

ONTARIO MAPLE MAINLINE



Maple Dateline

Mainline Deadlines

Spring - February 15

Summer - May 15

Fall - August 15

Winter - November 15

Board Meetings - 2020

December 7

By Zoom

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PRESIDENT'S MESSAGE

Fall is fading quickly as the leaves drop and colder weather approaches. This is a great time to complete repairs in the bush, as it's much easier to repair a line down due to debris now rather than when it's under a foot of snow and ice.

With concerns about the second wave of COVID-19, and some areas of the province returning to Phase 2 protocols, in person Information Days will not be held in the locals as in previous years. OMSPA will be holding a series of Zoom sessions over 3 nights January 19-21, 2021, from 7-9pm. We will have a variety of topics and speakers available over these 3 nights. One of the speakers will be expert Joel Boutin, who will be speaking on "Sap Collection and How this Affects Flavour". Joel is one of the better speakers I have heard; please try to attend his and the other sessions. Further

information and updates will be available on the OMSPA website.

We all have challenges ahead dealing with this pandemic. No one can know how long this will last, but I guarantee winter will arrive, followed by spring and our maple season. Ontario makes a great product and the Sweet Ontario brand is being recognized throughout the province. Consumers are requesting our quality product. We need to continue to support the highest quality production and our Sweet Ontario branding, either in our labeling or by supporting the Sweet Ontario jug program. It really benefits us all, as we are all striving to get Ontarians to choose quality syrup made right here in Ontario.

OMAFRA is currently interviewing for Todd Luetz's replacement and hopefully they will be able to announce a replacement by the new

(Continued on page 2)



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rrgoodfellow@gmail.com

(Continued from page 1)

year. Whoever is selected, they will have big shoes to fill. Knowing maple producers, we will all welcome that person and assist them with the transition into our maple industry.

With the new year approaching, a new Executive will transition into their roles, effective January 2021. OMSPA is in excellent hands going forward with this slate: Frank Heerkens (President), Steve Needham (1st Vice) and Jules Rochon (2nd vice). Please support their efforts as they are working on behalf of all of us in the province.

Work safe and enjoy the holiday time.



Brian Bainborough

Prize Draw for Renewal by Jan. 31st

TSC Stores (Peavey Mart) has committed to a \$500 gift card for the winner of our early bird draw.

The easiest ways to renew:

- Use the updated online membership form at <https://www.omspa.ca/>. You can now pay for up to two years online. You will need a credit card or PayPal account to do this.
- Mail in the renewal invoice enclosed with a cheque.
- email or call the office if you need to arrange another method.

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EXECUTIVE DIRECTOR'S REPORT

Despite COVID-19, OMSPA's yearly work flow has continued to roll along. We are working on the 2021 Budget, new memberships are starting to come in and Maple Weekend plans are beginning to take shape..

Highlights of this Fall include:

- Printing of the new Maple Syrup Makers Alphabet Book. Look for ordering information on page 4.
- The redesign of www.ontariomaple.com. It will feature an enhanced map setup allowing customers to find listed members more easily.
- The decision to hold one virtual Info Day for the province. I think this will be exciting and allow us to try some new things.

Current items include:

- Updating the information for the Store and setting it up on the omspa.ca website.
- Adding advertising to our website (omspa.ca) and e-letter.

- Working with our committees and Locals on using Zoom for video conferencing
- Budget planning for 2021
- Membership renewals!

In our own operation I'm trying to wrap up all the small improvements and maintenance jobs before the truly cold weather hits. For once, I don't want to be pressured by weather and time as the season begins.

John Williams



OMSPA OFFICE

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MARKETING & PROMOTIONS COMMITTEE REPORT

Fellow producers, as chair of M&P, I frequently ask fellow producers how they are doing with sales. Most, surprisingly report that their sales are strong in dollar and volume amounts. I understand this not to be the case for everyone. I can say that we supply a few grocery stores and our sales declined in the summer and early fall. I truly believe that people are going to the farm markets and road side stands for a direct purchase. With Christmas around the corner, think outside the box, and be creative on sales pitches. Please keep in mind, WE ALL MAKE THE BEST SYRUP POSSIBLE and we need to charge for it.

Our new Alphabet book is ready to go out for sale. This is a very well done children's book. Thanks to Ray Bonenberg and Brian Bainborough for their extra help to make this possible. There will be a copy mailed out to each member as a sample. I think they will be great for Christmas. Please contact John Williams at the OMSPA office.

The French cook book is getting closer to being complete. Orders are coming in and it should be printing shortly.

M&P has done four Zoom calls to date. The first two calls were on e-commerce and the third call was on setting up a Google My Business Profile account for your maple business. A fourth Zoom call was held in

November to help promote the OMSPA store items. This gave members a opportunity to see just what is available and the prices. Our store is a major fund raiser for OMSPA. Previous Zoom calls can be found through a link in the members section of the OMSPA web site except for the store webinar which was not recorded.

The Royal Agricultural Winter Fair judging went ahead this year despite COVID-19, but entries were down this year. 63 entries were made across the 4 classes of syrup in the adult division. Log in to the members section of omspa.ca for a link to the results. Congratulations to Schmidt Family Syrup (World champion), Sucerrie Seguin Sugarbush (Reserve Champion), and Breedon's Maple (Premier Exhibitor Trophy)! All OMSPA members! Thanks to everyone who took the effort to enter.

Last, is the possibility of a fall maple weekend leaf tour. This event will be hosted by the Maple Weekend committee and is still in early planning stages. Stay tuned!

That concludes my report. Thanks for your time.

Steve Needham M&P Chair

ALPHABET BOOK

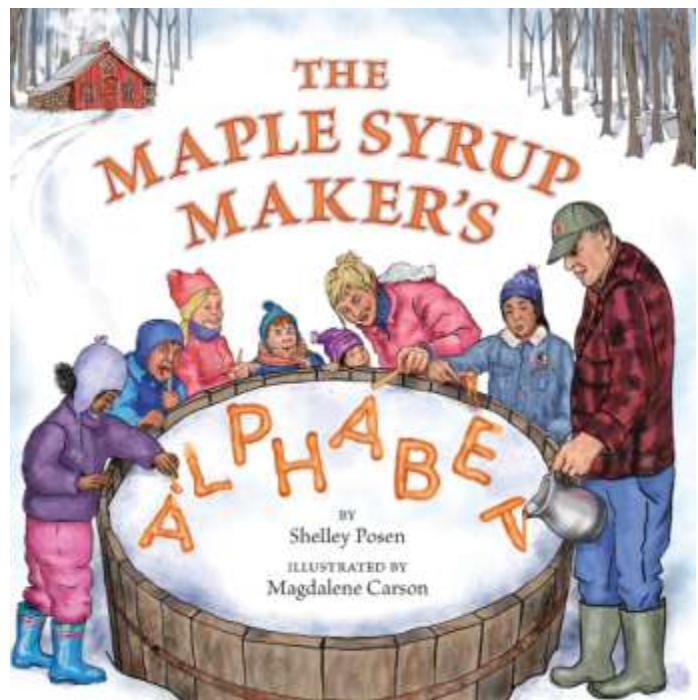
The Maple Syrup Maker's Alphabet Book.

This beautiful children's book will make an excellent gift for the child in your life, or your customers! Each page relates a letter of the alphabet to how maple is made and how it is a part of our lives. The illustrations, story and print quality are excellent. The text was checked for accuracy by OMSPA members.

Pricing:

- Retail: \$10 each
- Members price: \$3.50 each
 - case of 25 - \$75
- Wholesale to non-members: \$5 each
 - Case of 25 - \$100

Sales have been brisk, so get your order in!



NEW PRODUCT

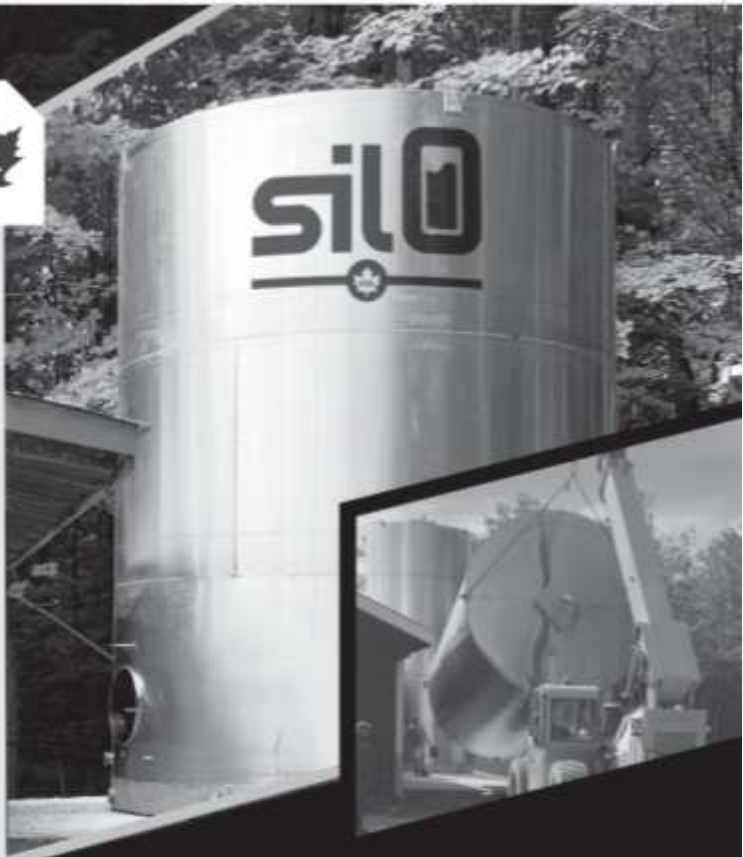


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Does European Gypsy Moth Want to Take a Bite Out of Ontario's Maple Syrup Production?

By: David Dutkiewicz, Entomology Technician, Invasive Species Centre.

European gypsy moth (*Lymantria dispar dispar*) is an invasive forest pest that has been infesting North American forests since its introduction in Massachusetts by a French scientist in 1868. At that time, the consequences of this introduction and the impacts it would create over the next 150 years were unknown. In the late 1890s, the first major forest outbreak of this invasive pest was recorded, and gypsy moth has been cycling through outbreaks periodically ever since. Gypsy moth now spans across most of the Northeastern United States and into Ontario and Quebec. The range of gypsy moth has now expanded to the

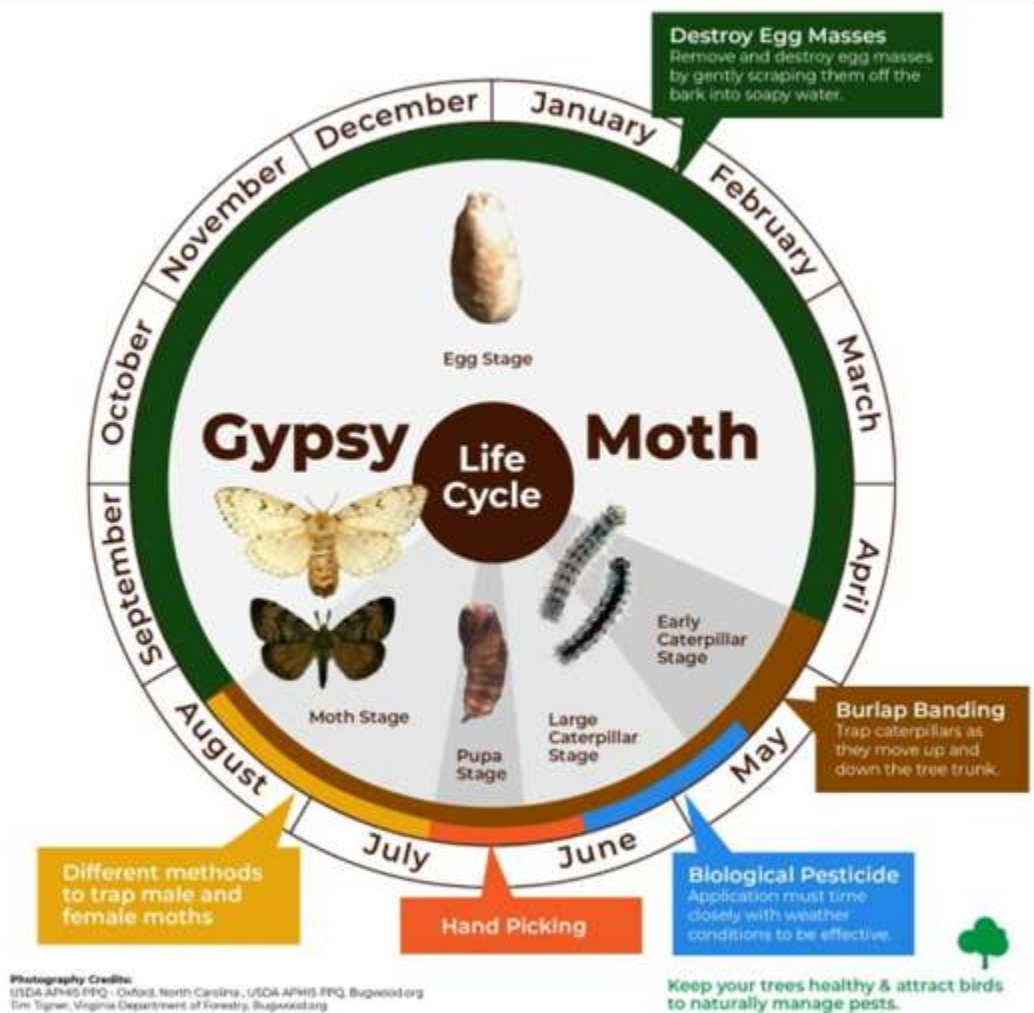
natural distribution of oak throughout Ontario and Quebec. While oak is the preferred host of the gypsy moth, it can survive and thrive off more than 300 different species of trees and shrubs, including maple, poplar, birch, white pine, and spruce.

Gypsy moth has a giant appetite for such a small caterpillar and can consume over 1 square metre of leaf material over its life span. While that might not seem like a lot, multiply that 1 square metre by millions of caterpillars in the forest canopy and the

trees become stripped of foliage very rapidly. The eggs overwinter on the trees in cracks in the tree bark, branch splits, under eavestroughs, sides of sheds, and any place that is somewhat sheltered from the elements. Egg masses are tan coloured and fuzzy, measuring approximately 1-2 cm in width and 2-4 cm in length with approximately 100 -1000 eggs in each mass.

From these eggs, caterpillars emerge in late April to early May and start feeding on the closest available foliage. The caterpillars start out as small and black with lots of hair, which helps them to be

Life Cycle of gypsy moth and different management strategies to use against the different life stages





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carried by the wind, traveling from treetop to treetop within a forest. As the caterpillars feed, they grow and begin to develop into a speckled grey and white colour with five pairs of blue spots and six pair of red spots on their backs. Once they are at this stage in their development (usually in mid June), the caterpillars will wander in search of a place to pupate before developing into adults.

The pupae are brown in colour, usually with several white/yellow hairs along the abdomen. The pupation process takes several weeks to change, eventually emerging as an adult gypsy moth in July and August. Male and female gypsy moth do not look the same. Male moths can fly around in search of a mate and are brown in colour with black wave like arches along the wings. The female gypsy moths are flightless, white in colour with fair black or tan wave like patterns similar to the males. Adult gypsy moth do not eat and are only alive long enough to mate and lay eggs for the new generation to overwinter.

Gypsy moth caterpillars have been known to heavily defoliate forests, causing stress to trees across the landscape. Deciduous trees can withstand 2-4 years of defoliation without death to the tree. However, repeated abuse on these trees can leave them vulnerable to other tree diseases or pest infestation. Deciduous trees do not store sugars in their leaves, allowing them to reflush leaves after gypsy moth caterpillars have turned into pupae or adults. Unfortunately, coniferous trees do store their sugar reserves in the needles which are susceptible to mortality if gypsy moth was to defoliate pine or spruce trees.

Defoliation of maple trees with a 75% or greater leaf loss will usually cause the tree to abort the defoliated leaf stems and re-grow with the buds intended for the next seasons growth. However, when the leaves reflush they are usually half the **size and in fewer numbers of a normal year's** growth. This new growth adds stress to the leaves since they are growing during a hotter and drier period in the summer. Since these new leaves have a different growing season than non-defoliated trees, they will attempt to remain on the trees

longer making them more susceptible to autumn frost. This does not allow for normal sugar and starch storage in the trees, usually causing a decrease in the amount available in the spring maple syrup season. This decrease in sap-sugar content means a greater amount of sap is needed to produce syrup as compared to a non-defoliated tree. Furthermore, defoliated trees require a greater recovery period from bark wounds such as taps that are used for drawing sap from maple trees. Tap holes drilled into trees that were defoliated for 3 consecutive years tended to be larger and showed possible signs of decay when compared to non-defoliated trees. This type of decay and internal wood bleaching could lead to a possible vector for other tree diseases.

The effects of gypsy moth on trees in non-outbreak years is minimal and normally goes unnoticed by most of the population. Gypsy moth has been in North America for over 150 years and during that time there have been a number of natural and introduced enemies that can combat spikes in population. Fungus (*Entomophaga maimaiga*), virus (*LdmNPV* nucleopolyhedrosis virus), and parasites (*Ooencyrtus kuvanae*) are all part of the biocontrol agents that control the spread of gypsy moth. However, sometimes these biocontrol agents do not have time to react fast enough to curve a population outbreak, such as we saw in 2020. Gypsy moth has only had three outbreaks throughout Ontario since the 1980s, with defoliation levels over 100,000 Ha, according to the Ministry of Natural Resources and Forestry (MNRF) forest health conditions report. This historical data shows that with sharp increases in populations there is always an equally sharp drop in the population, with most of the outbreaks over 100,000 Ha of defoliation only lasting 2-3 years. In 2020, 500,000 Ha of defoliation occurred in Ontario, making it the largest outbreak of gypsy **moth in the province's history.** Fortunately, all types of biocontrol agents are currently present in the population and were collected by the MNRF forest health staff during the 2020 field season. The MNRF forest health staff collect insect and

disease samples across Ontario to help identify forest pests and invasive species. These collections are used to help with the monitoring and management strategies of native and invasive pests to promote ecologically and economically sustainable forests.

Landowners have an active role to play in monitoring and managing gypsy moth on their properties. Proper forest management and promotion of tree health is important for maintaining healthy sugar maple stands during years with environmental stressors like gypsy



Gypsy Moth Adults, pupa, and egg masses - Photo Jason Brooks



Gypsy Moth Larvae - Photo David Dutkiewicz

moth. Aerial spray application of bioinsecticides such as, BTK (*Bacillus thuringiensis kurstaki* [Bacteria]) can help prevent defoliation of trees in forest settings. For ornamental and smaller trees, egg mass removal can help in controlling population levels in the following year. Routine management and maintenance of a forested areas is the best way to monitor health and vigour of trees. With invasive species like gypsy moth in Ontario, early detection and management is extremely important to keep the sap flowing for years to come.

Visit the www.invasivespeciescentre.ca for more information. There is a recorded webinar discussing gypsy moth management.

References

Ministry of Natural Resources and Forestry (2019) Forest health conditions annual report summaries. Ontario, Canada

Wargo, P. M. (1977). Wound closure in sugar maple: adverse effects of defoliation. *Canadian Journal of Forest Research*, 7(2), 410-414.

Wargo, P. M. (1991) Remarks on the physiological effects of defoliation on sugar maple and some impacts on syrup production. Pp. 241– 251 in B. L. Parker, M. Skinner, T. Lewis, eds. *Towards understanding Thysanoptera*. Proceedings of the International Conference on Thrips. U.S. Department of Agriculture, Forest Service. General Technical Report NE-147, Radnor, PA.

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DAMAGED MAPLE SAP TUBING PROJECT NEEDS YOUR HELP!

I think it is safe to say that every maple producer in the province has experienced some damage by wildlife to their sap tubing, either lateral lines, mainlines or both, at some point in time. Some years the damage can be extensive. For some producers, it can be an ongoing source of frustration and expense. With everything else going on during sugaring, the last thing you need are holes chewed in your tubing. Some producers may know exactly what is causing the damage; others may not be certain. Some may have successful methods or ideas in terms of how to eliminate or minimize the damage; others may not. There could be some useful information out there to be shared.

One of the research topics put forward in the Research and Technology Transfer Strategic Plan 2020 – 2025, under the category “How to minimize environmental impacts in maple production”, is the idea of developing a field identification guide to animal-chewed/damaged sap lines. Such a guide could include photos or illustrations of tubing damaged by various wildlife species, with suggested methods of preventing or minimizing such damage in the sugar bush.

If this project is to succeed, RTTC will definitely need the participation of many OMSPA members. If it works out, this will be another example of syrup producers helping syrup producers.

Participants are asked to forward a small piece of **damaged tubing (e.g. 10 cm or 4” long)** by Canada Post to Bob Gray at 310132 Kemble Rock Road, Kemble, ON N0H 1S0 . I have been down to the local post office to check on mailing costs. Under 100 gm, the oversized letter rate is \$1.94 plus tax equals \$2.20. One could use a regular letter-sized #10 envelope or a 9x12” over-sized envelope. The cost is the same for mailing one sample of damaged tubing including the completed data sheet as it is for mailing six samples. As the cost is minimal, we are asking that the participants

pay for the postage themselves. But you will be acknowledged with thanks in the guide.

Of course, one of the trickiest parts of this project will be to know for sure which wildlife species has actually damaged the tubing. Therefore, on the data sheet we will be asking how was the source of the wildlife damage determined? Did you see the damage actually occur? Was it caught on a motion-sensitive camera? Were there fresh animals tracks in the snow nearby that coincide with the damage? Or is it your best guess?

RTTC will compile a list of verified wildlife species known to damage sap tubing in Ontario and will report back to the membership via the Ontario Mainline newsletter. We should be able to identify suspected species gaps in this manner.

I am assuming that wildlife experts from the Ontario Ministry of Natural Resources and Forestry, Royal Ontario Museum, etc. can be approached by RTTC for their expert identification opinions as well. If you have no idea as to what is damaging your tubing, by sending in a sample hopefully we can accurately figure it out for you over time.

It is anticipated that this project will be thoroughly reviewed by RTTC in the fall of 2021 to see if there has been enough interest/participation to start developing a field guide. If so, the project could be put forward as a budget item for 2022. If more input is required, then perhaps we could put this forward the following year.

A good place to start on this project would be if interested participants would contact me directly at kemblemt1@gmail.com or by snail mail as per the above address. I will send the damaged tubing protocol and data sheet to you before your sample (s) is/are sent in.

Thanks, and I look forward to hearing from you.

Bob Gray

RTTC Member

MAPLE WEEKEND REPORT

Save the date! OMSPA plans for Maple Weekend on April 3 & 4, 2021.

Your provincial Maple Weekend group is working hard to collect input from their locals about Maple Weekend 2021. Feedback from the tourism industry is that, more than ever, people want to get outside. The expectation is an event like Maple Weekend will be very successful in the new year. With so many unknowns, it is important that OMSPA, the locals, and the participants are prepared to adapt quickly. Consultations with public health to ensure the members and public's safety will be essential.

I want to take this opportunity to thank Amy Hogue, John Williams and the Maple Weekend Working Group for their hard work throughout the year. We are grateful for the support from the locals and OMSPA board. While Maple Weekend 2020 did not go ahead as planned, I feel that we laid a foundation for expanding this event

province wide within our membership.

Finally, the Marketing and Promotions Committee was tasked by the OMSPA board to investigate the possibility of hosting a fall maple event in Ontario. The committee has asked the Maple Weekend group to investigate and organize this event in consultation with the locals. Look for more information in the coming months.

I wish you all a safe winter.
Happy holidays from my family to yours!

Leann Thompson
Chair Maple Weekend Working Group



WHOLESALE MAPLE SYRUP AUCTION

Dec. 10th, 2020 (Sale starts at 1:00 pm)

7400 Reidwoods Drive, Elmira ON

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.

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Due to COVID-19 restrictions, wholesale buyers only.





NORTH AMERICAN MAPLE SYRUP COUNCIL REPORT

The annual NAMSC conference was held virtually this October. NAMSC is in a solid financial position with almost \$300K in the bank.

One of the main discussion points was the hiring of a consultant to look at the overall structure of NAMSC. This suggestion was put forward by Minnesota and supported by Wisconsin and Ontario. An RFP has been drafted and a consultant hired at a cost of \$10K. This process and the resultant report should be completed in 2021.

The Maple Producers' Manual, having been delayed by COVID-19, is expected to be completed by early 2022.

There were 2 research grants awarded by NAMSC as follows:

Developing and testing novel tap designs for increasing sap yields and sugarbush sustainability through research-extension-industry partnerships — University of New Hampshire. Three year grant total: \$29,468.00.

Characterizing Profiles of Maple Syrup Flavors and Off-Flavors — Abby van den Berg, Ph.D. University of Vermont Proctor Maple Research Center. One year grant to be completed June 30, 2023. \$34,956.00.

The New York Maple Producers' Association is still working hard on planning for an in-person conference to be held in Niagara Falls, NY in October 2021. We will keep you posted on any updates. The venue enables easy travel arrangements for anyone in Ontario to attend if it held as an in-person event. Let's hope by this time next year it's safe to travel again and meet in person.

Brian Bainborough

QUALITY ASSURANCE

With the second wave of COVID-19 occurring in the province, we have been unable to schedule any in-person workshops. As soon as it is safe to meet again, in-person workshops will be planned. There has been interest from Grey-Bruce, Algoma and Waterloo-Wellington in hosting these workshops.

OMSPA is in discussion with OMAFRA on developing a COVID-19 protocol for this upcoming season.

Brian Bainborough

Info Days!

January 19th to 21st, 7to 9 pm
On Zoom across the province
Joel Boutin confirmed as a speaker
More information to follow!



OMSPA STORE MERCHANDISE



Activity Book
\$1.30 ea (50 per case)



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Our Favorite Recipes
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The International Maple Syrup Institute(IMSI) addresses issues in both the U.S. and Canada on quality and regulatory issues important to the maple industry. A few more recent files that are top of mind:

Serving Size and Labeling:

In the U.S., the Food and Drug Administration (FDA) has nutrition guidelines that recommend no more than 10% of daily calories come from **added sugars in one's diet...but much more is actually consumed.** The Daily Value for added sugars is 50 grams per day based on a 2,000-calorie daily diet. The FDA syrup serving size is 30 ml; 2 tsp(vs 60 ml in Canada) therefore one serving adds 24 grams of sugar to your diet and represents 48% of the daily value added for sugars. At 30ml, maple syrup calorie count is 110 calories. Because of the 60 ml serving size in Canada, our calories on the label are 220.

Why Does This Analysis Matter?

Some producer organizations in the U.S. have been discussing going to a 15 ml serving size, like honey. **Understand that Canada's biggest export market for maple syrup is the U.S.,** so understanding and reacting to this is important. Obviously, this would bring the calorie count on the label down even lower. However there is also discussion about the trade off of claiming the nutritional benefits of larger serving sizes which has been a positive marketing tool for maple syrup as a natural sweetener. The maple industry in Canada is also having discussions about going to 30ml, from 60 ml per serving. If this happens, it will impact what can be claimed as Daily Value (DV) for nutrients and vitamins per day in one's diet. Both Canada and the U.S. have different daily value sugar grams ingested per day from actual sugars or sweeteners (not in fruit etc.) in their recommended daily calorie calculations(**Canada 100 grams...the U.S. 50 grams**) so the outcomes are quite different. **Complicated..yes....and we have not yet arrived at where we should attempt to change which is another long term process.**

Standard of Identity (SOI)

Despite our best efforts when the maple grades **were changed under IMSI's leadership(2 Federal Governments, 4 Provinces, 17 producing States),** the base definition of pure maple syrup was not fully harmonized. In fact, in the U.S., the definition talked about adding salts, for example. A working group has been working to come to agreement on an SOI that will enable the maple industry to further our application for Codex definitions which will assist us in standardizing maple syrup nomenclature in the world.

Why Does This Matter?

Codex ensures a definition of foods that are utilized and understood around the world. In theory, a food buyer in a foreign country would access the Codex standards to fully understand what constitutes pure maple syrup. It could also allow the maple industry to defend pure maple syrup internationally and reduce the incidents of fraudulent food claims where food processors may add 1% maple syrup to other cheaper syrups and claim it is 100% pure. While the Canadian maple industry has little control right now on such an approach in international markets, gaining acceptance of a Codex definition should go a long way to protect the integrity of pure maple syrup in the long run. Again, we have discussed this in **other updates....this will take time....**

Ray Bonenberg

Ontario Director and Immediate Past President IMSI

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IMSI STATEMENT OF PURPOSE & ROLE

IMSI STATEMENT OF PURPOSE - The International Maple Syrup Institute (IMSI) will act on behalf of the maple industry on issues affecting the interests and the economic viability of the various sectors of the industry.

What is the IMSI's mission?

The IMSI will promote the use of pure maple syrup and protect the integrity of the product while encouraging cooperation among all persons and groups involved in the maple industry.

Who makes up the IMSI?

The IMSI's membership is comprised of North America's maple producers, maple producer associations, individual maple producers large and small, maple products manufacturers, packers and exporters, equipment manufacturers and connected agro-science and technology institutions.

The IMSI, along with its member associations, represents and supports the many thousands of small local, rural maple farmers across North America that produce natural, pure maple syrup consumed and exported globally.

What does the IMSI do?

The IMSI does two main things. 1) It provides an active member-based forum for advancing ideas to develop the maple industry and promote maple syrup. 2) It advocates for the industry in government, trade, and environmental affairs. The IMSI Regulatory Affairs Committee serves as a voice in legislative and regulatory matters on behalf of the maple industry.

Why did the industry create the IMSI?

The IMSI is the only association that represents the whole industry. It has a non-profit charter. Without the IMSI, the industry would be unable to stand for itself. From a lobbying and intervention perspective, the industry would be disorganized and vulnerable, with no credible voice to defend it. All industries have such an organization to represent and defend their members.

What kind of issues does the IMSI take on?

When important issues like the California Prop 65 court challenge come up (requiring health warning on maple syrup packaging) or when a discriminatory label regulation such as 'added sugar' is proposed, the IMSI goes into high gear, lobbying and fighting and coordinating a response for the whole industry. If issues like that went unresolved, they could have had very serious consequences such as shutting maple syrup out of large markets and detrimental effects on the consumer confidence and the reputation of pure maple syrup as a healthy, contaminant free food. Maple syrup sales could have been decimated across North America for all sellers big and small.

The IMSI also played a major role in standardizing the grading system throughout the US and Canada. The IMSI supports research and provides information and educational opportunities through the development of programs like the maple grading schools and provides sales and marketing guidance and leadership on current industry issues and challenges. These benefits are for all members and producers large and small. This could not be done without full membership representation and involvement.

What happens at board meetings and who can attend?

The IMSI has about 4 Board of Directors meetings a year and they are a forum for all industry sectors to meet and discuss issues and joint strategies. This gives everyone the opportunity to share their thoughts and ideas and understand each other. The board members have the floor at meetings, but all members and members of associations are welcome to attend as observers and can propose agenda items and present them at meetings.

How are the costs of membership distributed?

The cost of membership is shared proportionally by all members: therefore smaller associations, individual members and other smaller organizations pay only a small share of the total budget. However, they get the full benefits of any IMSI initiative, and the same information and same access to meetings and they are equally valued within the organization.

EXAMPLES OF SOME CURRENT AND PAST IMSI INITIATIVES AND THEIR IMPACT

Funded and developed the IMSI Maple Grading School curriculum and supports ongoing learning. Overall quality of maple syrup has improved and close to one thousand maple producers have attended.

Successfully guided the formulation and adoption of clear and uniform industry grade definitions. (US & Canada). Maple syrup packaging now presents a uniform and clear grade description for consumers resulting in higher aggregate sales, less consumer confusion, and higher confidence in the product.

Lobbied FDA and reversed discriminatory ‘added sugar’ label prescription in the regulations. This prevented a serious issue with misrepresenting sugar as an additive in maple syrup and causing confusion with consumers that would have negative effects on sales. All sellers of maple syrup large and small benefited.

Monitors, and acts on threats to the industry. The IMSI currently monitors proposed FDA and CFIA legislation regarding maple farm food safety that could complicate operations and processes and farm gate sales practices. We are also tracking proposed changes to the recommended daily sugar intake that would change the nutritional facts panel information very unfavorably if no countervailing action is taken. The IMSI is monitoring environmental regulations, readying to intervene in favor of the industry and its sustainable practices.

Regularly informs all members of its activities and Board of Director discussions with minutes and summaries of important topics as well as information, links, and guidance on current issues and

opportunities.

Helps producers and packers leverage market opportunities and understand changes in consumer behavior that affect maple sales and communications and guide the development of innovative new products.

Collaborates with leaders in maple agro-science and technology such as Center Acer in Quebec, University of Vermont, Maine, and Cornell. A significant body of knowledge is available to maple producers to increase productivity and reduce costs by applying improved techniques of production.

The IMSI is an influential endorser of research and research grants: because the IMSI speaks for the whole industry, IMSI letters of support are sought by all maple researchers.

The IMSI is developing a new Standard of Identity and applying for CODEX listing. This will help all producers and sellers by preventing counterfeit, artificial or adulterated products that falsely claim to be real maple syrup.

The IMSI Website (currently being revised) is one of the main sources used by the media and journalists for accurate and timely information. It is a source of unbiased and correct information that helps writers dispel misinformation about pure maple and related value-added products. The website also lists all relevant maple information sites in the US and Canada, including all maple associations and individual members and includes all ongoing work being done on behalf of all industry stakeholders by the IMSI.

COMMUNICATIONS INITIATIVES

OMSPA is creating a 4 part series of videos relating to forest management good practices. 3 of the videos have already been shot over a 6 month period to take in seasonal variations. They are: proper tapping techniques, managing afforested maple sites, and developing and maintaining a maple orchard. The 4th is a video on managing your sugarbush for optimal forest health and increased sap production. These will be available for use at planned virtual “Information Days” or maple workshops in January of 2021 and will be posted on our website omspa.ca and on You Tube.

Why is this Important?

OMSPA has a large number of members (and interested

would be maple producers) that have asked for some basic quick information on managing maple resources. Maple sugaring is more than just focusing on equipment, and tubing. Some do not have the experience or knowledge to confidently do the right thing and we have received numerous inquiries about information relevant to the Ontario landscape. We hope this can lead to more sustainable sugarbush management practices, so our potential to produce better maple syrup is realized. OMSPA appreciates the support of the Ontario Ministry of Agriculture, Food and Rural Affairs in this project. Ray Bonenberg.

ROYAL AGRICULTURAL WINTER FAIR

Adult Results - top ten

In 2020 COVID-19 challenged the Royal and they responded with a virtual fair that started on Tuesday November 10th. The Maple competition ran almost as usual and three OMSPA members won all the trophies. Schmidts Family Syrup captured the John David Eaton World Championship Cup for their Golden syrup. You may remember that they captured the Reserve Championship for their Dark syrup last year. A show of impressive versatility. Congratulations!

Sucrerie Seguin Sugarbush captured the Reserve Championship and the Dominion and Grimm Trophy for their Amber syrup.

Breedon's Maple Syrup placed very well across many classes and captured both the Premier Exhibitor Trophy and the Corbett Trophy. These trophies are sponsored by OMSPA.

Approximately 70% of the top ten in the syrup competition were OMSPA members. Kudos to everyone who made the time to enter.

Visit www.omspa.ca/blog for a link to full results.

Golden/Delicate Taste

1. Schmidts Family Syrup, Wellesley, ON The John David Eaton World Championship Cup
2. Breedon's Maple Syrup, Alliston, ON Premier Exhibitor Trophy
3. Hubbert's Maple Products, Sundridge, ON
4. Neil Brown's Farm, Gooderham, ON
5. Virgin Mady, Bury, QC
6. On the Bend Sugar Shack, Russell, ON
7. Emes Family Maple Syrup, Dorset, ON
8. Williams Farm, Wyebriidge, ON
9. Sudzy's Purely Maple, Attica, NY
10. Chippewas of Nawash Unceded First Nation O/A Cape Croker Park, Neyaashiinigmiing, ON

Amber/Rich Taste

1. Sucrerie Seguin Sugarbush, Lavigne, ON Dominion & Grimm Trophy
2. McRae Family Maple Syrup, Whitney, ON
3. Stacey Family Farm, Ste Clotilde, QC
4. McCamus Farms, Cavan, ON
5. Emes Family Maple Syrup, Dorset, ON
6. Fleetwood Hills Farm, Janetville, ON
7. Chippewas of Nawash Unceded First Nation O/A Cape Croker Park, Neyaashiinigmiing, ON
8. Clapperton's Maple Syrup, Loring, ON
9. Williams Farm, Wyebriidge, ON
10. Maple Drive Farm, Douro/Dummer, ON

Dark/Robust Taste

1. Two Wet Dogs Inc, Loring, ON
2. Virgin Mady, Bury, QC
3. Clapperton's Maple Syrup, Loring, ON
4. Schmidts Family Syrup, Wellesley, ON
5. Williams Farm, Wyebriidge, ON
6. Sand Hills Maple Products, Wellesley, ON
7. Maple Drive Farm, Douro/Dummer, ON
8. Sudzy's Purely Maple, Attica, NY
9. Elsie's Creek Farm, Coldwater, ON
10. Sucrerie Seguin Sugarbush, Lavigne, ON

Very Dark/ Strong Taste

1. Mad River Maple, Singhampton, ON
2. McRae Family Maple Syrup, Whitney, ON
3. Breedon's Maple Syrup, Alliston, ON Premier Exhibitor Trophy
4. Elsie's Creek Farm, Coldwater, ON
5. Sudzy's Purely Maple, Attica, NY
6. Wave World Inc., Cobourg, ON
7. Colton Rodger, Auburn, ON
8. Sand Hills Maple Products, Wellesley, ON
9. OurSugarBush, Straffordville, ON
10. Chippewas of Nawash Unceded First Nation O/A

ROYAL AGRICULTURAL WINTER FAIR

Maple Product Results - top ten

Hard Maple Sugar

1. Breedon's Maple Syrup, Alliston, ON Corbett Trophy - Highest point total in maple product classes Premier Exhibitor Trophy
2. Sudzy's Purely Maple, Attica, NY
3. Sugarbush Hill Maple Farm, **Huntsville, ON**

Soft Maple Sugar Candy

1. Breedon's Maple Syrup, Alliston, ON Corbett Trophy - Highest point total in maple product classes Premier Exhibitor Trophy
2. Sudzy's Purely Maple, Attica, NY

Maple Butter (Cream)

1. Fleetwood Hills Farm, Janetville, ON
2. Schmidts Family Syrup, Wellesley, ON
3. Breedon's Maple Syrup, Alliston, ON Corbett Trophy - Highest point total in maple product classes Premier Exhibitor Trophy
4. McCamus Farms, Cavan, ON
5. Sudzy's Purely Maple, Attica, NY
6. Virgin Mady, Bury, QC
7. On the Bend Sugar Shack, Russell, ON
8. Sugarbush Hill Maple Farm, Huntsville, ON
9. Williams Farm, Wyebridge, ON
10. Wave World Inc., Cobourg, ON

Stirred Maple Sugar

1. Schmidts Family Syrup, Wellesley, ON
2. Breedon's Maple Syrup, Alliston, ON Corbett Trophy - Highest point total in maple product classes Premier Exhibitor Trophy
3. Virgin Mady, Bury, QC
4. Shady Mile Farm, Hartington, ON
5. Fleetwood Hills Farm, Janetville, ON
6. On the Bend Sugar Shack, Russell, ON
7. Sugarbush Hill Maple Farm, Huntsville, ON
8. Sand Hills Maple Products, Wellesley, ON
9. Sudzy's Purely Maple, Attica, NY
10. Williams Farm, Wyebridge, ON

Maple Jelly

1. Breedon's Maple Syrup, Alliston, ON Corbett Trophy - Highest point total in maple product classes Premier Exhibitor Trophy
2. Sudzy's Purely Maple, Attica, NY
3. Sugarbush Hill Maple Farm, Huntsville, ON
4. Tamarack Farms, Warkworth, ON
5. Virgin Mady, Bury, QC

ROYAL AGRICULTURAL WINTER FAIR

Youth Maple Syrup - all results

Golden/Delicate Taste

1. Carson Breedon, Alliston, ON Champion Youth Maple Syrup

Amber/Rich Taste

1. Madeline McRae, Whitney, ON Champion Youth Maple Syrup - Reserve
2. Calvin Campitelli, Coldwater, ON
3. Cassidy Emes, Dorset, ON
4. Sam McRae, Whitney, ON
5. Cole Campitelli, Coldwater, ON

Dark/Robust Taste

1. Calvin Campitelli, Coldwater, ON
- 2. Cole Campitelli, Coldwater, ON**
- 3. Colton Rodger, Auburn, ON**
4. **Madeline McRae, Whitney, ON**
5. **Sam McRae, Whitney, ON**

Very Dark/Strong Taste

- 1. Cole Campitelli, Coldwater, ON**
- 2. Calvin Campitelli, Coldwater, ON**
- 3. Colton Rodger, Auburn, ON**



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Maple Mainline Deadlines

Spring

February 15, 2020

Summer

May 15, 2020

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August 15, 2020

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November 15, 2020



ADVERTISING RATES

Classified Ads: \$12.00 /15 words + .80 each additional word

1/8 page: \$ 55.00

Sizes are available for review from the OMSPA Office.

1/4 page: \$ 99.00

Please supply print-ready ads in .jpg, .pdf or word format.

1/2 page: \$170.50

Black and white or grayscale layout is preferred.

Full page: \$302.20

Ad set-up can be provided at an additional cost.

Invoices will be sent to advertisers with the current Mainline edition. Rates are for members only. Non-members will be charged an additional 25% plus applicable taxes. Place your ad for 3 consecutive editions in a calendar year, and the 4 edition is complimentary. **Please note** that these are the 2020 rates and they will be changing slightly for 2021.

The Ontario Maple Mainline is a quarterly publication of the Ontario Maple Syrup **PRODUCERS' ASSOCIATION.** For information or to place an ad, contact OMSPA:

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For Sale: Vac tank, 500 gal. Surge, SS inside, Fg outside, \$750. Milk cooler, 300 gal water jacketed milk cooler, flattop, \$600. Extractor, Lapierre single manual w. manifold, \$300. Call Dave, 705-534-4017.

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