thomas, Executive Director
hthomas@nysmaple.com
301 Myron Road
Syracuse, New York 13219
315-877-5795
Fax: 315-488-0459
NYSMaple.com

Produced by
Zoey Advertising
936 N. Clinton Street
Syracuse, NY 13204
(315) 471-7700
zoeyadvertising.com
steve@zoeyadvertising.com

A Message From Our President

As I am writing this, It is a dreary April showery day. I am approaching the completion of my 72nd maple season (yes, at 8 months old, I was taken to the sugar house with the rest of the extended family). Here in the North Country, and I expect in a few higher elevation locations elsewhere in New York, we have our fingers crossed for one more run of quality syrup.

As a child, sugaring meant not only working with family that lived in the immediate vicinity, but also visits from those assorted cousins from other areas of the state. Three generations worked together in mud, snow, rain, and spring sunshine to produce the first crop of the new year. Some of those same cousins still visit after all this time. The older two generations have left us but are fondly remembered with stories shared. We remember the experiences.... And our minds fly upward with the steam. We tell the younger generations how it used to be before reverse osmosis, pipelines, and vacuum systems. When the horses knew every stop to make as we gathered the buckets; when we drank hot syrup in coffee cups direct from the milk can with a spigot that served as a canner; and when we walked across plowed clay fields - boots growing heavier and larger with each step - taking my dad's lunch box with his supper so that he could continue to boil until the wee hours. Those younger generations now share time and labor with us as we produce the newest crop of both maple syrup and family memories.

I hope you all have produced a bountiful crop of both memories and maple syrup.

Doug Thompson
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.



Greg Zimpfer
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Don't Forget to Complete your 2022 NASS Maple Production Survey

By Adam Wild, Co-Director,
Cornell Maple Program

At the end of the maple season, the last thing you want is more work. However, completing the USDA National Agriculture Statistics Service (NASS) survey is an important step to help bolster the maple industry. The data is completely confidential and is never used for tax purposes.

Filling out the NASS survey helps the maple industry greatly, especially since it suffers from an undercounting of syrup production yield data. It is estimated that NYS produces twice the amount of syrup than NASS data quantifies, but unfortunately, NASS data is what policymakers, crop support services, and agriculture marketing groups utilize. Therefore, it is important to have accurate maple production data to create crop insurance programs, funding from state and regional groups for agriculture commodity marketing and education, and industry recognition.

I know that the maple survey can be very cumbersome, and often you may not have all the data available. Don't worry - you don't have to answer every question. If you only fill out how many taps you set and the gallons of syrup you made, great! That data is critical and is better than not filling out the data at all. The NASS is okay with a partially completed survey.

A working group within IMSI (International Maple Syrup Institute) is working with representatives from NASS to simplify the survey for future years. But for now, the 2022 survey will be similar to previous years. If you don't receive the survey but want to be counted, send me a note. I can have NASS add you to the list. Contact: Adw94@cornell.edu



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Cornell Maple Program Launches Online Dashboard to Monitor Sap Production in Real Time

By Adam Wild, Co-Director, Cornell Maple Program



Cornell Maple Program recently launched the Maple Climate Network just in time for the 2022 maple season. The Maple Climate Network is a system of sensors collecting maple production and climate data, sharing the data in real-time online. Currently, data is being collected from Cornell University's Arnot Teaching and Research Forest, Cornell University's Uihlein Maple Research Forest, and the University of Vermont Proctor Maple Research Center. We hope to expand the sensor network to other locations in the future. For now, the sensors are tracking sap flow under vacuum from a single tree, including the sap flow from the commercial production operations at the Uihlein & Arnot Forest.

In addition, daily sap sweetness readings will be uploaded to the dashboard. On top of sap flow and yield data, soil moisture surrounding a tree, pressure within the tree, atmospheric pressure, and temperature will be collected and broadcast online, all in comparison to sap flow. This data will help visualize sap flow and yields within a maple tree and allow us to create future correlations on sap production. Over time, it is anticipated that we will be able to draw further conclusions on climate variables that impact sap and sugar yields.

Anyone can monitor the data online by visiting www.cornellsaprun.com. Maple producers can also monitor the data as a benchmark for yields as the season progresses in various parts of the maple producing region. Additionally, students and educators will be able to access aspects of the data as the first of its kind long-term collection of maple data. For more information on the Maple Climate Network, visit www.cornellsaprun.com or reach out to Adam Wild at adw94@cornell.edu or (518) 523-9337.

Sensor at the Uihlein Maple research forest used to collect sap flow data for the new Maple Climate Network.



THE UNIVERSITY OF VERMONT

EXTENSION

If you are in the business of selling sap or thinking about starting, check out these maple business resources available from UVM Extension. These can all be found at www.maplemanager.org

THE ECONOMIC ADVANTAGE OF SAP-ONLY

Specializing in sap production and selling sap in a business-to-business transaction offers many advantages. Sap sellers can reduce their capital investments and focus specifically on sap production activity. Recent research shows that sap-only enterprises may require 50% of the capital investment compared to a similar-sized sap-to-syrup processing business. A typical 5,000 tap enterprise on previously owned property is estimated to require \$100k-\$120k in sap collection investments. For the same enterprise to invest in syrup processing capacity, at least another \$110k in capital start-up is expected.

Sap sellers can focus their labor and attention on high-yielding sap harvest systems without spreading work and instead focus on the business of syrup processing, grading, packaging, and sales.

Syrup processors see a significant advantage from sap purchasing as well. The investment in a sugar house and processing equipment is significant. These investments are only in operation for a limited number of days each year (generally less than 25 days!).

Many syrup processors are seeing the benefits of sizing their facility in order to purchase additional sap and increase their equipment usage to enhance profitability. These relationships enable successful maple brands to supply more customers and focus on the market development logistics to expand maple demand as national production increases.



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Intensifying Flavor Through Sap Management

By Aaron Wightman, Co-Director, Cornell Maple Program

Many compounds are responsible for the characteristic flavor and aroma of maple syrup. Some are present in the sap, while others are created by chemical reactions in the evaporator. It is not necessary to understand all the details of flavor chemistry to make good syrup. If you have knowledge of a few key processes, this can help produce a high-quality product and allows for some control over the grade of syrup produced.

The exact chemical composition of maple sap varies between regions, sugarbushes, and individual trees. It even changes within the same tree over time. As sugarmakers, we have limited control over the initial sap chemistry as it first emerges from our trees. Perhaps the most direct strategy to ensure the production of high-quality sap in our woodlots is maintaining sugarbush health and exercising care to tap into clean, white wood. However, the impact of these practices is likely to be subtle and difficult to measure.

The story is very different once sap exits the tree and enters a collection system. A number of factors alter the composition of sap in ways that significantly impact flavor and grade. Some of these factors can be controlled to influence the quality of the final product. First, it is important to understand that sap is a living medium. From the moment it leaves the tree, microbes begin colonizing it. These microbes include bacteria and yeast that are always present in the environment. Once microbes enter the sap, they do the things all living creatures do – eat, excrete, and reproduce. This activity changes sap in ways that can have positive and negative impacts on flavor.

To fully understand the significance of microbial activity for maple flavor, it is important to know a little sugar chemistry. The only sugar produced by maple trees is sucrose. This is the same kind of sugar that makes up the crystals of white cane sugar. Sucrose is a “disaccharide,” meaning it is made of two smaller sugar molecules that join together. The smaller molecules that make up sucrose are the familiar sugars glucose and fructose. In other words, sucrose is simply one fructose molecule attached to one glucose molecule by an electron sharing arrangement called a covalent bond. Microbes can break that conjoining bond and convert sucrose into glucose and fructose. In the maple industry, we often refer to these smaller molecules as “invert sugars.” More microbial activity translates into more invert sugars.

As it happens, invert sugars do not behave the same as sucrose in the evaporator. This is especially true when it comes to the main chemical processes that create maple flavor. One important process called caramelization is a chemical reaction that darkens syrup and creates much of the flavor associated with maple syrup. In this process, heat changes the sugars to create new flavor compounds. The key difference is the temperature at which it occurs for different types of sugar. Sucrose does not caramelize until it reaches 338 °F, which is a temperature we hope not to reach in the evaporator.



In contrast, fructose caramelizes at 221°F. A temperature reached at the interface of the sap and the bottom of the evaporator pan.

This is the main reason why early season syrup is light and later season syrup is dark. Early in the season, it tends to be colder and fewer microbes are growing in the collection system. As a result, little sucrose is converted to invert sugars and less darkening occurs in the evaporator. Later in the season, when it's warmer, microbes break down a greater percentage of sucrose into invert sugars which translates into more caramelization in the evaporator and, therefore, darker flavor. Maillard browning is another chemical reaction that darkens syrup. It also relies on the presence of invert sugars.

Fortunately, some of the factors regulating microbial activity can be manipulated to partially control the grade and flavor of finished syrup. First and foremost is temperature. Microbes reproduce more quickly at higher temperatures. Once the temperature passes 40°F, microbial activity increases steeply and exponentially. So, holding sap for long periods at higher temperatures results in a higher percentage of invert sugars and darker syrup. Conversely, cold/clean sap that is quickly processed results in lighter syrup.

A second key factor affecting microbes is the amount of oxygen gas dissolved in the sap. When plenty of dissolved oxygen is present, aerobic microbial activity takes place. This type of activity is what breaks down sucrose into invert sugars without creating off-flavors.



Fresh sap stored in open-topped tanks with frequent splashing, stirring, bubbling, or some other form of agitation will maintain aerobic conditions.

Conversely, if sap sits stagnant, the dissolved oxygen level will eventually drop below the point where aerobic microbial activity can take place. At this point, microbes switch to anaerobic activity. Much like yeast fermenting grape juice into wine, microbes in anaerobic sap create off-flavors like sourness and alcohol.

One way to apply this information is by intensifying the flavor of your syrup. For example, imagine your customers prefer dark syrup, but you are mostly making golden and amber. In that case, you can hold your sap for a time while keeping oxygen levels high before processing it. Giving microbes more time to break down sugars so they can caramelize and generate a more robust flavor. In trials at Cornell, we have produced some of our best tasting syrup from sap that sat for 24 hours at 45 degrees F with a bubbler keeping the dissolved oxygen level at 100% saturation. The result was very dark syrup with phenomenal flavor.

On the flip side, if you are making dark syrup and you want to make something lighter, the process is more difficult but not

impossible. Aside from the obvious measures of keeping your tubing clean and processing sap quickly, there is new technology available called ultrafiltration (UF) that removes microbes from sap. A UF is basically a reverse osmosis unit that runs backward with a different membrane. In these machines, the holes in the membrane are large enough for sugars to pass through with the water, but microbes cannot pass through. So, the permeate is actually filtered sap, and the concentrate is the waste product of microbes filtered out of the sap. By removing microbes with UF, the sap can be held longer without the formation of invert sugars. Ultrafiltration technology is relatively new and expensive but could make sense for larger operations seeking to exert more control over color, grade, and quality.

There are many other points where syrup flavor can be improved or damaged. Collection systems, storage tanks, filters, evaporating, and bottling can all impact flavor. As you make syrup, think about quality at each step in the process, and you will be on the path to making your best syrup.

Maple Weekend 2022

A Sweet Success *Continued from page 1*



"I went to Sugar Oak Farms in Malta and they are the sweetest people. Took time out to explain a lot about the maple business in their store had lots of fantastic items to purchase. I do intend to go back again and revisit their store. I also intend this weekend to try to make it out to Salem for the pancake breakfast which I always used to go there maple land. A lot of delicious things to choose from to send to my daughter in Georgia."—Peg A.

"On Sunday, two days ago, we visited a new place: Smokey Hollow in Jordan. It was great! The pancakes were really good. I'm so glad we went. My teen said it was his new favorite place."—Joan D.

"Went to Stony Ridge for delicious buckwheat pancakes."—Linda D.

"We went to Schoolhouse Maple in Greenwich, NY. They made maple syrup cookies and gave them as samples. OMG, they were delicious!"—Michele G.

Continued on page 10







Maple Weekend 2022

A Sweet Success *Continued from page 9*



"We went to a Critz Farms all you can eat breakfast buffet with unlimited maple syrup on our pancakes. Then we went on a hay-ride to where the maple trees are and then to a sugar house where they explain the process of making maple syrup. We had a great time considering the weather was not that great on Sunday."

—Ileana P.

"Have been to Cartwright's Maple Tree Inn 6 times this year (only open for 2 months so I need to get my trips in) and 'Sprague's' in Portville, NY. Love them both and never disappointed!"

—Penny A.

"Cedar Brook Farm was great! Lots of goodies to try and we learned about the Maple Syrup Process. Bought a 1/2 gallon of their yummy syrup!"

—Kelly K.

"Had a great time this past weekend! The weather was far better than the predictions so we're glad we went. Wild Hill in Salem is just the best place for syrup and other goodies, but we also visited several others and purchased goodies from them as well. Spent two days making the rounds, then topped it off with lunch at Battle Hill Brewing and Pub in Fort Ann."

—Bev R.

Those are just a few of the sweet comments we have received on the Maple Weekend Facebook page. Head over there and see what other wonderful comments were shared.

And once again, we would just like to thank all of our producers who participated in this year's Maple Weekend. It made for an even sweeter season for all of us.

NYFB and NYSMPA Partner Together to Support Maple Producers

By Steve Ammerman, NYFB Director of Communications

The state's maple producers are an important part of the rich diversity that is New York agriculture. Right now, you are in the heart of maple season; sugar houses are fired up, sap is boiling, and you are preparing the best syrup and maple products in the country. It is a great feeling!

While you're busy bottling syrup, our staff is hard at work for you in Albany. The New York Farm Bureau has a close relationship with the New York State Maple Producers Association and shares many of the same members. There are general needs that every farmer in agricultural production looks to address, and NYFB is always working on those issues: Implementing agricultural land assessment, including a cap on yearly increases to reduce your tax burden, regulatory reform like building code exemptions for sugarhouses, or advocating for infrastructure and broadband improvements are just some of the major issues that Farm Bureau has seen success for our members.

We are currently in the middle of a legislative session with state budget negotiations well underway. NYFB is engaging with lawmakers at every level to secure the funding farmers need for research, marketing and promotion, along with a host of other programs that will benefit every farmer.

Some of the issues that directly concern you are increased funding for critical maple research through Cornell. The governor has proposed \$76,000 in the executive budget, but we are supporting the Maple Producers' ask of \$200,000. We are also looking to secure about \$75,000 more in promotion funding than what the governor originally budgeted. Both the Assembly and Senate have proposed full funding for NYSMPA, but we will continue to advocate for increased research dollars from the legislature as well.

New York Farm Bureau has also been a longtime supporter of the maple trailer, which travels the state educating people on maple production and all its benefits.

Overall, the proposed budget is one of the best we have seen in years. The governor is looking to double the workforce retention tax credit from \$600 to \$1,200; this would offset some rising labor costs that continue to put New York farms at a

competitive disadvantage. The governor is also proposing to increase an investment tax credit to 20 percent for farms to recoup some expansion costs if they qualify with a tax liability to take it. NYFB is asking for that to be a refund-able tax credit.

NYFB is concerned about the Extended Producer Responsibility legislation. This bill looks to pass the cost and responsibility of recycling packaging away from the consumer and instead to the source of the product; in this case, farms and food processors who need things like milk containers, wine bottles, and food packaging to sell what they produce. This would not likely impact most maple producers based on the sales threshold, but it will put an extraordinary financial burden on many of the state's farms and businesses, and we are asking for an agricultural exemption in the bill language.

Now that the Senate and Assembly one-house budget bills are out, negotiations with the executive office are underway. NYFB will continue to advocate for you and our strong partnership with the NYS Maple Producers.



12502 Vaughn Street
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Updates to Manufacture, Distribution, and Sale of Maple Syrup and Sugar

Sections 160-u, 203 and 204 of the Agriculture and Markets Law Parts 270.1, 276-1 and 276.4 of Title 1 of the Official Compilation of Codes, Rules and Regulations of the State of New York Revised as of March 02, 2022

The NYS Agriculture & Markets recently released an updated version of the rules and regulations for the manufacture, distribution, and sale of maple syrup and sugar. Please review and adhere to the updated articles.

CIRCULAR 947 ARTICLE 13-D

Section 160-u. Manufacture, distribution and sale of maple syrup and sugar

(a) Definitions:

1. "Maple sap" means the sap or sweet water obtained by tapping the maple tree.
2. "Maple syrup" means syrup made exclusively by the evaporation of pure maple sap.
3. "Maple sugar" means sugar made exclusively by the evaporation of pure maple syrup.
4. "Grade" means the standards for maple syrup or maple sugar promulgated by the commissioner of Agriculture and Markets, as the official grades of maple syrup or maple sugar for the state of New York.

(b) Every consumer package of maple syrup offered or exposed for sale shall be plainly marked as to the grade.

(c) Advertising. Any person who uses roadside signs within the state or who uses publications printed or distributed within the state, to advertise maple syrup and who quotes a price therein, shall specify the grade of the syrup in a plain and conspicuous manner.

(d) The commissioner of Agriculture and Markets shall promulgate, after public hearing, rules and regulations to carry out the provisions of this statute.

ARTICLE 17 ADULTERATION, PACKING AND BRANDING OF FOOD AND FOOD PRODUCTS

Section 203. Manufacture and sale of imitation maple sugar and syrup prohibited

1. No person shall manufacture for sale, keep for sale, or offer or expose for sale, any sugar in imitation or semblance of maple sugar which is not pure maple sugar, nor any syrup in imitation or semblance of maple syrup, which is not pure maple syrup, nor shall any person manufacture, offer or expose for sale any sugar as and for maple sugar which is not pure maple sugar, nor any syrup as and for maple syrup which is not pure maple syrup.

2. For the purpose of this article the term "maple sugar" shall be deemed to mean sugar made from pure maple sap or pure maple syrup, and the term "maple syrup" shall be deemed to mean syrup made from pure maple sap.

Section 204. Branding and labeling of maple sugar and syrup mixtures

No person shall manufacture, sell or expose for sale, any compound or mixture as and for sugar which shall be made up of maple sugar

mixed with any other sugar or any other substance without branding or labeling the said sugar with a statement giving the ingredients of which it is made up. No person shall manufacture, sell, expose for sale or offer for sale any compound or mixture as syrup which shall be made up of maple syrup mixed with any other syrup or ingredient without branding or labeling said syrup with a statement giving the ingredients of which it is made up. This shall not be construed to apply to a syrup or syrups manufactured and sold for medicinal purposes only.

PART 270.1 MAPLE SYRUP: IDENTITIES; LABEL STATEMENTS

(a) Definitions. For the purpose of this section, the following terms shall have the following meanings, unless the context clearly indicates otherwise:

1. Light transmittance means the fraction of incident light at a specified wavelength that passes through a representative sample of a particular sub-grade of Grade A maple syrup.
2. Soluble solids, expressed as a percentage, means the proportion of maple sap solids in the applicable solvent.
3. Tc means the percentage of light transmission through maple syrup, measurable by a spectrophotometer, using matched square optical cells having a 10-millimeter light path at a wavelength of 560 nanometers, the color values being expressed in percent of light transmission as compared to A.R. Glycerol fixed at 100 percent transmission.

(b) Standards of identity.

1. Maple syrup is the liquid made by the evaporation of pure sap or sweet water obtained by tapping a maple tree. Maple syrup contains minimum soluble solids of 66.0 percent and maximum soluble solids of 68.9 percent. Maple syrup includes, and is either, Grade A Maple Syrup or Processing Grade Maple Syrup, as defined in paragraphs (2) and (3) of this subdivision.
2. Grade A maple syrup means maple syrup that is not fermented, is not turbid, and contains or has no objectionable odors, off-flavors or sediment. Grade A maple syrup must fall within one of the color and taste sub-grades of Grade A maple syrup set forth in subparagraph (i), (ii), (iii), or (iv) of this paragraph.
 - (i) Grade A golden color and delicate taste maple syrup has a uniform light golden color, a delicate to mild taste, and a light transmittance of 75 percent Tc or more.
 - (ii) Grade A amber color and rich taste maple syrup has a uniform amber color, a rich or full-bodied taste, and a light transmittance of 50 percent - 74.9 percent Tc.
 - (iii) Grade A dark color and robust taste maple syrup has a uniform dark color, a robust or strong taste, and a light transmittance of 25 percent - 49.9 percent Tc.
 - (iv) Grade A very dark and strong taste maple syrup has a uniform very dark color, a very strong taste, and a light transmittance of less than 25 percent Tc.
3. Processing grade maple syrup means maple syrup that does

not meet the requirements for Grade A maple syrup set forth in paragraph (2) of this subdivision. Processing Grade Maple Syrup may not be sold, offered for sale or distributed in retail food stores or directly to consumers for household use.

(c) Nomenclature label statement.

1. The name of the food defined in paragraph (b)(2) of this section is "Grade A Maple Syrup". The name "Grade A Maple Syrup" must conspicuously appear on the principal display panel of the food's label, and the words "golden color and delicate taste", "amber color and rich taste", "dark color and robust taste", or "very dark color and strong taste", as appropriate, must also conspicuously appear on the food's principal display panel in close proximity to the food's name and in a size reasonably related to the size of the name of the food.

2. The name of the food defined in paragraph (b)(3) of this section is "Processing Grade Maple Syrup". The name "Processing Grade Maple Syrup" must conspicuously appear on the principal display panel of the food's label, and the words "For Food Processing Only" and "Not for Retail Sale" must also conspicuously appear on the food's principal display panel in close proximity to the food's name and in a size reasonably related to the size of the name of the food.

PART 276

FOOD PROCESSING ESTABLISHMENTS

Subject to Regulation Under Article 20-C of the Agriculture and Markets Law

Section 276.1 Good manufacturing practices.

All food processing establishments subject to regulation under article 20-C of the Agriculture and Markets Law shall be subject to the current good manufacturing practices of Part 260 of this Title unless exempted by said article 20-C or by this Part.

Section 276.4 Exemptions

(a) Maple syrup and honey. Processors of maple syrup or honey who do not purchase maple syrup or honey from others for

repackaging, and who do not combine maple syrup or honey with any other ingredients capable of supporting the growth of infectious or toxigenic organisms, shall be exempt from the licensing requirements of Article 20-C of the Agriculture and Markets Law, provided that such establishments are maintained in a sanitary condition and manner, and the following requirements shall be complied with:

1. Every practicable precaution shall be taken to exclude birds, insects (except those involved in the production of the product), rodents and other vermin and animals from the premises of the operation.
2. The use of insecticides, rodenticides and other pest control items in such establishments shall be permitted only under such precautions and restrictions as will prevent the contamination of the product.
3. Rooms, compartments, places, equipment and utensils used for preparing, storing or otherwise handling the product, and all other parts of the operating premises, shall be kept in a clean and sanitary condition.
4. There shall be no handling or storing of materials which may create insanitary conditions in any place or places where the product is prepared, stored or otherwise handled.
5. All equipment and utensils used in processing or handling the product shall be maintained in good repair to assure sanitary conditions in the operation.
6. All finished product containers must be clean, sanitary and properly labeled in compliance with the requirements of Part 259 of this Title.



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Marketing Leads to More Sweetness

“Success is the sum of small efforts repeated day in and day out.” —Robert Collier



Over the years, the NYMPA has reserved an amount of our yearly budget to go towards marketing efforts to support our members. We have seen much success and growth through these marketing efforts, and since you are a part of it, we want to share what we have been up to.

Thanks to Zoey Advertising, who has been our marketing/advertising partner for many wonderful years, the NYMPA has grown greatly. They have done an extraordinary job running ad campaigns, putting together our Maple Pipelines, executing two e-newsletters per month (that many of you are subscribed to), creating engaging content on our social media platforms, and helping in many other ways to engage our audiences to NYS Maple. Here's what we've been up to lately...

In November 2021 we expanded our social media efforts to reach and engage new audiences. We created a Pinterest page and revamped our YouTube Channel to highlight recipes featuring NYS Pure Maple Syrup. Since then, our YouTube channel has grown subscribers by 30% and generated 2,200 video views and more than 34 hours of watch time. Our Pinterest content has been seen or engaged with by nearly 2,000 pinners (Pinterest users) to date. Additionally, we launched a digital ad campaign targeting Food and Recipes related websites and blogs. Nearly 1 million digital ads have been served up to date, resulting in close to 2,000 visits to NYSMaple.com to learn more.

For Maple Weekends this year, we incorporated a mobile ad campaign targeting residents in the counties of participating farms. These mobile ads showed the viewer the distance to their nearest participating farm and were able to track on-site visits to the farms as a result of the visitor seeing the mobile ad. An estimated 524 visits were reported to participating farms for Maple Weekend during the month of March 2022. We also exceeded the maximum allowed for the use of the google map on mapleweekend.com for the first time this year!

It's safe to say, the advertising and marketing of NYS Maple have led to sweet success! Be sure to follow along with all of our pages and get the word out.

NYS Crop Reports as of April 1

CLINTON COUNTY

"We are still going very strong over here. Temps have been perfect the last few days for mega sap runs. Currently, we are at about 80% of a healthy crop and gaining fast. It's looking like it will be a good season for us, as well as other producers in our area. Wishing the best to all for this season!" - Laura Parker

"I'm at 72% of an average crop. The color and flavor are very good this year. Still making golden syrup." - Mike Bennett

"We boiled all day today. Good quality dark syrup." - Tammy Bechard

FRANKLIN COUNTY

"Good syrup. 50% of a crop as of 3-31-22." - Scott St. Mary

WASHINGTON COUNTY

"We are still making good syrup here, 1/3 of a gallon of syrup/ tap now. All producers here are still making syrup." - Dave Campbell

"Still going here in Fort Ann. I am figuring another week??? Today will put me over last year's total I believe. Have had probably best run of the year last couple of days." - Greg Lapan

ST. LAWRENCE COUNTY

"We are getting near the end here. Gravity producers in the St. Lawrence River valley will be wrapping up mid-week probably. Vacuum producers will probably pull sap through the week. Flavor for us last night was phenomenal. And we are still on the amber side of it as well, which is not the norm. Producers up in the hills and towards the Adirondacks may get another week or so depending on the weather. I think that we will end up with a full crop. Sugar content up here has been good overall." Gavin MacKellar

"I'm still making Dark with a good flavor. If weather holds into next week as predicted, I should have an average crop." - Doug Thompson

"Still making good syrup, about 75% so far." - Ray Crouse

"We're about almost a full crop. Grade has dropped to dark. We're still hopeful we'll be over a full crop." - Mike Kenny

LEWIS COUNTY

"Yes, we are still making good quality syrup. We are at more than half of last year's crop, but less than half of a normal crop. We hope to be making a lot of syrup this coming week." - Haskell Yancey

SCHULYER COUNTY

"We are still boiling sap. It can't sit long but it is making syrup for us. Flavor is still ok-but late season." - Dan Weed

DELAWARE COUNTY

"We are still making good syrup, hopefully make some today and this weekend. So far at 800 gallons off 4500 taps." - Matt Scobie

WYOMING COUNTY

"We are still making syrup, but it is now 'processing' grade. We are at about 70% of a crop." - Lyle Merle

CHAUTAUQUA COUNTY

"We will boil one more time, likely on 4/5 am. Our trees produced nearly a 100% crop of sap but sugar was low, and some syrup after the mid-March warm period was a bit off flavor." - Lloyd Munsee

HUDSON VALLEY

"We finished about 2 weeks ago. Short season with early warming here." —Bri Hart

LAKE PLACID

"Still heavy sap flow in Lake Placid. Expect to be making it for a couple more weeks. We still have snow in parts of the woods. So far, we are experiencing a great yield. 82% of a crop to date."—Adam Wild



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STUDENT: \$10.

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Contact:

Helen Thomas, Executive Director

office@nysmaple.com

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