

THE PIPELINE



Posters



Pictures are the
advertising materials for
members to use in their
own locality.



Are you Ready for Maple Weekends 2023?

See inside for details



Road signs



Postcards



Coming in 2024 - New and Improved State-Wide Winter Maple Conference

As we emerge from the pandemic, it is clear that we face new challenges and opportunities in the maple industry. Price increases, supply chain issues, consumer preferences and many aspects of the business environment have changed. To remain successful, we must adapt and improve. This is also true of how the NYSMPA serves its members, including the winter maple conference. After careful consideration the association board has opted to pause the NYS winter conference in order to improve the format and venue. Therefore, there will be no centralized conference this season. However, the board has committed to hosting a new and improved conference for 2024 that we hope will raise the bar for New York's premier maple gathering. In the meantime, the NYSMPA and the Cornell Maple Program will continue to provide an enhanced offering of online resources, cutting edge research, and support regional workshops and educational events.

The association board made this difficult decision to defer a conference for this current season based on a number of factors. Low registration numbers forced the cancellation of the annual maple tour this fall, which indicated folks still hesitate to attend in-person events. Cooperative Extension reports that workshop attendance across the state has not yet returned to pre-pandemic numbers. In addition, the cost of conference venues and especially of food served at those venues has increased dramatically, which would make the cost for attendee tickets significantly increase. We are currently evaluating exciting new options for venues and educational offerings to provide maximum value to members.

We will miss the opportunity this January to get together and talk about our favorite crop – Maple – and to see old friends and make new acquaintances. Please look for announcements starting in June 2023 for the - New and Improved NYS Maple Producers' Association sanctioned Winter Maple Conference – see you then!

Northeast NY Maple Conference

January 14, 2023

9 am – 4pm

Brushton-Moira Central School

758 County Rt. 7, Brushton, NY

Includes lunch provided by the Brushton-Moira FFA

Admission: NYS Association Members - Free

Non-Members - \$20.00/Students - Free

Schedule: 9:00 - 10:00 registration

10:00-11:15 - Workshop Session #1

11:15-1:00 - Vendor Fair and Lunch Break

1:00-2:15 - Workshop Session #2

2:30-4:00 - Workshop Session #3

Register Here: <https://sugarmakers.nysmaple.com/event/northern-ny-maple-conference/>

Contacts:

Adam Wild at the Cornell Uihlein Maple Research Forest: 518-523-9337 / adw94@cornell.edu

Scott St. Mary: 518-593-3688 / ssmary03@yahoo.com



From the Road: The Mobile Maple Experience Reports Post-Pandemic Success

After over a year off the road due to pandemic challenges, the MME rolled out in June 2022 and resumed visits to schools and educational events throughout New York. Led by Kristina Ferrare, the education coordinator for NYSMPA, the MME visited 15 schools and colleges and several fairs and conferences. Over 5000 people, mostly students, visited the MME and learned about making the sweet stuff. The spring schedule is filling up fast. If you are a member interested in bringing the MME to a school near you, contact Kristina at mapleexperience@nysmpa.com or kferrare@nysmpa.com. A program description and calendar are posted on the NYSMPA website: <https://nysmaple.com/the-maple-experience/>

Completed Visits		
Date	Event/Location	Visitors
June 7-8, 2022	Canandaigua Elementary School	456
June 10, 2022	Thousand Island Land Trust	37
June 29-30, 2022	National AITC	100+
July 27 & 28	Monroe County BOCES	313
August 13, 2022	DeRuyter Fireman's Field Days/DeRuyter, NY	120
August 17&18, 2022	NYS Farm Bureau Legislative Reception/Queens County Farm	200+
August 25&26, 2022	Washington County Fair/Greenwich NY	500+
August 30, 2022	NYS Fair Maple Day/Syracuse	100
September 9-11, 2022	Queens County Fair/Queens, NY	300
September 26, 2022	NASDA/ Saratoga Springs, NY	35
October 4, 2022	Morrisville Ag Day/Morrisville, NY	713
October 6, 2022	Pumpkin Walk/Hamilton, NY	200

THE MAPLE ASSOCIATION MOBILE CLASSROOM

October 11, 2022	Willard Prior Elementary/Oneida, NY	197
October 12, 2022	Seneca Street Elementary/Oneida, NY	221
October 25, 2022	North Broad Street/Oneida, NY	178
October 14, 2022	Durhamville Elementary School/Oneida, NY	219
October 18, 2022	SUNY Cobleskill Maple Day/Cobleskill, NY	43
October 19, 2022	Argyle Central Schools/Argyle, NY	179
October 20, 2022	Salem Central Schools/Salem, NY	168
October 21, 2022	Greenwich Central Schools/Greenwich, NY	143
November 3 & 4, 2022	Deerfield, Elementary/Whitesboro, NY	310
November 8-10, 2022	Barringer Elementary, Ilion, NY	389
November 14, 2022	Marcy Elementary School, Marcy, NY	148
November 15, 2022	Central Square Middle School, Central Square, NY	132



Kristina Ferrare, education coordinator, discusses sugar density and reverse osmosis with students of Salem CSD. Credit: Amy Maxwell



MME producer/volunteer Gordon Tibbitts of Tibbitts Maple answers questions at Barringer Elementary School in Ilion, NY. Credit: Kaitlin Tibbitts



New York State Maple Producers' Association

301 Myron Road, Syracuse, New York 13219

o (315) 877-5795 f (315) 488-0459

web www.nysmaple.com

2023 Membership Renewal Application

Name

EMAIL

Cell Phone

Land Line Phone

Farm Name

Mailing
Address

+++++

We encourage you to renew online by going to <https://sugarmakers.nysmaple.com/>

Membership Options:

Full 1-year Membership (Jan 1-Dec 31 2023) \$75_____

Full 3-year Membership (Jan 1, 2023-Dec 31, 2025) \$210_____

Retired Membership (no longer making/selling syrup) \$25_____

Associate Membership (associate of a full member) \$25_____

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Total Amount Due: _____ Check enclosed _____ (make payable to NYSMPA)

Credit card payment

name on card

card number

expiration date

security code

billing zip code

signature

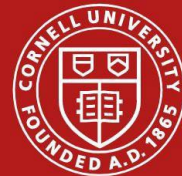
NYS Maple Producers' Association Actions for Your Benefit

- We have a membership in IMSI (International Maple Syrup Institute), and our delegate to IMSI is on their executive committee. This international organization has several ongoing initiatives- updating the Standard of Identity in the U.S. & Canada of Maple Syrup, both to make it correct with current practice and also to enable insertions of Maple Syrup in the World Food Codex; researching methods of united industry marketing; attempting to get isopropyl alcohol legalized as a tubing cleanser in the U.S.; developing a definition of sustainability practices for maple syrup production – to name just a few. They are our lobby voice in Washington DC.
- We have a membership in NAMSC (North American Maple Syrup Council). This international organization is focused on education and research for maple production. In addition to publishing the Maple Digest, they support the website MapleResearch.org. They raise funds that are used for grants each year to support research. They supply monthly news updates that we email to our members.
- We are a NYS Farm Bureau Ag alliance partner. They keep us informed on regulatory and legislative proposals in Albany, and assist us on representing the best position for the maple industry. They directly arrange any appointment we need with legislators, and they set up our annual lobby day which results in the state grant funding that supports many of our activities.
- We maintain NYSmaple.com and MapleWeekend.com website. We also support facebook pages in those names. We maintain a YouTube channel of recipe and other videos. We post on Instagram. These social media efforts are focused on the population of NYS to target the best consumer audience for NYS Maple.
- We frequently email news and updates to our members. In addition, a print publication, the PIPELINE, is produced 3 times a year.
- We currently offer several products to members that can add to their retail sales efforts. These include free items such as recipe cards and member plaques. Each year our membership committee looks for additional items that could benefit members – last year it was a free calendar; this coming year it will be outdoor membership signs. Retail items offered at a group purchase price include the maple coffee, maple tea, cookbooks, NY Pure Maple stickers, and this year we added labels for plastic jugs.
- With funds provided by NYS, the Mobile Maple classroom is on the road nearly every week of the warm months. We reach thousands of potential future consumers each year with the story of maple and a taste of the real thing.
- We value the Cornell Maple Program and its staff, and we work to inform you of their research, and to assist them in whatever ways can benefit their research.
- Our office is always eager to take your questions and provide answers.
- We operate the Maple Center at the New York State Fair, a method of advertising Pure Maple and also a significant source of revenue for the association base expenses.

If you have suggestions for other things we can do to assist members, please send us your suggestions!



Getting Started: Value-Added Products



Catherine Belisle, PhD, 2022

The objective of this document is to provide guidelines for producing and selling packaged value-added maple foods and beverages. This document does not include regulatory requirements for unpackaged products sold at fairs or farmers markets. State and federal regulatory requirements are established to protect the producer and consumer from food safety concerns. The information presented below is not comprehensive and is for informational purposes only.

1. You want to sell a food or beverage. Where do you start?

- Once you have a food or beverage, send your product and the appropriate paperwork to a Food Processing Authority. These individuals will subject your recipe and production process to a review for food safety concerns.
- A **scheduled process** is required for any food product manufactured in New York state for which refrigeration or additional production steps are necessary to address health hazards. The Cornell Food Venture Center offers process approval services which provide information on procedures to produce a safe product, record keeping requirements, and information on licenses and registrations required to produce said product.
- **How to complete a scheduled process.**
 - Submit the form “Scheduled Process and Vacuum Pack Form” to cfvc@cornell.edu and mail your packaged food or beverage to their lab.
 - They will review the product and inform you if a scheduled process is required.
 - If a scheduled process is required, they will include any courses or FDA registration requirements in the final paperwork.
 - Cost: \$85 per sample. You can expedite the process for a higher price.
- Website: Cornell Food Venture Center (<https://cals.cornell.edu/cornell-agritech/partners-institutes/cornell-food-venture-center/cfvc-services-fees>); Process Authorities in the U.S. (<https://www.afdo.org/directories/fpa/>)

2. Where will the food or beverage be produced?

- The food safety requirements of the food or beverage will determine whether a home kitchen or commercial kitchen is appropriate.
- In a **home kitchen**, candies, fudges, breads, and other foods that do not have a food safety concern can be produced and sold only within New York State. Home kitchens are registered with New York State Agriculture and Markets, but not with the FDA.
- In a **commercial kitchen**, foods and beverages must comply with the scheduled process to be produced. These foods may include low-acid and acidified foods, pasteurized foods, among others. Commercial kitchens must register with the state, comply with good manufacturing practices, and may need to register with the FDA.
- A **shared kitchen** is a commercial kitchen in which individuals rent the facility and prepare food or beverage products as defined on the scheduled process. You are required to provide a scheduled process for each food or beverage. More information can be found here: <https://agriculture.ny.gov/system/files/documents/2020/06/guidanceforsharedusekitchens.pdf>
- A **co-packer** is a food manufacturing facility that produces and packages your product. More information can be found here: <https://edis.ifas.ufl.edu/publication/FS380>
- Website: Shared kitchens and co-packers by state (<https://cals.cornell.edu/cornell-agritech/partners-institutes/cornell-food-venture-center/kitchensco-packers>).

3. Do you need to register your facility with New York State Agriculture and Markets?

- In New York state, individuals interested in producing and selling foods or beverages will likely need to register for a Home Processor Exemption or a Food Processing Establishment License, also called an Article 20-C License.
- If an individual rents a commercial kitchen or works with a co-packer, licenses are obtained by those facilities, not the individual.
- **How to register with NYS Agriculture and Markets**
 - Contact your regional office to inquire about your product and to schedule an inspection. Regional office contact information found at the bottom of this link (<https://agriculture.ny.gov/food-business-licensing>).
 - Schedule an inspection to determine any changes needed at your facility.
 - Register your facility by completing the Home Processor Registration Request (\$0) or the Application for Food Processing Establishment License (\$175).
 - Cost: \$0 for all inspections; \$0 to \$400 for license paperwork.
- Websites:
 - Home Processor Exemption (<https://agriculture.ny.gov/food-safety/home-processing>)
 - Food Processing Establishment License (<https://agriculture.ny.gov/food-business-licensing>)
 - Information on food facility expectations (<https://agriculture.ny.gov/system/files/documents/2019/03/smallfoodprocessors.pdf>)

4. Do you need to register your facility with the FDA?

- FDA registration is required on select food and beverage products. Refer to the scheduled process paperwork to determine if your facility needs to be registered and which forms must be submitted.
- If an individual rents a commercial kitchen or works with a co-packer, registration is obtained by the facility, not the individual.
- **How to register with the FDA**
 - The FDA released a webinar reviewing the process of registering with the FDA (<https://www.fda.gov/food/workshops-meetings-webinars-food-and-dietary-supplements/webinar-food-facility-registration-ffr-biennial-renewal-and-unique-facility-identifiers-ufi-08112022>). Cost: \$0 for registration and inspections.
 - The University of Wisconsin developed guidelines to ease the FDA registration process. (<https://mapleresearch.org/pub/a-summary-of-regulations-governing-maple-syrup-production-in-wisconsin/>).

5. What are Current Good Manufacturing Practices (cGMP)?

- The cGMP established by the FDA have been in effect since 1969. They are a set of sanitary guidelines and standard operating procedures (SOPs) that individuals develop for their specific food facility. The guidelines include equipment maintenance, pest control, and other procedures to maintain a safe and clean food facility. They are required if a facility has a Food Processing Establishment License or is registered with the FDA.
- General cGMP information <https://cals.cornell.edu/dairy-extension/what-we-do/food-safety-resources/good-manufacturing-practices>
- Cornell Institute for Food Safety offers cGMP course (\$200) <https://cals.cornell.edu/institute-for-food-safety/extension-services/gmps-part-117>

This research was conducted with generous support from the USDA National Institute of Food and Agriculture.



2023 Maple Weekend Application

New York State Maple Producers' Association
301 Myron Road, Syracuse, New York 13219
o (315) 877-5795 f (315) 488-0459

THE 25TH ANNUAL MAPLE WEEKEND IS AN AGRITOURISM EVENT SPONSORED BY THE NEW YORK STATE MAPLE PRODUCERS' ASSOCIATION. AS A MEMBER, YOU ARE INVITED TO JOIN IN THE COOPERATIVE STATEWIDE AND REGIONAL ADVERTISING AND PROMOTION OF THIS EVENT.

2023 Dates: March 18,19 & March 25,26

Please note: Statewide publicity is for a four-day event—The event is advertised as a *four days*, open from 10-4. While we will still be using the caveat, "Exceptions Apply. See local listings for details," the overall success of the event depends on having the majority of our participants open all 4 days regardless of weather. This is AGRITOURISM : you should have more than just SALES of maple happening during these 4 days.

Participating Member Name: _____

Participation Fee: \$115 total, of which \$90 is used by your regional association for advertising done locally. This local advertising is decided by members at your regional meetings and may be print ads, a brochure, radio ads, etc. The other \$25 is used by the state association to cover administrative costs. All statewide advertising is provided using funds granted from the State of NY.

Only active association members may participate in Maple Weekend, please make sure your membership is current!

2023 Maple Weekend fee \$115

REGISTER ON_LINE AT:

<https://mapleweekend.nysmaple.com/maple-weekend-registration/>

OR

Mail with payment enclosed. Make checks payable to NYSMAPA

Credit card # _____ Amount: _____

Exp date ____/____ security code _____ billing zip code _____

By agreeing to participate as a host site for the state association sponsored Maple Weekend, you agree that you will endeavor to present the making of maple syrup in a safe, clean, pleasant, family-friendly environment for visitors and that you will have at least one educational display or demonstration at your farm during Maple Weekend. You also agree to provide a reliable contact telephone number and/or e-mail address that will be answered at least daily during the month of March.

signature _____

Maple Weekend 2023 Advertising

Maple Weekend Postcards - these postcards are free to all participants. There are full-color Maple Weekend details on the front, with room on the reverse side for your personal information. You can address and send to your customer mailing list, and/or leave them in public areas like libraries, grocery and drug stores for people to pick up (get permission from the location first!) Every participant in Maple Weekend will get at least 50 cards, any additional will be on a first-come, first-serve basis. If you know now what quantity you would like, indicate that below:

Send me the 50 postcards _____

Thanks, but I do not want any postcards _____

Please send me this many additional, if available: _____

Maple Weekend Posters - these posters are free to all participants. They are full color 11 by 17 inches. Maple Weekend details are of course on them, with plenty of room at the bottom for your personal information. Post them in public areas like libraries, grocery and drug stores (get permission from the location first!) Every participant in Maple Weekend will get at least 5 posters, any additional will be on a first-come, first-serve basis. If you know now what quantity you would like, indicate that below:

Send me the 5 posters _____

Thanks, but I do not want any posters _____

Please send me this many additional, if available: _____

Maple Weekend Signs- these signs are 18 by 24 inch corrugated plastic outdoor signs, with wire stake included. Every year if you are participating in Maple Weekend for the first time you receive 2 of these at no charge. Everyone participating can purchase additional signs for \$8 each PLUS shipping.

I would like to buy this many Maple Weekend signs _____

You can see pictures of these 3 items on the cover of this mailing.