

ONTARIO MAPLE MAINLINE



Maple Dateline

Mainline Deadlines

Spring - February 15

Summer - May 15

Fall - August 15

Winter - November 15

Board Meetings - 2023

Feb. 16th	May 15th
July 19th	Oct. 3rd
Dec. 11th	

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PRESIDENT'S MESSAGE

SPRING HAS SPRUNG (VERY EARLY!)

Is there climate change? Is the earth going through another cycle? Has this winter been a blip of unusual activity? Does anybody know the real answer? If anybody does it will be the sugar makers of Ontario. Southern Ontario is 80 percent done boiling, northern Ontario is still in a deep freeze and the rest of Ontario doesn't know what Mother Nature is telling us. There will be one day warm, followed by three days cold.

Going back to climate change, after the maple season pull your records out and see the first boil dates and first sap run days for the last 20 years. We are slowly moving back in all the start dates. I remember the climatologist Dave Phillips stating at the Simcoe & District Summer Tour that by 2050 there will be no maple syrup made south of Lake Erie. That is scary, but it isn't all doom and gloom. We can all pitch in and do our little bit to help Mother Earth. We can take care of our forests, plant more trees, remove invasive species, and stop the practice of cutting more forests for corn, soybeans and housing projects. An excellent way of learning more about forestry is by joining the Ontario Woodlot Association. An old



(Continued on page 2)



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Research & Tech Trans.: **Phil Thomas**

**For committee chair contact information,
email admin@ontariomaple.com**

FRAM OIL FILTER commercial saying was you can pay me now or you can pay me later. Later is arriving in the form of climate change and earlier maple syrup production.

The strategic plan has been approved by the board and is now a working document for OMSPA. The sector development plan will originate from this document with climate change being one of the priority items. I will speak on other plans as we move forward in the future. Members should be aware the OMSPA is working on a process to determine if maple operations are carbon neutral, carbon negative, or carbon positive with the goal of finding a pathway to carbon negative maple operations. Hopefully, we can also find a way to get paid for the carbon we store.

In this Mainline you will find an invited guest article by Robert Hocking on the difference between selling and marketing. Also, you will find some historical documents about OMSPA'S beginnings. Ron Shaw and a few other forward thinkers worked with government agencies to help create OMSPA and then helped create NAMSC. Their goal was to expand the maple syrup industry in Ontario and make it a solid contributor to our GDP by creating a good quality product, with uniform grading. We are doing the same thing today 56 years later. Producers have doubled production since then but this has only increased at the rate of 1.8 percent per year. Ontario has decreased in its ability to meet our domestic demand. We need to work with our government agencies to create future expansion of the industry. It's an interesting read about our history.

The time of year to spend time with family and friends is every day, but the springtime seems to be extra sweet. Coming out of the cold, dark winter, we feel the heat in the sun and just want to soak all those rays in: enjoy the sugarbush, enjoy the sugar camp, enjoy the great food being served, enjoy the family, and enjoy the friends. MOST OF ALL, ENJOY THAT GREAT MAPLE SYRUP YOU ARE MAKING.

Happy sugaring, Frank Heerkens

EXECUTIVE DIRECTOR'S REPORT

A big thank you to the Shaw family for their work on the early days of OMSPA and NAMSC. Everything old is new again. We are facing many of the same issues in 2023. Our new Strategic Plan will help us navigate these issues once again.

Here are some of the larger items I've been working on:

- The Governance Committee's discussions with locals on their role and workload within OMSPA.
- Membership renewals: Liz and I have been working hard to complete these earlier than usual using the new invoice setup.
- Finishing the 2023 Budget which was

approved in February.

- Organization of the Scenarios Online Workshop in February.

Current items include:

- Admin and reporting for our marketing grants and the Sector Development grant.
- Participation in implementation discussions for the Strategic Plan.

Have a great season!

John Williams

Executive Director

admin@ontariomape.com

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HAVE A GOOD SEASON !

FEDS AND PROVINCE REACH AGRICULTURE DEAL

Farmers and the province's wider agri-food sector will benefit from an upcoming new, five-year agreement between the governments of Canada and Ontario. The agreement will provide a range of investments that will help improve productivity, competitiveness and resilience in this key area of the economy and enable the province to meet goals outlined in Ontario's Grow Ontario Strategy.

The governments have negotiated a Sustainable Canadian Agricultural Partnership (Sustainable CAP) for Ontario that will see upwards of \$1.77 billion in support for the agri-food sector over the life of the agreement. Through Sustainable CAP, \$569 million will be invested in strategic initiatives, which is a 25% increase over the previous funding agreement. There will also be roughly \$1.2 billion for continued, demand-driven, business risk management supports for farmers.

Sustainable CAP will also boost investments in research and innovation and other strategic areas to strengthen the sector. The agreement will include the launch of the new Resilient Agricultural Landscape Program (RALP), a funding initiative to mitigate climate change and support the agricultural sector in better addressing sustainability outcomes.

The Sustainable CAP starts on April 1, 2023 and replaces the Canadian Agricultural

Partnership (the Partnership). The programs will support the vision and priorities the federal, provincial and territorial agriculture ministers agreed to in 2021 in The Guelph Statement (PDF).

The Sustainable Canadian Agricultural Partnership (Sustainable CAP) is a five-year (2023-2028), \$3.5-billion investment by federal-provincial and territorial governments to strengthen competitiveness, innovation, and resiliency of the agriculture, agri-food and agri-based products sector. This includes \$1 billion in federal programs and activities and \$2.5 billion in cost-shared programs and activities by federal, provincial and territorial governments.

Details about Sustainable CAP funding opportunities and programming will be posted online as they become available.

Taken from a news release on March 1, 2023 post on the Agriculture and Agrifood Canada website.

Comment:

Keep your eye out for funding opportunities under this new program. They could start to roll out soon. You should consider updating any possible grant requirements such as Environment Farm Plans to be ready for grant applications. Putting some funds aside in your budget for matching funds will also help to maximise your use of grants. Expect a heavy emphasis on climate change and sustainability.



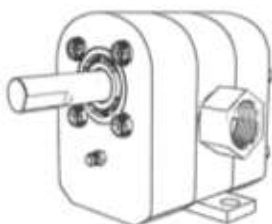
Ontario Woodlot Association

Consider joining the OWA for access to resources on forestry and private woodlot management.

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BECAUSE YOU SELL, DOES IT MEAN YOU MARKET?

Not necessarily. Marketing and sales are two distinct but interrelated functions. Both play a critical role in the success of a business, but they differ in their objectives, strategies, and methods. In this article, we will explore the difference between selling and marketing.

Sales and selling refer to the process of exchanging goods or services for money or other consideration. Selling is a transactional process where the focus is on making a sale, closing a deal, or meeting a quota. The primary goal of sales is to generate revenue and maximize profits for the business. Salespeople are responsible for identifying potential customers, persuading them to buy the products or services, and ensuring that the transaction is completed successfully.

Marketing, on the other hand, is a much broader concept than sales. It is the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The primary goal of marketing is to understand the needs and wants of the target market and create products and services that satisfy those needs. The aim is to build long-term relationships with customers, enhance brand reputation, and create a sustainable competitive advantage for the business.

Marketing involves a range of activities such as market research, product development, branding, advertising, public relations, promotions, pricing, and distribution. The objective is to create a strong brand image and reputation, attract and retain customers, and create value for all stakeholders. The marketing function also involves identifying new market opportunities, segmenting the market, and developing effective strategies to target each segment.

Sales and marketing are often used

interchangeably, but they are not the same. Selling is a part of the marketing process, but marketing involves much more than just selling. While sales are transactional, marketing is relational. Selling is focused on short-term results, while marketing is focused on long-term relationships. Selling is a one-way communication, while marketing is a two-way communication. In terms of the skills required, salespeople need to be excellent communicators, negotiators, and closers. They need to be able to build rapport with customers, understand their needs, and persuade them to buy.

Marketers, on the other hand, need to be analytical, creative, and strategic. They need to be able to conduct market research, analyze data, develop marketing strategies, and measure the effectiveness of their campaigns.

Finally, sales and marketing also differ in their measurement metrics. Sales are usually measured in terms of revenue, units sold, market share, and profitability. Marketing, on the other hand, is measured in terms of brand awareness, customer satisfaction, customer retention, and customer lifetime value.

In conclusion, selling and marketing are both essential. They differ in their objectives, strategies, and methods. Selling is transactional, focused on short-term results, and specific to a product or service, while marketing is relational, focused on long-term relationships, and covers the entire range of products and services.

Understanding the difference between selling and marketing can help businesses and industry associations like OMSPA to develop effective sales and marketing strategies and achieve sustainable growth and success.

by Robert Hocking, Chief Strategist, Virtual IQ



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**Elmira Produce Action Cooperative
Maple Syrup Sale January 19, 2023**

The auction in January showed a drop in sales volume by about 1/3 over October's sale. The amount of dark and very dark sold dropped considerably while amber held its own and a large number of golden barrels were sold. The golden barrel sales pushed up barreled syrup prices slightly and pail prices dropped slightly. The average price per pound was down slightly to \$2.75/lb.

The next sale will be on April 20th.

Here are the statistics:

Drums:

	Total Weight	Average
Golden	2654 lb.	\$2.79/lb.
Amber	5472 lb.	\$2.77/lb.

Dark	7972 lb.	\$2.77/lb.
Very Dark	no sales	\$/lb.
Overall drum price		\$2.77/lb.

Pails:

Golden	444 lb.	\$2.85/lb.
Amber	1380 lb.	\$2.63/lb.
Dark	946 lb.	\$2.70/lb.
Very Dark	53 lb.	\$2.70/lb.
Overall pail price		\$2.69/lb.

Total sale average of \$2.75/lb.

21 drums and 47 pails were sold.

The next sale is scheduled for April 20th, 2023, followed by July 20th, 2023.

WHOLESALE MAPLE SYRUP AUCTION

April 20th, 2023 (Sale starts at 1:00 pm)

7400 Reidwoods Drive, Elmira ON

Maple auctions also on July 20 2023

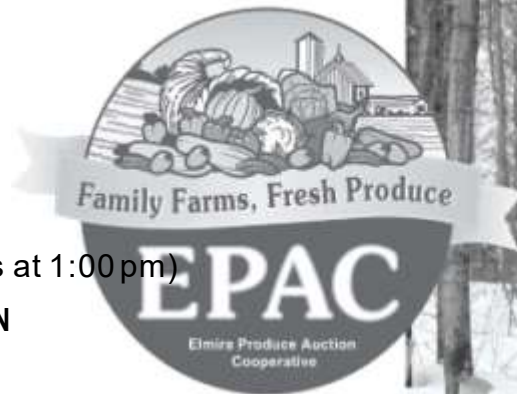
Product will be received, starting at 8:00 am on sale day.

Please try to be on site by 10:30, to let us book you in.

All Ontario syrup produced in accordance with Ontario syrup production guidelines accepted. **Please provide a sample bottle** and the brix of each lot. SS drums preferred but pails accepted. Containers need to be food grade. Galvanized is discouraged.

For information call: 519-669-3884

Lunch booth on site.



The damaged sap tubing citizen science project has been running for the past three years with the objective of developing a reference guide to help syrup producers identify or verify the source of damaged tubing in their own sugar bush. We've had strong support from OMSPA members as we've assembled a good set of damaged tubing and fitting samples from across the province.

However, finding affordable expertise to identify the chewed tubing samples definitively to species has been a real challenge over the past year. The good news is that we've recently had encouraging discussions with the "Natural Resources DNA Profiling and Forensic Centre" in Peterborough. The organization specializes in using DNA profiling to identify wildlife, and we are hopeful that their expertise will provide valuable data for our project.

To ensure accurate analysis, fresh and uncontaminated samples are required. The RTTC project team is currently working on a protocol for field collection and plans to test a small set of samples this season to verify the proof of concept. Once this is done, we will reach out to those who have provided samples in the past to request fresh material as it becomes available.

We are extremely hopeful that the DNA profiling expertise will provide accurate analysis for this citizen science project. This will allow us to better understand the Ontario wildlife impact on our collection systems so we can develop guidelines to mitigate this problem for producers. RTTC will keep you updated on the progress made in the months to come.

Phil Thomas, Chair of RTTC

Excitement is building for this year's Summer Tour in Perth. We encourage everyone to check out the Summer Tour website for regular program updates and for online registration.

This year's tour will feature two days of visits to sugar bushes and a packed day of speaker presentations at Algonquin College. Speaker topics will cover a wide range of scientific, operational and market subjects that fall into the conference's theme of "From Here Forward...". The growing list of exhibitors and speakers promises to be engaging for Producers of all sizes.

In addition to the full conference package there are registration options for single day passes either with or without the evening events.

We are seeking support through a wide range of sponsorship & advertising opportunities for our business partners. If you know of a business that might be interested in supporting the Summer Tour, please direct them to the website or to call me to discuss options. The financial support of our business partners will help make the Summer Tour a success and will benefit all of us.

Dave Branson

613-291-2310

dave@bransonmaples.ca

www.omspasummertour.ca

Membership Renewal

Early Bird Draw: Our draw has been held and Brendan Rivet of Simcoe and District is the winner of the early bird draw for a \$500 Peavey Mart Gift Card. Congrats Brendan!

New Renewal Process: If you are up for renewal this year, an invoice has been sent by email and mailed to those without email. You can pay by credit card with the link in the email, send an e-transfer, or cheque to the office. Unsure if you need to renew this year? Contact the office.

Growing the Ontario Maple Syrup Industry... In 1966

It may be hard for some to imagine, but Ontario did not always have the thriving maple syrup industry we enjoy now. In the 1960's, a lack of regulations and standards for maple syrup production meant that many producers worked independently. Independent production led to a significant variation in the quality of maple syrup which in turn led to concerns about food safety. Naturally, that threatened the entire industry and the volume of syrup being produced in Ontario was declining. Luckily for Ontario, a small group of men, including Ron Shaw, shared a passion for farming and a vision for the maple syrup industry. They also had the energy and resources to bring that sweet vision to life.

In 1965, the honourable William (Bill) A. Stewart, then Ontario's Minister of Agriculture, commissioned a survey of the maple syrup industry by the Ontario Food Council. The results of the survey showed the industry held tremendous, under utilized potential for farm income in Ontario. In response, Bill Stewart established a development program specifically focussed on reversing the decline, and positioning the Ontario maple industry for growth. An interdisciplinary working group that included Dick Goodin from the Ontario Food Council and Ernie Steele from the Department of Lands and Forests set out to find ways to revive the industry.

One of first places the program looked to for guidance was the Baker farm on the corner of Bathurst Street and Highway 7 in Toronto. Amos Baker's family had been making syrup on their property since 1816 and Amos was familiar with Dick and Ernie as customers. Amos encouraged the pair to participate in a fall tour of syrup producers in New York State where they would see first-hand the benefits of a producers' association. While in New York, Ernie and Dick met Ron and Ruthanne

Shaw who were fourth generation syrup makers from Orillia. The group was immediately aligned behind a desire to grow the floundering Ontario market. Together, Ron, Ruthanne, Dick, and Ernie visited several syrup makers in New York State, searching for innovations, discussing how to strengthen the industry, and planning how to start a syrup producers' association in Ontario.

Creating the Ontario Maple Syrup Producers' Association

Upon their return to Ontario, Dick and Ernie used a meeting of syrup makers in Sundridge, Ontario to gauge the interest in an Ontario association. They asked Ron Shaw and Amos Baker to come to the meeting and speak about the advantages they, as multi-generational and very experienced syrup makers, saw in a producers' association.

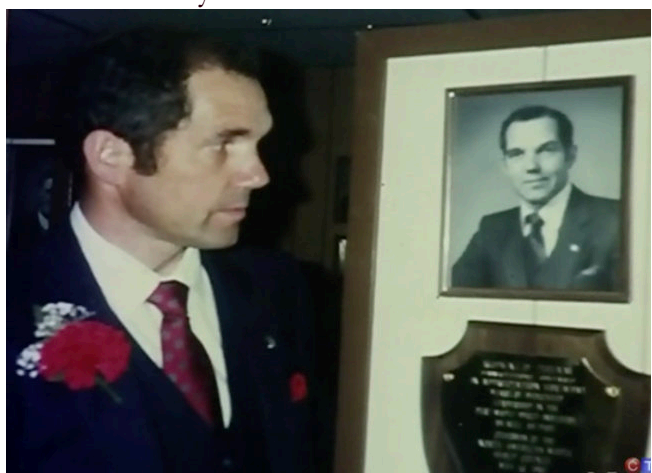
There was so much interest at this first meeting that Dick and Ernie proceeded to divide Ontario into 11 maple syrup producing districts. They then set forth to promote the idea of a province-wide association through conversations at kitchen tables across each and every one of the districts. In the fall of 1966, the Ontario Maple Syrup Producers' Association (OMSPA) was formed at a meeting in Lindsay Ontario. An executive was elected, by-laws introduced and two members from each of the 11 districts were named as representatives.

Recognizing the gaps in the industry at the time, the minutes of the inaugural meeting of the Association outline six clear objectives with the first one being to "encourage the development and expansion of the maple syrup industry in Ontario". Other objectives include encouraging better woodlot management, the use of labour-saving scientific and practical methods of sap collection and

(Continued on page 11)

syrup making, to promote better marketing and higher returns to producers, and to work with government and farm agencies for the betterment of the industry. There were 81 maple syrup producers from across the province at that first meeting. Go to page 15 in this newsletter to see the original list of attendees.

With the continued support of the Department of Agriculture and Food, the OMSPA would go on to help implement several initiatives to strengthen the industry such as establishing official grades and standards for syrup, introducing the use of consistent containers, and an providing an exclusive label for Ontario Maple Syrup Products for members of the Association in good standing. They also helped coordinate the promotion of maple syrup products throughout Ontario, across Canada and internationally.



Ron examines his plaque at his induction to the Maple Syrup Hall of Fame.

Ron Shaw's Role in Building the Maple Industry

Ron and Ruthanne took an active role in both establishing and promoting the Ontario Maple Syrup Producers Association. Their participation at meetings, events, and plowing matches seemed to be driven by an endless source of energy. They also played a large part in promoting maple syrup and a wide variety of associated products like maple butter, maple sugar and

maple taffy at fairs across the province including the Royal Winter Fair in Toronto. By 1973, the positive impact that the producers' association had on the industry was obvious and Ron and the OMSPA worked to extend the reach of their collaboration by working with the National Maple Syrup Council in the US. Their efforts would result in the creation of the North American Maple Syrup Council (NAMSC). The NAMSC, which represents 16 syrup-producing states and provinces, is now celebrating its 50th year.

Ron was Ontario's delegate to the NAMSC from 1973 through to 1987 when he was inducted to the Maple Syrup Hall of Fame. During his time with the NAMSC, Ron served on many committees and was elected Chairman in 1981. Ron also served as president of the OMSPA from 1970 to 1972. While Ron was active in promoting many aspects of the maple syrup industry, he was particularly involved in establishing uniform grades in both the US and Canada. He also played a key role in addressing the significant impact that acid rain had on the maple syrup industry in the early 1980's.

Look at us Now!

We are extremely grateful for the vision and energy this small group put into developing the Ontario maple syrup industry. Standards, regulations, collaboration, and support for producers are some of the reasons why the maple industry in Ontario reversed its mid-1960's decline and started to grow. Now an established industry, the 589,800 gallons of maple syrup produced in Ontario in 2022 is almost twice the 311,500 gallons produced in 1966 when Bill Stewart flagged the industry's potential. The OMSPA continues to deliver valuable support to syrup-makers across Ontario. There are now over 600 members taking advantage of the OMSPA's efforts to ensure "that the unique traditions associated with this craft continue for many centuries to come".

Written by Catherine Shaw. Research and

MINUTES OF THE FIRST OMSPA MEETING

Lindsay, Ontario.
October 6, 1966.

MINUTES OF THE ORGANIZATIONAL MEETING

of the

ONTARIO MAPLE SYRUP PRODUCERS' ASSOCIATION

A.

- Organization: I. It was moved by W. Parfitt and seconded by Ron Shaw that a Provincial organization of maple syrup producers be formed to get all the existing area groups together. Carried.
- Name: II. After considerable discussion of various names it was moved by Parfitt and seconded by Nesbitt that the name of the organization would be "The Ontario Maple Syrup Producers' Association." Carried.
- Objectives: III. The objectives were reviewed with the following amendments and additions: - III (a) Maple industry was changed to maple syrup industry; III (g) To support continuing research and study to keep the industry up-to-date. It was moved by Don Gibbon and seconded by Bill Murray that the following be our objectives:
- (a) to encourage the development and expansion of the maple syrup industry in Ontario,
 - (b) to promote the best interest of all producers of maple products, by encouraging
 - (1) better woodlot management;
 - (2) the use of new labour-saving scientific and practical methods of sap collection and syrup making, and
 - (3) up to date marketing of fine quality products.
 - (c) by public education to inform the consumers concerning the value and use of maple products;
 - (d) to promote better marketing and higher returns to producers;
 - (e) to establish regional associations;
 - (f) to work with governmental and farm organizations which have related interests for the betterment of the industry,
 - (g) to support continuing research and study to keep the industry up-to-date.
- Membership: IV. Moved by Art Stewart and seconded by Wallace Martin that the membership of the Provincial Association shall consist of regional Branches which agree with the objectives of the Association and pay the fees as prescribed. Carried.
- Delegates: V. Moved by Art Stewart and seconded by Bill Parfitt that each regional branch may, in addition to its directors, send one producer delegate for each fifteen members (or part thereof) but not more than five delegates to every annual or special meeting and each delegate shall be entitled to vote at the meeting providing his branch is a member in good standing. Every member of the branches shall be entitled to attend and take part in discussion. Carried.
- Membership Fee: VI. Moved by Art Stewart and seconded by Don Gibbon that the membership fee of a regional branch shall be paid annually and shall be 25¢ per paid-up member with a minimum of \$10.00 per year. Carried.
- Officers: VII. Directors. The Directors were nominated as follows:
- (1) Muskoka, Nipissing, Parry Sound - Don Gibbon, Bill Parfitt, Mrs. W. J. Dinner
 - (2) Algoma - Bill Gilbertson
 - (3) Eastern Ontario & Combermere - Brian Paul, John Carley, H. Votary, Bill Murray, Art Stewart
 - (4) South Central - Chester Hamilton, Wallace Martin
 - (5) Haliburton - Wallace Crofts

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MINUTES OF THE FIRST OMSPA MEETING continued

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- (6) Simcoe - Ron Shaw, John LeBlanc
- (7) Grey, Bruce, Wellington, Huron - G. Darby, Harry Thomas,
Mr. Scott
- (8) Southwestern Ontario - Arnold Stevens, George Jakeman,
Charlie Corbett

Officers. Officers were elected as follows:

President - Wallace Crofts, R.R. 2, Haliburton, Ontario.

1st. Vice-President - Mr. Charles Corbett, Box 75, Lucan, Ont.

2nd. Vice-President - Mr. Ron Shaw, R.R.1, Hawkestone, Ontario.

Executive - Mr. Brien Paul, R.R. 3, Lanark, Ontario.
Mr. Wm. Murray, Combermere, Ontario.
Mr. B. Gilbertson, R.R. 1, Richards Landing, Ont.
Mr. Bill Parfitt, R.R. 1, North Bay, Ontario.
Mr. Gordon Darby, R. R. 5, Rockwood, Ontario.

B. Resolutions were:

1. Moved by Don Gibbon, seconded by W. Murray, that a standard gate sign for maple syrup producers in Ontario be made available to members in good standing who comply with standards set up by the Association, and approved by the Ontario Food Council. Carried.
2. Moved by C. P. Corbett and seconded by ~~W~~ Parfitt, that whereas canning, packaging and marketing of maple syrup products is undertaken now by the use of a miscellaneous assortment of methods and types of containers, be it resolved that standard containers be considered which will meet the needs and approval of producers, and that these be made available to members of the Association in good standing; and further, that an attractive label be considered for the use of members who qualify, to identify them by name as dependable producers of Ontario syrup. The Board of Directors should bring in a recommendation at the next annual meeting. Carried.
3. Moved by C. W. Tyler and seconded by D. Gibbon, that the grading of syrup be studied with a view to defining the wishes of the Association concerning the names and specifications of grades, the provision of satisfactory colorimeters and the extent to which grading should be required. Carried.
4. Moved by W. Parfitt, seconded by Brien Paul, and carried, that we take further action to direct letter referred to in resolution to the Minister of Finance (Mr. Humphrey's letter, Aug. 4, to Deputy Minister, Department of National Revenue, Customs & Excise).
5. Moved by C. W. Tyler and seconded by Wallace Martin, that detailed Canadian information and educational material, aimed at encouraging young people to develop this distinctive business, should be provided. Carried.

W. A. Humphreys,
Acting Secretary.

ATTENDEES OF THE FIRST OMSPA MEETING

41 NOT MEMBERS
OR (DEPT MEN)

81 PRODUCERS + WIFE

1ST. ANNUAL MEETING OF THE ONTARIO MAPLE SYRUP PRODUCERS' ASSOCIATION

In attendance:

12	A Mr. & Mrs. Richard Anderson, Powassan Ray Arbour, Farm Credit Corporation, 11 Clapperton St., Barrie	G Mr. & Mrs. Don Gibbon, R. R. 1, Sundridge	21 22
3	Victor Arnovich, 3657 Woodroffe Cresc., Malton	Mr. & Mrs. Elroy and Miss Penny Godin, Elmvale	
4	B Amos Baker, R. R. 2, Maple	R. E. Goodin, Ontario Food Council, Parliament Bldgs., Toronto	
5	Paul Baker, R. R. 2, Maple	Gene Goundry, Macdonald College, St. Anne de Bellevue, Quebec	
6	Emerson Bateman, Willis Drive, Aurora	Harry Graham, Ont. Dept. of Lands & Forests, Sault Ste. Marie	
78	Mr. & Mrs. G. Bedell, 317 King St., W., Kingston	John K. Graham, Enniskillen, Ont.	23
9	George Black, R. R. 1, Proton Station Cor Blanken, Ontario Dept. of Lands & Forests, Stratford, Ont.	Wally Greenlaw, Elmvale	24
		John Griffiths, Ont. Dept. of Lands & Forests, Maple	
		H R. C. Hawkings, Deep River	25
	C Don Cayley, Ont. Dept. of Agriculture and Food, Lindsay	Kenneth Holland, Crookston	26
10	Anatole Charlebois, Lafontaine, Ont. Clarence Coons, Ont. Dept. of Lands & Forests, Kemptville	Joe Hornibrook, R. R. 2, Sundridge	27
11 12	Mr. & Mrs. Chas. Corbett, Box 75, Lucan	Keith W. Horton, R. R. 4, Stouffville Mr. & Mrs. Burton Hubble, R. R. 5, Belleville	28 29
13 14	Mr. & Mrs. Wallace Crofts, R. R. 2, Haliburton	W. A. Humphreys, Box 157, Barrie	
15	Mrs. M. Currie, Mono Rd., R. R. 2	I Mr. & Mrs. Fred Inglis, Ottawa Citizen, Ottawa, Ont.	
16 17	D Mr. & Mrs. Gordon Darby, R. 5, Rockwood Ted Demenint, 15 Brookwell Dr., Downsview	Mrs. M. A. Innis, Mono Rd., R. R. 2	30
18	W. J. Dillon, Farm Economics Branch, Ontario Dept. of Agriculture & Food Mrs. Rita Dinner, Kemptville	J Peter Jaciv, Research Branch, Ont. Dept. of Lands & Forests, Maple John Jackson, Ont. Dept. of Lands & Forests, Toronto	
19	Bill Duncan, R. R. 1, Minden	Mr. Bob Jakeman, R. R. 1, Beachville	31
	F John Fingland, Ont. Dept. of Lands & Forests, Aylmer	Mr. & Mrs. George Jakeman, R. R. 1 Beachville	32 33
20	E. N. Fitzgerald, Kemptville		

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2	
<p>34 35 K Russell Kennedy, R. R. 2, Millbrook Miss Elsie Kent, R. R. 1, Sundridge</p> <p>36 Harold Kent, Richards Landing</p> <p>37 L Monty Leigh, R. R. 1, Orillia S. C. Lennox, 1567 Nairn Ave., London Ralph Lockhard, Ont. Dept. of Lands & Forests, Lindsay</p> <p>38 37 M Mr. & Mrs. Wallace Martin, R. R. 1, Bobcaygeon</p> <p>40 41 Mr. & Mrs. David McCallum, R. R. 1, Wingham</p> <p>42 43 Mr. & Mrs. Don McCallum, R. R. 3, Woodbrige Miss Gail McCreary, R. 1, Sundridge</p> <p>44 John McFadden, Hillsdale</p> <p>45 Jim McGillivary, R. R. 4, Paisley</p> <p>46 Bruce McKay, R. R. 2, Haliburton W. McNeice, Ont. Dept. of Lands & Forests, Angus</p> <p>47 48 Mr. & Mrs. Allan McWilliam, Ancaster</p> <p>49 50 Professor & Mrs. R. C. Moffat, R. R. 1, Guelph Miss Ruth Mcyle, Home Economist, Ont. Food Council, Parliament Bldgs. W. E. Murray, R. R. 2, Combermere</p> <p>52 53 N Mr. & Mrs. Raymond & Miss Wendy Nelles, Scotland, Ont.</p> <p>54 55 Mr. & Mrs. Robert Nesbitt, Claremont W. Nicholson, Quebec</p> <p>56 57 O Mr. & Mrs. Roger Orth, R. R. 1, Burgessville</p>	<p>P Mr. & Mrs. Brien Paul, R. R. 3, Lanark 58 59 W. A. Perrin, Ont. Dept. of Lands & Forests, Parry Sound</p> <p>W. S. Peterson, Ottawa 60</p> <p>R George Raymond, Long Sault 61 Paul Rennick, Ont. Dept. of Lands & Forests, Lindsay J. Al. Reynolds, Morrisburg</p> <p>Wm. Ries, R. R. 2, Elmira 62 Dave Ritchie, Elmvale 63 Ken Ritchie, Elmvale 64</p> <p>Fred Robinson, Ont. Dept. of Lands & Forests, Maple Frank Robson, 2 Lancer Drive, Maple 65 Mr. & Mrs. H. Ruuth, Dorland 66 67</p> <p>S C. Shaw, Eldorado 68 Mr. & Mrs. Don Shaw, R. 1, Hawkestone 69 70 Mr. & Mrs. Cecil Simmons, Box 96, Oshawa 71 72 Norman Sinclair, Ont. Dept. of Agriculture and Food, Kemptville Dr. & Mrs. Frank Shannon, Box 333, Barrie Mr. & Mrs. W. E. Steele, Dept. of Lands & Forests, Downsview Mr. & Mrs. Arnold Stevens, R. R. 1, Wanstead 73 74 Sherwood Stoddart, Morrisburg 75 Mr. & Mrs. Peter Stransky, Box 1, Collingwood</p> <p>T W. A. G. Thurston, Ont. Dept. of Lands & Forests, Toronto</p>

continued on pg. 19

North American Maple Syrup Producers Manual - 3rd edition

The Manual has been available for free download online at mapleresearch.org. Now you can buy a printed, spiral bound copy for your sugarhouse from the OMSPA store. Copies will be approximately \$58 and should be available by May 2023. Visit the OMSPA store in the members section of omspa.ca to order.



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NORTH AMER. MAPLE SYRUP COUNCIL UPDATE

The next delegate meeting is being held May 12th, 2023 in Croghan, NY in conjunction with the following day's induction ceremonies into the International Maple Hall of Fame.

This year's host of the International Conference is Massachusetts, with the event being held October 25-28 in Sturbridge, MA. Ontario has begun preliminary planning for the 2026 Conference to be held in the Algoma region.

The University of Maine, University of Vermont, IMSI and NAMSC have worked together to build a Maple Quality Program one-day course. This program is somewhat based upon the two- day Grading school and is similar to the one-day Maple Grading Workshops that OMSPA has been doing.

The course will provide sample flavour kits. These will be consistent throughout all venues, while the instructors will conduct the workshop via Zoom. Ontario will be hosting a course September 7th, 2023 at the Legion on St. Joseph Island. As well, there remains a commitment that a two-day Grading School will continue to be held in conjunction with the International Conference.

After a cost-benefit analysis, OMSPA has decided to buy the Producers' Manual through NAMSC. The Manual will be made available through the Store at OMSPA's landed cost. This is an excellent resource and every producer should have one.

Brian Bainborough NAMSC VP, OMPSA Rep.

QUALITY ASSURANCE UPDATE

There is work being done in association with University of Maine (Jason Liiley), Vermont (Mark Issellhardt), IMSI, NAMSC and Ontario on developing a one day Quality Workshop that would be held by individual associations. This in-person event would provide participants with sample kits of both off-flavours and standard grades that the expert presenters would then guide remotely. These sessions may end up being similar to what what Ontario first held when Kathy Hopkins attended via Zoom. Three pilot sessions are scheduled for the remainder of 2023 in Maine, Vermont and Ontario. The latter will host the only Canadian session on September 7th in Algoma. More information will be available closer to the date.

Ontario will still offer its one day Maple Syrup Judging Workshop, providing sessions to any locals interested in hosting the workshop.

A printed version of Producers' Manual is available through the Store to purchase.

With regard to Ontario's BPM , additional updates and revisions are being proposed, including the addition of a separate chapter dealing with the Safe Food for Canadians Regulations. The extent of the updating is dependent on Board direction and funding sources available.

OMAFRA provided a handout at Information Days regarding Maple Product Substitutes with regard to labeling. This primarily deals with additives to Maple Syrup ie. Flavoured Syrup. Essentially if you add a flavour to your Maple Syrup it isn't Pure Maple Syrup anymore and can't be labeled as Pure Maple Syrup. Please contact OMAFRA directly for any clarification at FPO.OMAFRA@ontario.ca or call 1-877-424-1300.

Brian Bainborough Chair of QA

ATTENDEES OF THE FIRST OMSPA MEETING continued

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W Elgin Walker, Ont. Dept. of Lands & Forests,
Owen Sound

78 Mel Weaver, R. R. 4, Elmira

79 John Weber, R. R. 2, Waterloo

80 81 Mr. & Mrs. John Wheelwright, Palgrave

Dr. C. O. Willits, Head, Maple Investigations,
U.S.D.A., Philadelphia, Pennsylvania

Ted Wilson, Ont. Dept. of Lands & Forests,
Aylmer, Ont.

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