

ONTARIO MAPLE MAINLINE



Maple Dateline

Mainline Deadlines

Spring - February 15

Summer - May 15

Fall - August 15

Winter - November 15

Board Meetings - 2023

Feb. 23rd May 15th

July 19th Oct. 3rd

Dec. 11th

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PRESIDENT'S MESSAGE

SO LONG, FAREWELL, AUF WEIDERSEHEN,
TOT ZEINS, AU REVOIR, GOODBYE

Okay, you got me again. I stole a lyric out of a very famous movie and added a little of my Dutch heritage into it. Over the last two and half years as president of OMSPA I have had to write 16 editorials, 5 presidents' speeches and 1 AGM speech per year. I have tried to convey my messages in different formats to, first get your interest, second to relay a point, third to make you think and fourth throw in some humor. From the many responses I have gotten, some positive and some from those who think I am crazy, it must have worked. It has been the hardest part of my presidency and the most enjoyable for someone who barely passed English in high school. It gave me great confidence that we could achieve anything. Confidence in the vision I had of where OMSPA should be heading once I leave the presidency. Confidence in the 600 members I represented wherever I went and spoke about our great organization. Confidence in the team of fellow members who I convinced to believe my vision. Finally, it gave me satisfaction to see them put their fingerprints on our organization. It is like watching your child grow up and seeing all their wonderful achievements. The dialogue among these individuals made my heart fill with pride that they all had the same passion and vision as I have had in the maple syrup industry. The result, a 5 year strategic



(Continued on page 2)



Current Board Officers and Committee Chairs

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Communications: **Ray Bonenberg**

Governance: **Bob Snider**

Government & Industry Relations:
Randal Goodfellow

Marketing & Promotions: **Leann Thomsson**

Member Services: **Steve Needham**

Quality Assurance: **Brian Bainborough**

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

plan and an Ontario sector development plan. Thanks to all who worked on this.

Confidence and communication in what you believe in is important to relay your message. CLARENCE E. COONS, RONALD SHAW, WALTER HUMPHREYS, MARION PAUL, BILL ROBINSON, DAVID CHAPESKIE, JOHN HENDERSON, RAY BONENBERG they are all in the International Maple Hall of Fame. I stood in awe of our Canadian representatives in the Hall of Fame room. Most I knew, some I had heard about, others I never knew existed (Brian Bainborough will be writing an article on one of these members and hopefully others to follow). Each one of these individuals had the confidence and the ability to communicate in a manner that made the maple syrup industry stand up, take notice and make a difference. I take my hat off to you all.

Communication, transparency and ethics help to make the job go easier. There is no gaslighting at this end and you got the truth, the whole truth, and nothing but the truth. I had my right hand up when I said this! Our survey showed that communication was very important to our members. It was my goal to see we improved communication even more. We have achieved that goal and will continue to work at it.

People make the organization; the organization makes the people. Think about this. I traveled this great province and met many producers, like minded and not. Their comments have made me grow in knowledge and understanding (who said you can't teach an old dog new tricks). Working through COVID was difficult, but we had nothing else to do, so we ZOOMED around Ontario and got the job done. Once we got to meet again, OMSPA took the show on the road and had provincial board meetings in different locals. The comments were positive, we came to you, you showed your local off, and we saved the locals time and money.

Now some memories. Grey-Bruce, thank you for the memory at your Info. Day of a 10-year-old boy asking when he could become a member of OMSPA. It melted my heart. He saw the benefit of OMSPA. If only we all could look through the eyes of a 10-year-old. Algoma, for thanking me for coming to our first on the road

PRESIDENT’S MESSAGE, continued

provincial board meeting. Southwestern, for the 2 hour fireside chat we had after your Zoom Info. Day. Waterloo-Wellington for teaching me of the different and diverse groups in your local and for the two elders in the Mennonite Community who stopped me and gave me wisdom necessary to reach my goals. Simcoe & District, for their kindness and for giving me an Executive Director with passion and drive who made me look good. Thank you, John. Haliburton-Kawartha, for lending hard working individuals to my team. Algonquin & District, for giving me the individual that gave me the initiative to join OMSPA and to be my unknowing mentor all the way to the presidency. Ottawa Valley, well what is there to say? Ray Bonenberg, thanks for the support right to the end. Lanark & District, well you must tease someone! Just kidding, thanks for lifting me up when I was down and the huge contribution your local has made. Then there is Eastern, the strongest local there is, my home local. Thank you Jules for looking after my last year as Eastern President and working hard with our great group of volunteers. I am coming home. Quinte & District, thank you for the

great SUMMER TOUR! Steve Needham’s speech on memories is stamped permanently in my mind. That’s what it’s all about, memories!

To my executive team through the years, a big thank you. I couldn’t have done it without you.

Well, if you haven’t figured it out yet this is my SOUND OF MUSIC farewell song. Due to personal matters I have been forced to end my term in July at the summer tour when the new president will be sworn in. This will be my last MAINLINE editorial and it has been the hardest one to write as it is personal. SO LONG, FAREWELL, AUF WEIDERSEHEN, TOT ZEINS, AU REVOIR, GOODBYE. What the heck I hate goodbyes. UNTIL WE MEET AGAIN

RESPECTFULLY YOURS,

FRANK HEERKENS



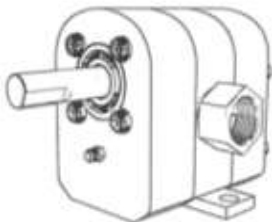
Ontario Woodlot Association

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

To join: www.ontariowoodlot.com/join

HERITAGE PUMP HTI-175-11

Stainless Steel Pump for Maple Syrup Production



For pricing/information:
Chris Davidson
519-866-3629
heritagepump@gmail.com

<https://www.oursugarbush.ca/heritage-pump>



Hollow Point Ranch & Sugarbush
Tracey & Greg Mackenzie
613-433-4178
www.hollowpointranchandsugarbush.ca
hollowpointranch0@gmail.com



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Smoky Lake



www.h2oinnovation.net

EXECUTIVE DIRECTOR'S REPORT

Hopefully, you are finished your clean up, or like me, the end is in sight. By mid-June all the cleaning and the firewood will be done and I will be moving on to the fun projects: replacing 4 sections of tubing, barn repairs, painting, and re-working our packing room. Haha!

This is the time of year to think through those upcoming projects, talk to those with experience, and place orders. The Summer Tour is a great way to tick all these boxes. You can see the solutions others have come up with, talk with experts and place your orders all at one event. Check out the list of seminars later in this newsletter. Don't forget there will be two days of touring maple operations too!

Recent items on the go in the OMSPA office include:

- Administering grants and writing final reports. Three major grants have come

to an end in the last three months. The Grassroots Growth Grant (Sector Development) and the Grassroots Marketing grants from OMAFRA totaled over \$90K in the last two years. We also received over \$34K from the Fed Dev. S. ON Tourism Relief Fund for Maple Weekend this spring. These grants are targeted at specific projects but they also help support OMSPA's infrastructure with money towards administration, social media and websites.

- Membership: with hard work from our Admin assistant, Liz Garrett, we have already nearly reached 600 new and returning members. Supplying members with an invoice has led to a quick turn around on renewals..

See you at the Summer Tour!

John Williams

Get your custom made design printed directly on your plastic containers.

Call us direct for more information on our services.

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Huge rebates still show that Ampak is the preferred OMSPA jug manufacturer. Thank you OMSPA!



AVAILABLE SIZES:
Plastic : Maple Syrup, 40 ml to 4 L
Maple Cream, 250 G & 500 G
Glass : 189 ml to 1 Litre

HAVE A GOOD SEASON !

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CDL's Way
Sugaring Guide - Third edition | 2023

Shift towards
renewable energies
and sustainable
development

It Pays to be
More Efficient 6

Four Lines of Reverse
Osmosis Systems,
Infinite Possibilities 10

CDL
SUGARING
EQUIPMENT

**READ THE THIRD EDITION
OF OUR MAGAZINE**

CDL's Way

Request your copy in your local store
or read it online now at:
cdlinc.ca/en/cdl-magazine

**Come see us at the 2023
OMSPA Summer Tour in Perth!**

ONTARIO MAPLE SYRUP PRODUCERS' ASSOCIATION

SUMMER TOUR 2023

Summer Tour 2023: Conference Agenda

Wednesday, July 19

- 3:00 pm - 7:00 pm Registration – The Best Western, Outside Boardroom A
Best Western Plus Perth Parkside Inn & Spa, 82 Peter St, Perth, ON
- 4:00 pm – 6:00 pm OMSPA Board Meeting – The Best Western, Boardroom A
- 6:30 pm - 6:40 pm Welcome & Opening Remarks – The Locks Restaurant, Best Western
- 6:00 pm - 10:00 pm Icebreaker Reception – The Locks Restaurant

Thursday, July 20 (Site Tours - Lanark)

- 7:45 am – 8:30 am Registration and Coffee @ Algonquin College Student Commons
Algonquin College, 7 Craig St, Perth, ON
- 7:45 am - 8:10 am Load Buses @ Best Western
- 8:15 am BUSES DEPART: BEST WESTERN TO ALGONQUIN COLLEGE
- 7:45 am - 8:30 am Load Buses @ Algonquin College
- 8:30 am BUSES DEPART: ALGONQUIN COLLEGE TO TOUR SITES
- 9:00 am -12:00 pm Site Tours – Lanark Highlands
- 12:00 pm - 2:00 pm Tour & Lunch @ Wheelers Pancake House
- 2:00 pm - 4:00 pm Site Tours – Lanark Highlands
- 4:30 pm BUSES RETURN TO PERTH – DROPS @ BEST WESTERN & ALGONQUIN COLLEGE
- 4:30 pm – 9:30 pm Visit with Exhibitors – Algonquin College Campus
- 5:00 pm – 5:30 pm OFFICIAL WELCOME & CEREMONIAL TREE PLANTING –
ALGONQUIN COLLEGE
- 6:00 pm – 9:30 pm BBQ Dinner – Algonquin College
- 8:30 pm –10:00 pm Shuttle Bus to Hotels

Friday, July 21 (Technical Sessions - Algonquin College)

- 7:45 am - 8:30 am Registration and Coffee @ Algonquin College Student Commons
Algonquin College, 7 Craig St, Perth, ON
- 8:00 am Exhibitor Displays Open
- 8:30 am – 4:30 pm Speaker Presentations @ Algonquin – See Speaker Schedule
Exhibitor Displays open all day.
- 4:30 pm – 5:15 pm AGM – Algonquin College
- 6:00 pm – 6:30 pm President's Reception @ Code's Mill on the Park
Code's Mill, 17 Wilson Street E., Perth, ON
- 6:30 pm – 10:00 pm Banquet Dinner @ Code's Mill on the Park
Banquet Speaker – Robert Hocking
Auctions, Awards

Saturday, July 22 (Site Tours - Leeds)

- 7:45 am – 8:30 am Registration and Coffee @ Algonquin College Student Commons
Algonquin College, 7 Craig St, Perth, ON
- 7:45 am - 8:10 am Load Buses @ Best Western
- 8:15 am BUSES DEPART: BEST WESTERN TO ALGONQUIN COLLEGE
- 7:45 am - 8:30 am Load Buses @ Algonquin College
- 8:30 am BUSES DEPART: ALGONQUIN COLLEGE TO TOUR SITES
- 9:00 am - 4:00 pm Site Tours – Leeds (Bag Lunches will be provided on the buses)
- 4:30 pm BUSES RETURN TO PERTH – DROP OFFS @ BEST WESTERN & ALGONQUIN
COLLEGE

Jakeman's Maple Products
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Beachville, Ontario,
Canada N0J 1A0



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jakemansmaplesyrup.com
info@themaplestore.com

OPEN HOUSE JUNE 23RD, SAVE THE DATE



We need **YOUR** excellent Ontario maple syrup! **YOUR** syrup is crucial for supporting growth and sustaining the Ontario maple syrup industry.

Reason's to sell your bulk maple syrup to Jakeman's:



Pricing higher than other regions.



Integrity when grading syrup.



Provinces only GFSI certified facility.

Like other maple packers located in Ontario, we provide a market for Ontario's bulk maple syrup. The Jakeman's brand is now listed in over **2000 grocery stores across Canada**, the **United states**, parts of **Asia** and **Europe**. While our counterparts in other regions have deep pockets which entice producers to sell their bulk maple syrup to them, we offer a **higher price/lb** but longer terms as we grow to the level at which we can pay faster. This development of a dependable packer is what Ontario needs, without this, Ontario producers risk becoming the inexpensive syrup supply to packers who want to avoid the Federation (PPAQ).

It's with this, that I send this **open invitation** to all maple syrup producers in the province of Ontario to come view our new production facility on **June 23rd**. We will be hosting an **open house** and will be providing a lunch and **tour of the new facility**. Please **RSVP** in by phone, mail or email. We hope to see many familiar faces and some new ones as we discuss our goals for the future.

jakemansmaplesyrup.com



info@themaplestore.com

Summer Tour 2023:

Speaker Presentations

Schedule	Lapierre Room BIRL Lab (60 max)	BrokerLink Room Room 104 (50 max)	The Bosworth Co. Room Room 103 (35 max)	Room 101 (35 max)	Student Commons (70 max)
7:45 – 8:30	Registration and Coffee in Student Commons & Exhibitor Displays Open				
8:30 – 9:20	Woodlot Management 1	Syrup for Beginners 16	Carbon Neutral Syrup 13	Accessing Trees for the Future 11	Maple Products Sommelier Program 34
9:30 – 10:20	Managing Your Sugar House 15	3/16 Tubing Lessons 7	Maple Plantations 10	Temporary Workers 26	Ontario Maple Opportunities as a Packer 30
10:30 – 11:20	Red Maple Yield & Flavor 2	Diaphragm Pumps for Smaller Sugar Bushes 8	Risk Management: Derocho 14	Ontario Forest Inventory Project 12	The Maple Baking Show (Demonstration) 32
11:30 – 12:20	Economic Considerations for Profitable Sap Harvests 28	Making Quality Maple Products 17	Setting up a Maple Products Kitchen 22	First Nation Maple Production 31	Panel 1 Partnering with Economic Development & Tourism 35
12:30 – 1:20	Optimizing Yields and Sustainability 3	Scaling up a Small Operation 18	Maintaining Maple Syrup Craft 27	Remote Sap & Centralized Processing 25	
1:30 – 2:20	5/16" Collection Systems 4	Filtering Methods & Lessons 19	New Maple Technologies 24	Getting Stories to Consumers 29	Wild Garden in your Woodlot 32
2:30 – 3:20	Forest Soil Health 5	Grading & Labelling 20	Micro & Hobby ROs 23		Panel 2 Partnering with & Learning from Others 36
3:30 – 4:20	Ontario Invasive Species 6	Electric Evaporators & Maple Nectar 21	FSC & Organic Certification 9		
4:20 – 5:30	Exhibitor / Vendor Social Hour & Annual General Meeting (BIRL Lab)				

Note: Box Lunches – will be available for pick up between 11:15 and 12:30 at the Registration Desk in the Student Commons

Summer Tour Program Details

In the Woods ...

1. Woodlot Management 101 – Eric Boysen, New Leaf Forest Services
2. Total Yields and Syrup Flavor from Red Maples – Dr. Abby van den Berg, University of Vermont
3. Optimizing Yields and Sustainability – Dr. Abby van den Berg, University of Vermont
4. Designing and Efficient 5/16” Collection System – Bill Hubbert, Hubbert Maple Products
5. Wood Ash Recycling to Restore Forest Soil Health – Dr. Shaun Watmough, Professor & Director, School of the Environment, Trent University
6. Invasive Species: Threats to Ontario Maple - David Dutkiewicz, Ontario Invasive Species Centre
7. 3/16” Tubing Lessons Learned – Paul Smith, LSMSPA Producer
8. Using Guzzler Diaphragm Pumps to Create Vacuum in the Smaller Sugarbush – Doug Reilly, The Bosworth Company
9. Forest Steward Council & Organic Certifications – Glen Prevost, Ontario Woodlot Association
10. Maple Plantations: 35 Years Later – Jamie Fortune, Fortune Farms/LDMSPA
11. Accessing Trees for the Future – Brodie Berrigan, LDMSPA Producer
12. Ontario Forest Inventory Project – John Pineau, Ontario Woodlot Association
13. Carbon Neutral / Negative Maple Syrup Production – Paul Renaud, LDMSPA
14. Maple Operation Risk Management: The Derecho Experience – Scott Deugo, Fultons Sugar Bush

In the Camp

15. Managing Your Sugar House – Joël Boutin (topic title tbc after sugar season)
16. Making Syrup for Beginners: 2 to 250 taps – Darrell Halladay
17. The Ins and Outs of Making Quality Maple Products – Dan & Tracy Séguin
18. Scaling Up a Small Operation – Steve

Skinner

19. Filtering Methods and Lessons – Speaker tbc
20. Maple Syrup Grading & Labelling – Ray Bonenberg, Mapleside Sugar Bush & Paul Bailey
21. Electric Evaporators & The Maple Nectar Project – Steve O’Farrell, CDL
22. Setting up a Maple Products Kitchen – Steve Brackenridge, Squirrel Creek Farm Services
23. Cost/Benefit of Micro & Hobby ROs – Neil Cruise, CDL
24. New Maple Technologies (title tbc) – Carl Lapiere, Lapiere Maple Equipment

In our Business Models ...

25. Remote Sap & Centralized Processing - Tony Tomory, Pefferlaw Creek
26. Securing Foreign Temporary Workers – Erinn Johansen, Int’l Recruitment Advisor
27. Maintaining the Craft of Maple Syrup while Adopting Innovations - Dr. Joel Mohr, Assistant Professor, Department of Business Administration, Lakehead U
28. Economic Considerations for Profitable Maple Sap Harvests – Chris Lindgren, University of Vermont (remote present.)

In the Market ...

29. Getting Stories to Consumers – Executive Director - Farm & Food Care Ontario
30. The Ontario Maple Syrup Opportunity from a Packer’s Perspective – Chad Jakeman, Jakeman Maple Products
31. First Nation Maple Production Story – Nathan Keeshing, Ziibaakdakaan Maple
32. The Wild Garden in Your Woodlot – Amber Westfall

Demonstrations

33. The Maple Baking Show – Stacy Blair, The Pie Bar
34. Setting up a Maple Products Sommelier Program – Debbie Trenholm

Plus two very interesting Panel Discussions!

Ontario Maple Syrup Producers Association - Standing Committees

Under the Ontario Maple Syrup Producers Association Bylaws the Executive Committee is responsible for establishing Standing Committees and approving all committee members. The Executive Committee and Committee Chairs have jointly reviewed the current activities of OMSPA and the 2023-28 Strategic Plan Goals, Outcomes and Outputs for 2023 and approved the following 2023 Committee Mandates for the Member Services, Marketing, Branding & Promotion, Quality Assurance, Applied Research & Training, Governance, Government & Industry Relations and Communications Committees.

Participation by members is a key success factor for the Association. Where you have an interest or experience to add and would like to participate as a committee member, association members are encouraged to connect with John Williams at admin@ontariomaple.com.

The **Member Services** is a Standing Committee sanctioned by the Ontario Maple Syrup Producers Association (OMSPA) Executive Committee to provide significant value, from Membership in OMSPA, to members and their operations. (Mid Term Output)

Mandate

- a) Optimize the services and benefits OMSPA provides to its members (Immediate Outcome) by completing a comprehensive evaluation of OMSPA member services, with recommendations for optimization and improvement.
- b) Promote the benefits of membership in OMSPA as a producer, associate or affiliate member to new members, past members and current members. Assist, promote and monitor the renewal process and recommend changes to fee structure where appropriate.
- c) Oversee and promote the Jug program, OMSPA Online Store and Member Discounts to ensure that they operate seamlessly for members by making incremental improvements.
- d) Establish and promote programs that recognize members for service to OMSPA and/or the industry.

Member Services	
Steve Needham (Chair)	Quinte & District
Bill Vandenburg	Southwestern
Rob Ashton	Haliburton- Kawartha
Chris Waglar	Waterloo-Wellington
Frank Heerkens (Board)	Eastern
Harold Walker	Lanark & District
Peter Lorrigan (Board)	Simcoe & District
Ray Bonenburg (Board)	Ottawa Valley
Tolbert Stinson	Algoma
Tracy Seguin	Algonquin & District

The **Quality Assurance Committee** is a Standing Committee sanctioned by the Ontario Maple Syrup Producers Association (OMSPA) Executive Committee to realize premium pricing for Ontario maple syrup due to differentiation based on quality (Mid Term Outcome)

Mandate

- a) Drive adoption of quality assurance best practices across OMSPA's membership and Ontario maple syrup production. (Immediate Outcome)
- b) Develop detailed proposal for updating of the Best Practice Manual with one manual targeting hobbyists and one targeting commercial producers to be approved by the Board.
- c) Investigate and secure funding with the assistance of Government and Industry Relations, to support the updating BPM including outside expertise where appropriate, publication and distribution costs.
- d) Develop training and educational resources based on the updated BPM and deliver as workshops, info day presentations, webinars or other suitable methods to the membership across the province.

- e) Monitor other jurisdictions and government regulatory bodies for trends and developments in maple products certification and bring a detailed understanding of the issue and recommended actions to the OMSPA board.

Quality Assurance	
Brian Bainborough (Chair)	Algoma
Steve Skinner	Lanark & District
David Oliver	Lanark & District
Kevin Snyder	Waterloo-Wellington
Dale Martin	Waterloo-Wellington
Dan Seguin	Algonquin & District
Kyle Gilbertson (Board)	Algoma

The **Applied Research and Training Committee** is a Standing Committee sanctioned by the Ontario Maple Syrup Producers Association (OMSPA) Executive Committee to realize premium pricing for Ontario maple syrup due to differentiation based on quality (Mid Term Outcome) and enhanced profitability for Ontario maple producers through technology application.

Mandate

- a) Develop Ontario's capacity for applied research and training focused on Ontario maple production (Immediate Outcome)
- b) Identify, encourage and support research and the transfer of technical information derived from research that contributes to improved quality and efficiency of maple production in Ontario.
- c) Support the Quality Assurance Committee in developing training and educational resources based on the Best Practices Manual.
- d) Develop a detailed proposal for a Maple Applied Research Training Centre (M-ART) with the assistance of the Government and Industry Relations Committee.

Applied Research & Training	
Phil Thomas (Chair)	Waterloo-Wellington
Bob Gray	Grey- Bruce
Marian Petelycky	Quinte & District
Nick Bereznick	Grey- Bruce
Brian Bainborough (Board)	Algoma
Jenny Liu (ex officio)	OMAFRA
Frank Heerkens (ex officio)	Eastern
John Williams (ex officio)	Simcoe & District

The **Marketing, Branding & Promotion Committee** is a Standing Committee sanctioned by the Ontario Maple Syrup Producers Association (OMSPA) Executive Committee to drive increases in demand for Ontario maple products (Mid Term Outcome)

Mandate

- a) Develop and execute a substantive multi-year marketing/branding campaign aimed at the Ontario market. (Immediate Outcome).
- b) Identify and establish a dedicated and skilled Marketing, Branding & Promotion Committee from the

Ultimate Strategic Goal	OMSPA's ultimate strategic goal is to increase the economic value for Ontario maple syrup producers by driving increases in demand for Ontario maple syrup and in maintaining and enhancing premium pricing for Ontario maple syrup due to differentiation based on quality and public preferences for local food.				
Medium Term Outcomes	Provide significant value to members and their operations	Maintain and enhance premium pricing for Ontario maple syrup due to differentiation based on quality	Drive increases in demand for Ontario maple products	Provide strong leadership for maple syrup producers in Ontario	
Pillar	Member Services	Quality Assurance	Applied Research & Training (ART)	Marketing & Branding	Government & Industry Relations
Immediate Outcomes	Optimize the services and benefits OMSPA provides to its members	Support and encourage adoption of quality assurance best practices across OMSPA's membership and Ontario maple products production	Develop Ontario's capacity for applied research and training focused on the needs of OMSPA members	Develop and execute a substantive multi-year marketing campaign aimed at the Ontario market, building on and enhancing the Sweet Ontario brand.	Optimize and rationalize OMSPA's structure for maximum effectiveness and efficiency, following organizational best practices and legislative requirements
2023 Outputs	a) A comprehensive evaluation of OMSPA member services, with recommendations for optimization and improvement	a) Careful ongoing watch of regulatory and market conditions b) Updated and improved best practices manual (BPM) materials c) Training and educational resources developed & delivered based on ongoing BPM work	a) Targeted research to address unmet needs of OMSPA members not addressed elsewhere b) Support the Quality Assurance Committee in developing training and educational resources c) Detailed proposal for proposed MART Centre is completed	a) Develop detailed proposal based in order to secure multi-year funding for OMSPA's marketing/branding campaign under the Sweet Ontario banner b) Develop a detailed analysis of what roles are best undertaken by Locals and how Locals can be best supported in playing their essential role c) Move forward the evolution of Committees to reflect increased scope of activities	a) Strong relationships are developed with relevant government stakeholders b) Proposal development for funding of core operations, marketing/branding campaign, Best Practice Manual update and MART developed

OMSPA 2023-28 Strategic Plan - GOALS, OBJECTIVES and OUTPUTS for 2023

At the February 2023 meeting board of the Ontario Maple Syrup Producers Association the Board approved the 2023-28 Strategic Plan. This was the culmination of many volunteer hours and member consultation. The strategic plan is built on an Ultimate Strategic Goal and four Midterm Outcomes which will be achieved through six Pillars. Each Pillar has an Immediate Outcome and a series of Outputs for 2023 through to 2028. The Association's leadership is focused on accomplishing these Outputs through Standing Committees established with mandates that reflect the Immediate Outcomes and 2023 Outputs under each Pillar.

(Continued on page 12)

Ontario Maple Syrup Producers' Association - Standing Committees continued

membership and external resources, where gaps in competencies are identified, to develop a branding campaign under the Sweet Ontario banner, focused on differentiation of Ontario maple syrup products and producers. In cooperation with Government and Industry Relations, develop baseline funding requirements.

- c) Provide oversight to working groups and contractors responsible for Maple Weekend, Fall in Love with Maple, Royal Winter Agricultural Fair, International Plowing Match, First Tap Ceremonies, OMSPA Summer Tour, OMSPA's social media presence and Ontariomaple.com.

Marketing, Branding and Promotion	
Leann Thompson (Chair)	Lanark & District
Anne Zoeller (Board)	Eastern
Chad Jakeman (Board)	Southwestern
Cindy Moore	Simcoe & District
Ray Bonenberg (Board)	Ottawa Valley
Brian Bainborough (Board)	Algoma
Frank Heerkens (ex officio)	Eastern
John Williams (ex officio)	Simcoe & District

The **Governance Committee** is a Standing Committee sanctioned by the Ontario Maple Syrup Producers Association (OMSPA) Executive Committee to provide strong leadership for maple products producers in Ontario (Mid Term Outcome)

Mandate

- a) Optimize and rationalize OMSPA's structure for maximum impact and efficiency, following organizational best practices and legislative requirements (Immediate Outcome)
- b) Analyze the overall function of the provincial Board of Directors and the Association's Locals and recommend Constitutional amendments, bylaws and policies where appropriate, to improve the governance, operation and risk of the Association.
- c) Begin the process of ensuring compliance with the Ontario Not-for-profit Corporations Act (ONCA), the Agricultural and Horticultural Organizations Act (AHOA) and the regulations and guidelines under the acts.
- d) Ensure through periodic reviews and presentations that provincial Board of Directors and Local Board members have an understanding of not-for-profit good governance practices, OMSPA bylaws and policies, the evolution of Committees and progress on the 2023-28 Strategic Plan.

Governance	
Bob Snider (Chair)	Haliburton-Kawartha
Randal Goodfellow (Board)	Lanark & District
Jack McFadden (Board)	Simcoe & District
Kyle Gilbertson (Board)	Algoma
Nic Webber	Waterloo-Wellington
Marty Ennis	Lanark & District
Frank Heerkens (ex officio)	Eastern
John Williams (ex officio)	Simcoe & District

The **Government & Industry Relations Committee** is a Standing Committee sanctioned by the Ontario Maple Syrup Producers Association (OMSPA) Executive Committee to provide strong

leadership and advocacy for maple products producers in Ontario (Mid Term Outcome).

Mandate

- a) Expand government and industry relations capacity, developing strong internal competencies in securing government funding for industry priorities (Immediate Outcome).
- b) Identify and establish a dedicated and skilled government and industry relations committee from the membership, drawing on external resources where gaps in competencies are identified, to build strong government & industry stakeholder relationships and a system for Locals to bring forward relevant municipal issues.
- c) Develop in consultation with appropriate committees baseline funding requirements to fund the core OMSPA expenses, updating of the BPM, an OMSPA marketing & branding campaign and the M-ART Center initiative.
- d) Engagement with Provincial and Federal ministries and agencies to ensure targeting of appropriate programs and grants to support OMSPA's funding requirements and producer needs.

Government & Industry Relations	
Randal Goodfellow (Chair, Provincial Government Focus, OFA rep, AAC rep, OBA)	Lanark & District
Ray Bonenberg (IMSI and OWA) (Board)	Ottawa Valley
Paul Renaud (Environment and Climate Change Focus)	Lanark & District
Brodie Berrigan (Federal Government Focus, AAFC, Environment Canada, Human Resources Canada, Regulatory)	Canadian Fed. of Agriculture
Howard Mains (Federal Government Focus, AAFC, Health Canada, NRCan; Regulatory)	Lanark & District
Frank Heerkens (ex officio)	Eastern
John Williams (ex officio)	Simcoe & District

The **Communications Committee** is a Standing Committee sanctioned by the Ontario Maple Syrup Producers Association (OMSPA) Executive Committee to increase the economic value for Ontario maple syrup producers (Ultimate Outcome)

Mandate

- a) Provide the communication tools and avenues for the six pillars of the Strategic Plan to inform and transfer knowledge to the membership of OMSPA
- b) Assist staff with the scheduled production of the monthly E-letter and quarterly Mainline ensuring that the content is informative and reflects current issues within the maple syrup and ag food industries.
- c) Provide oversight of OMSPA.ca and the local web pages content. Ensure that content remains fresh and not dated.
- d) Review and provide a detailed proposal for corporate sponsorship and increased ad revenue across OMSPA's printed and electronic platforms.

Communications *	
Ray Bonenberg (Chair)	Ottawa Valley
John Williams (ex officio)	Simcoe & District



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GOVERNMENT & INDUSTRY RELATIONS COMMITTEE (G & IR)

The G & I R Standing Committee is an underlying support to the other committees. The G & I R Standing Committee is made up of maple syrup producers and supporters of our sector who have vast amounts of government relations experience (lobby experience). They have both developed funding programs as well as have applied for funding programs on behalf of their clients. Collectively, they also have a successful track record of working with different levels of government to affect policy and regulatory change on behalf of their clients.

G & I R has the responsibility to find funding, from government or other sources, to fund the work that the Quality Assurance Standing Committee, the Applied Research and Training Committee, and the Marketing and Branding Committee want to undertake. G & I R is also focusing on finding funding support for the core operations of OMSPA.

We have finished our Strategic Plan and the Ontario Maple Products Sector Development Plan at a fortuitous moment as the funding for the Sustainable Canadian Agriculture Partnership has just become available. Within days of the mid-April

release of the Ontario Maple Sector Development Plan (see the OMSPA website) we began active conversations with funders. Some were initiated by ourselves and others initiated by OMAFRA and AAFC.

Since mid-April we have been very actively working with OMAFRA:

- on funding programs that can be applied for by individual maple syrup producers;
- on funding programs that will support our sector more broadly;
- on regulatory and policy changes that will allow our sector to operate more efficiently and effectively.

We are working with a number of levels at OMAFRA; include Policy Analysts, Program Development and Delivery Officers, Directors, Assistant Deputy Ministers, Deputy Minister, as well as the Minister.

There is a strong onus to support our sector based on the Ontario Maple Sector Development Plan. We are expecting strong results leading to announcements in the near and intermediate term.

Randal Goodfellow, Chair of Government & Industry Relations

OMSPA'S CORPORATE SPONSORS



Thank you for your support of our newsletters and website!

MAPLE HALL OF FAME: ONTARIO INDUCTEES

Walter Humphreys

I am humbled every time I am in the International Maple Syrup Museum and see the inductees from Ontario. It's an opportunity to reflect on our maple industry, that we wouldn't be where we are today without the groundwork these men and women laid for us.

One of these was Walter Humphreys from Barrie, who is important for the work he did from the 1960s to the 1980s.

Walter was the first Ontario Maple Extension Specialist for the Ontario Ministry of Agriculture. He had graduated from MacDonal College, the agricultural faculty of McGill University in Quebec. He worked with the Ministry for 13 years in the Food Products Inspection Branch before being promoted to the position as the Maple Extension Specialist for Ontario.

Walter was active in the background when OMSPA was being formed, and he agreed to be the first Secretary of OMSPA. He was able to add organizational skills and support to a group of individual producers for the betterment of Maple within Ontario. He acted in this position until his retirement in the 80's. In many ways, was he was OMSPA's first Executive Director. He supported the organization through communications and he himself wrote and produced what was called the "Maple Newsletter", a predecessor to our

"Mainline".

Since Walter had been an Associate Member of the National Maple Syrup Council for several years, he became instrumental in getting the Council to change its name and by-laws to allow a Canadian province to join; he then encouraged OMSPA to allow Ontario to be the first Canadian province to join this international organization.

Walter was heavily involved in education for both producers and the public. He led many maple courses throughout the province and assisted many producers with the development of their operations. A very young John Williams remembers him instructing a Simcoe County 4-H Maple Club back in the mid 70's.

Walter was the first person from Ontario and Canada to be inducted into the Maple Hall of Fame in Croghan, New York, an honour well deserved from all accounts. After retirement from the Ministry of Agriculture in Ontario, Walter remained involved in the Maple Sector, as a sales representative with Bob Lamb for Lamb Tubing, until he relocated from Barrie to the Maritimes.

Walter Humphreys' pioneering efforts in establishing an association for Ontario producers, and ensuring an international presence, built the foundation for today's OMSPA. We all owe him a great deal for his foresight.

Brian Bainborough

Classified Ad.

12 year sugarbush lease in Muskoka. Tubed for 1300 taps with potential for more. Minimal investment needed. Contact 705-769-8050.

MEMBER SERVICES REPORT

As I am writing this report there is a welcome rain falling. I just want to give you a quick update. We are close to 600 renewals and still climbing. That's good news and now is the time to make sure that your maple buddies have renewed. Most often, it's just a case of being busy and forgetting to renew.

Many of our locals are looking for ways to give back to their members and encourage renewal, so the Quinte and District Local and the Algoma Local are going to offer a 50 / 50 cost split with their members to purchase the latest edition (3rd) of the North American Maple Syrup Producer's Manual. This is a \$30.00 value to paid up members. Quinte & District hosted a successful summer tour last year, putting some money in our bank account, so why not give back to our members? We set the cut off for June 1st and we gained a few more members!

Also, I'd just like to inform you that work is being done on a new pamphlet with membership information and a membership application. These will be made available again for dealers and any stores selling maple supplies. They will also be available for anyone doing farm markets and events. Why not have a few to hand out? We all know that when a maple syrup producer sees a maple vendor they go to check out

the booth. If they are not a member, hand them a pamphlet!

Just a quick reminder to all members that you should check out any workshops being offered in your local and neighbouring locals. Please promote the value of attending these and joining OMSPA to non-members.

Quinte and District is planning a value added workshop in September. This will be a very educational day for everyone. There are many workshops coming up. Watch for dates in our newsletters, particularly the E-letter for more information.

If you are organizing an event, get the date, location, hours, contact information and a brief description into the office as soon as possible.

The Summer Tour is also a great place to learn. It's like 20 workshops rolled into one three day event!

Thank you for your time

Steve Needham, Member Services Chair



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 are \$60.90 including GST, plus shipping. Visit the OMSPA store in the members section of omspa.ca to order. Your member's password is brix.



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NORTH AMER. MAPLE SYRUP COUNCIL UPDATE

There was a delegate meeting held May 12th in Croghan, NY in conjunction with the following day's induction ceremonies of Pam Green (Vermont) and Simon Trepanier (Quebec) into the International Maple Hall of Fame.

This year's host of the International Conference is the Massachusetts Maple Producers Association. It will be held October 25-28 in Sturbridge, MA. Registration for the conference will be available in the next Maple Digest. Ontario has begun planning for the October 2026 conference to be held in the Algoma region, with the convention hotel being in Sault Saint Marie.

The work continues by The University of Maine, University of Vermont, IMSI and NAMSC on building a Maple Quality Program one day course with preliminary

workshops being held in 2023. The course will have sample flavour kits that will be consistent throughout all venues, while the instructor will instruct via zoom. Ontario is in line to hold a course this fall with the date and location TBA. The next full 2 day Grading School will be held following this year's International Conference on October 29-30.

OMSPA has purchased copies of the North American Maple Producers Manual 3rd edition through NAMSC and the manual is available through the store. This is an excellent resource and every producer should have one. I know at least 2 locals are providing funds to help their members purchase the manual as a member benefit.

Brian Bainborough NAMSC VP, OMPSA Rep.

QUALITY ASSURANCE UPDATE

There is work being done in association with University of Maine (Jason Lilley), 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 presented 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.

Brian Bainborough Chair of QA

Elmira Produce Action Cooperative Maple Syrup Sale April 20, 2023

The auction in April showed good volume as producers were looking to move new crop syrup. However, the overall volume was down slightly over last April. Amber made up approximately 2/3's of the volume with Dark placing a distant second place. Golden sales were very low, perhaps due to conditions or producers holding syrup for use or later sales. The average price per pound of \$2.72/lb. Was up \$0.07 over last year at this time.

The next sale will be on July 20th.

Here are the statistics:

Drums:

	Total Weight	Average
Golden	444 lb.	\$3.05/lb.

Amber	8,829 lb.	\$2.82/lb.
Dark	2,856 lb.	\$2.64/lb.
Very Dark	108 lb.	\$1.50/lb.
Overall drum price		\$2.77/lb.

Pails:

Golden	810 lb.	\$2.99/lb.
Amber	10,230 lb.	\$2.74/lb.
Dark	5,702 lb.	\$2.63/lb.
Very Dark	2,263 lb.	\$2.48/lb.
Overall pail price		\$2.69/lb.

Total sale average of \$2.72/lb.
30 drums and 299 pails were sold.

The next sale is scheduled for July 20th, 2023, followed by October 19th, 2023.

WHOLESALE MAPLE SYRUP AUCTION

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

7400 Reidwoods Drive, Elmira ON

Maple auctions also on October 19 2023, and in Jan. 2024

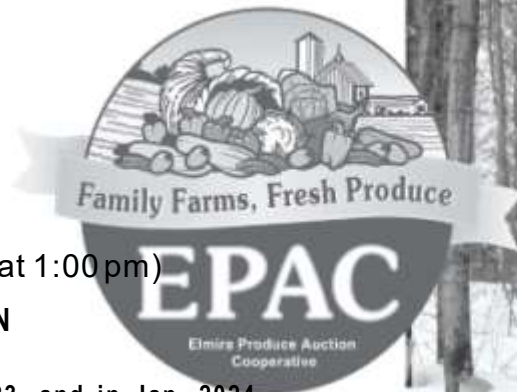
Product will be received, starting at 8:00 am on sale day.

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.



OMSPA Promotions Store

Contact the Executive Director at :

Phone: 613-258-2294

Email:

admin@ontariomaple.com

Maple Mainline Deadlines

Spring

February 15, 2023

Summer

May 15, 2023

Fall

August 15, 2023

Winter

November 15, 2023



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. Ask about our reasonable rates for our monthly e-letter. **Please note** that rates are under review and may change during 2023. Ask about our Corporate and Business Sponsorship plans.

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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Wanted: Photos of Abandoned Sugar Shacks

We are planning a feature in the Mainline on abandoned sugar shacks

Send your high resolution photos to the office by email with

Information about the location and, if possible, the history

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