

ONTARIO MAPLE MAINLINE



Maple Dateline

Mainline Deadlines

Spring - February 15

Summer - May 15

Fall - August 15

Winter - November 15

Board Meetings - 2022

Feb. 7th May 2nd

July 14th Oct. 3rd

Dec. 12th

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PRESIDENT'S MESSAGE

IT'S THAT TIME OF YEAR

No it's not Christmas time, it's Maple fever season, it's the time of year when all Maple producers feel the pulse of Maple syrup in their blood and can't wait to get out into the forest to tap agriculture's first crop. By the time you read this article many will be in the forest tapping or already producing Maple syrup. OK ALGOMA it's another month for you. Across this province winter leaves at different stages of the month.

Over the course of the last two months, we have staged 5 virtual information day meetings with our locals and two province wide information nights on the 1st and 2nd of February. RANDAL GOODFELLOW and I have been giving updates across the province on the maple sector development process and the strategic plan with details on implementation of all three phases.

GREY BRUCE was our first local meeting. I would like to thank members of that local for joining the working groups.

The QUINTE AND DISTRICT local meeting was very informative with a guest speaker from Vermont on how to run a 150K tap operation. Members of that local are on several working committees and I would like to give them a thumbs up for their efforts.

LANARK AND DISTRICT had their local Information day with several members from various working groups attending the meeting. This local has added several new young directors that will play a huge role in shaping its future.



(Continued on page 2)



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continued from pg. 1

The ALGONQUIN AND DISTRICT meeting was directed by Michael Levitan, the new president for that local. A presentation was done by OMSPA with questions and answers following. A few members from the local sit on various working groups, thank you for all your help.

The SOUTHWESTERN local meeting was like an enjoyable two hour campfire discussion on various topics. Oh, it was a virtual campfire. In the words of their president, Nelson McLachlan, the Zoom chat was a great way to get together during these times. Members from their local have been contributing to the working groups.

The SIMCOE AND DISTRICT local meeting was attended by several board members who have been contributing to the working groups. Special thanks to our Executive Director who has been dedicating a number of hours to make possible the success of this project. A special thank you to STEVE SMITH for picking me up and sending me on my way again and joining a working group.

A number of locals have not set up dates or are waiting for warmer weather to organize a date. Whether their meetings are held virtually or in person we will be there.

I would like to thank our members, OMAFRA, and the many friends of the maple industry who are working tirelessly to help create a world class vision for the maple industry inside the working groups.

OK HERE IT COMES, SCRATCH, SCRATCH. THE BROKEN RECORD HAS RESURFACED. Fill out the surveys that your maple friends have worked so hard to put together. Please reward them for their hard work!

THANK YOU

FRANK HEERKENS



EXECUTIVE DIRECTOR'S REPORT

It's hard to believe that the Maple season is just around the corner. The cold weather of January and early February could bode well for our season this year - fingers crossed! High demand and the short season last year has left most of us with no syrup to sell, or nursing our last few litres to make it to the production season.

Highlights of the last few months include:

- Preparation for the February 7th provincial board meeting.
- Finalizing the 2022 Budget.
- Application for \$20K Grass Roots Marketing Grant.
- Setup of new computer and reorganization of software and file storage.
- Attending the virtual Foodland ON marketing meeting in January.

Current items include:

- Participation in four of the Working Groups in our Sector Development/Strategic Planning process.
- Our monthly e-letter.

- Working to improve the information listed on the producer website, omspa.ca

As we approach the season, it's important to check your listing on ontariomaps.com. If any of your information is incorrect please email or call the office.

I'm moving more and more information for members on to omspa.ca in both the public and member areas. Remember, the member password is brix. If you are looking for information, check there first, then contact me if you can't find it.

Like many of you, my workload increases before the season begins, so many inquiries come into the office that I miss the odd one. Don't hesitate to call or email again to get my response.

John Williams

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HAVE A GOOD SEASON !

The most recent zoom meeting of the International Maple Syrup Institute (IMSI) occurred on Feb 14th 2022. The 2022 work plan has already been ratified by the Board of Directors. Some focus for the 2022 work plan

Retraction of Social Media Oversight:

The IMSI has embarked on an overarching social media directional program for the last 4 years, most recently retaining a social media firm in New York State. While the output has been good, many maple state and provincial associations have not taken up the messages and feed from the firm to distribute into their local social media programs. As a result, IMSI terminated the contract and will be focusing on an update and renewal of the IMSI website which will impact a broader audience that seeks information about the maple industry internationally.

Focus on Strategic Data Maple Analysis:

The Board of Directors agrees that data analysis of trends, consumer purchase preferences and marketing opportunities should be explored more fully. As a result, an emphasis will be focused on mining data provided by polling firms, both purchased and researched(freely available) on these trends in order to understand and react appropriately to what may be in front of the industry.

Continued Extension of Information:

Along with the excellent extension efforts in the US and Canada the IMSI desires to continue with our communications efforts via direct Info grams

to all Associations, and vehicles like the Maple News, the Maple Digest and various Association newsletters

Maple Grading School:

The IMSI desires the IMSI grading(or judging school) to have increased impact on the journey to improving quality maple syrup. Due to the last 2 years of Covid confusion and restrictions, the model of on site facilitated workshops may not be feasible in its entirety. The IMSI has asked the leadership of the school to develop a proposal for more inclusive participating numbers on a far broader range of geography. A combination of virtual, pre-planning and state and provincial facilitated association on specific sites would be envisioned. The IMSI is prepared to increase the financial contribution to the school to make this happen. The IMSI school task team is working on their proposal now.

IMSI Annual General Meeting:

The Annual General Meeting(AGM) of the IMSI is scheduled for June 9 in Burlington, Vermont. This is a change from having the traditional AGM during the North American Maple Syrup Council Convention held each October in various North American locations. Information on registering and who will be guest speakers will be forthcoming as details are worked out.

Ray Bonenberg

IMSI Director for Ontario

RENEWALS DUE NOW!



Membership Update

VISIT OMSPA.CA TO RENEW!

Thank you everyone that has renewed to date. We are approaching 500 members renewed, so about 100 to go!

Please note that if you haven't renewed by March 1st your membership benefits will be paused before the season. This means you will stop receiving your newsletters, you cannot use our logos, and your listing will no longer appear on ontariomaps.com and mapleweekend.ca



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NORTH AMERICAN MAPLE SYRUP COUNCIL REPORT

Delegates to the North American Maple Syrup Council have been busy since October's annual meeting, working on a range of projects and meeting regularly to share ideas and resources that help us all support and sustain the maple industry and each other.

The Council has held two roundtable discussions with delegates and member association leaders. In December, we met to discuss association operations and share ideas and opportunities for promoting stability and building the capacity of our organizations. We talked about strategies for member attraction and retention, how each of our organizations work to boost the visibility of our individual sugarmaker members, and opportunities to leverage relationships with other organizations that can help us all do our work better.

In January following our business meeting, we discussed strategies for outreach and promotion, such as shared advertising, events like maple weekend, and online directories hosted by associations. It's impressive to see the creative ideas that such small organizations manage to implement with very limited resources! We also talked about how we're all dealing with the challenges brought on by the jug shortage.

Committees have been busy as well. The conference committee has met a few times with the host committee planning this October's conference in Wisconsin. This event's offerings will be significantly expanded from past years', with opportunities to learn about a range of topics that

go beyond maple production. For more details and registration information, see <https://wismaple.org/2022>. The education committee is discussing ideas around supporting associations with resources for running beginners' workshops and educational outreach materials that sugarmakers can distribute to customers. Work on the 3rd edition of the North American Maple Syrup Producers Manual continues, with final edits underway now. And mapleresearch.org is updated regularly with new articles, videos, and other resources to help producers make high-quality products.

Finally, we are working to build support for the Research and Education fund. The Fund has given out more than a million dollars to support research that benefits all producers, and demand for grants is increasing. Producers, equipment dealers, and others are encouraged to support the Fund, either through a penny-per-container contribution, or through regular donations. Contact Executive Director Winton Pitcoff at mapledigest@gmail.com for more information.

Delegates will next meet at the North American Maple Syrup Hall of Fame induction ceremony in Croghan, NY, on May 13. We take a break from meetings during the sugaring season so that everyone can focus on their operations. We hope everyone has a great season!

Submitted by our NAMSC rep. And NAMSC Vice President Brian Bainborough

Buddy Sap Project: \$10,100 raised to date!

Thanks to a recent donation by the Zoellers we have surpassed our \$10K goal! Mitacs will match these funds and those donated from the OMSPA reserves. This funds a large amount of the test development, but RTTC is still on the look out for a funder on the final portion.

DONATION GOAL \$10000!

\$9000
\$8000
\$7000
\$6000
\$5000
\$4000
\$3000
\$2000
\$1000

Thank you
Merci

ONTARIO MAPLE SYRUP PRODUCERS ASSOCIATION
OMSPA

Buddy Sap

MAPLE WEEKEND IS BACK!

Maple weekend

ONTARIO MAPLE SYRUP PRODUCERS

After a two-year hiatus, OMSPA is excited to announce that Maple Weekend will return in 2022!

The event will take place over the first weekend in April: Saturday April 2nd and Sunday April 3rd. There are over 60 members signed up with participants from all OMSPA's locals.

Maple Weekend is an excellent opportunity to

show the public how Ontario maple products are made, from tree to table, and lets them taste and buy quality maple products. It offers OMSPA members an opportunity to sell maple syrup and related products, on-farm. It's also a good way for members to connect with the community and establish a network of loyal purchasers.

The Maple Weekend Working Group worked hard to recruit participants and organize the event within their locals. The OMSPA board and membership are grateful for all their efforts!

Not a participant but want to know more? Consider visiting a participating member over the weekend. It's a great opportunity to network with your fellow OMSPA members (assuming the sap isn't running!)

Visit www.mapleweekend.ca for more information

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2022
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GOVERNANCE & STRATEGIC PLANNING

An Outsider's Perspective on OMSPA's Strategic Planning Process

A warm hello to all OMSPA members as you launch into the 2022 sugar season. As you are probably aware, OMSPA is conducting an in-depth strategic planning process to chart the path forward for the organization over the next five years. This planning is critical in shaping OMSPA's capacity to support its members in building the value of their maple operations, taking advantage of the very real opportunities for growth in the sector while navigating the challenges ahead, including the increasing impact of climate change on our forests. As an outsider to OMSPA who is heavily involved in this strategic planning process, I thought it might be valuable for me to share my impressions with you.

What is my role in OMSPA's strategic planning process?

OMSPA's strategic planning process has three phases. The first phase involves working groups composed of over 60 OMSPA members who are conducting deep dives on areas of importance to OMSPA members. This phase is running from October 2021 to the end of April 2022. Each working group is producing a report and/or slide deck that reports on its findings, which are being made available for comment.

The second phase of the strategic planning process involves three focus groups with OMSPA members, focusing on generating in-depth discussions of the priority issues facing Ontario producers. The results of these workshops will be captured in a report which is made widely available to all OMSPA members for comment. This phase is running from late April to the end of June.

The third phase and final phase of the strategic planning process involves integrating the extensive Phase 1 and Phase 2 inputs to the strategic planning process, bringing together these inputs into a detailed strategic plan for OMSPA for the period 2023 to 2028. A draft will be circulated to membership for comment. This phase will run from June to August 2022.

My role in this process has been to work closely with the ten working groups, supporting them in reporting their findings and developing their recommendations to the strategic planning process. I will also be supporting the process of integrating these recommendations into a five-year plan for the organization.

How far along is the strategic planning process?

The first phase of the planning process is now well underway. By the time you are reading this, five of the ten working groups will have completed their final reports and slide decks. The work of the remaining working groups will be completed by the end of April, after a pause for sugar season. In addition, preparations are well underway for the Phase Two focus groups that will be held in May and June.

What are my impressions of the planning process?

As a consultant who has worked with numerous forest and agricultural organizations, I am more than pleased to report that the degree of commitment and engagement I have seen in OMSPA membership is astounding. Overall, approximately 10% of your fellow members have contributed directly to one or more working groups. The amount of knowledge and relevant expertise within OMSPA members has been eye opening. As the hired consultant supporting the process, I have been the only person across all ten working groups who is being paid for their work. That being said, the amount of professional time and expertise being contributed by OMSPA members into these working groups would easily have cost OMSPA many hundreds of thousands of dollars at market rates. The value being generated by your working groups is truly remarkable.

I also want to highlight the high degree of commitment to the strategic planning process demonstrated by your Board of Directors. Current and past Board members are key participants in many of the working groups. Frank Heerkens, your President, has been an observer in the majority of working group meetings. Given that there are 10 working groups, with each meeting many times over a short period, the commitment he is showing makes a strong statement about the importance of this process. Randal Goodfellow, the Board member who has been the lead for OMSPA in developing and executing the strategic planning process also needs mention. He has committed untold and largely unseen hours developing and putting in place a best-in-class strategic planning process for OMSPA. And finally, John Williams, your Executive Director, has been heavily involved, making his support felt across numerous working groups, along with leadership of the Data working group.

How can you ensure your voice is heard in this planning process?

Having your voice heard is essential to the success of the current strategic planning process. If OMSPA is going to be effective in supporting its members (you!), your needs and concerns need to be front and centre. There are some important ways you can have your voice heard:

Read and respond to the final reports from the various working groups as they are made available online. All material from the strategic planning process will be available on the OMSPA website: <https://www.ontariomaple.com/>. Comments can be emailed to admin@ontariomaple.com.

Participate in one of the three focus groups being held starting in late April. This commitment would involve participation in one of the three meetings. The meeting in Eastern Ontario will be in person, the meeting in Southwestern Ontario will be in person, and the meeting for Northern Ontario will be virtual. If you would like to participate in a focus group, send an email to admin@ontariomaple.com.

Read and submit written comments on the report that captures the output of these three focus groups when it

1. Why Sap May Not Always Flow Well in Early Season - Summary

An article published by the University of Vermont Proctor Maple Research Centre talks about how in the early spring when temperatures seem favourable for good sap flows, why the sap doesn't run. There are several explanations for the disconnect between warm air temperature and a lack of flow during the early season. First, trees are big and can have a large amount of thermal inertia (resistance to change) which means that even when the air temperature is above 5°C the tree can remain frozen, thus no sap will flow out of tapholes. Secondly, some amount of transpiration occurs through the bark of the stem and branches even while it is cold. The wood in the stem and branches may be depleted of moisture and until a good thaw followed by freezing conditions allows the stem and branches to recharge the moisture in the system, sap flows will be weak.

Thirdly, water cannot be taken up through a frozen stem so if snow is packed tightly around the base of the tree, that segment of the stem remains frozen even if the air temperature is high. Until the snow is melted and the blockage is eliminated sap yield from trees may be modest. Finally, temperatures of different portions of the trunk can vary considerably, especially on sunny days with low wind therefore the location of the taphole may influence sap flow. So if air temperature seems right, but the sap isn't flowing...there is likely to be a good reason for it.

To reference the complete article, see Maple News, May 7, 2021, Volume 20 Issue 5, page 6 or <https://www.themaplenews.com/story/why-the-sap-may-not-always-flow-well-in-the-early-season/362/>

2. Minimizing the Energy Requirements for the Production of Maple Syrup - Summary

An article published by Nicholas J Weaver et al. in the Journal of Food Engineering developed a model to determine the optimal amount of pre-concentration that could be achieved by a batch RO system before placing into an evaporation unit to concentrate the sugars to

produce maple syrup. The goal was to minimize energy consumption and energy cost for concentrating maple sap at 2% sugar content up to 68% sugar content using both reverse osmosis (RO) and evaporation processes. Other works into the efficient processing of maple syrup have also been published (Garrett, 1977, Garrett et al., 1977, Duchacek et al., 1979) which look at the implementation of sap preheaters and other evaporation methods to increase energy efficiency. These studies concluded that evaporator efficiency could be increased by 16% with the introduction of a sap preheater using the outlet steam and stack gases produced during operation (Garrett et al., 1977, Duchacek et al., 1979). It was also concluded that syrup could be produced more economically using a vapour compression distiller compared to a traditional evaporator (Garrett, 1977). More recently, the Proctor Maple Research Center at the University of Vermont published papers on optimizing other parts of maple syrup production such as sap collection (Wilmot et al., 2007, Wilmot, 2008).

To produce syrup for the lowest possible energy requirement, the sap should be first be concentrated to 32% to minimize energy cost or 36% to minimize energy consumption with an operating pressure of 50 bar. The energy cost was insensitive to changes in both pressure (range of 30 to 70 bar) and concentrations (25 to 36%). The use of an RO pre-concentrating system resulted in a 91% reduction in energy requirement and an 85% reduction in energy costs at the optimal pre-concentrations compared to evaporation alone.

To reference the complete article, see Journal of Food Engineering 273 (2020) which can be accessed through <https://www.sciencedirect.com/science/article/pii/S0260877419304674> or

<https://reader.elsevier.com/reader/sd/pii/S0260877419304674?token=5C54E66BF34D9EDBA529113A8F5709DDAB58D5ADD6ADB313B6B40F627F8DA382172533A2FEA01C129DBE8813C8EB4DBE&originRegion=us-east-1&originCreation=20211118022232>

By Marian Petelycky

An Outsider's Perspective Continued from p. 8

is available in June.

Read and comment on the draft strategic plan when it is circulated this summer.

If there is an issue that you feel strongly about, I encourage you to reach out to the leadership of your Local or to the OMSPA Board directly. They can plug you into the strategic planning process in a way that ensures your input is captured.

Ontario maple syrup producers can take real pride in the quality of the strategic planning process that is underway. As a final note, I'd like to leave you with a call to action. Changes to Ontario maple syrup production are happening no matter what OMSPA does. Powerful

factors such as climate change and growing attention from large Quebec producers are increasing in impact.

Through OMSPA, Ontario producers have the opportunity to come together to collectively shape an effective response to these changes, generating increasing value for Ontario producers into the future. OMSPA's strategic planning process is your opportunity to shape this response. Change is coming. Join your fellow producers in mapping a path to a prosperous future.

George Brook, TAG Consultants

DAMAGED MAPLE SAP TUBING RESULTS SO FAR

In the fall of 2020 RTTC began a project to develop a field identification guide to animal chewed/damaged sap lines, hopefully to include methods of preventing or minimizing such damage in the sugar bush. During 2021 eleven members of OMSPA forwarded some of their best examples of damaged tubing with their guess of what species was responsible for the damage, and any suggestions they had of how to prevent or minimize the damage.

So far, it sounds like red squirrels are the most common and widespread species for creating damage to maple tubing, but there are others as well.

Have a look at the photos provided in this article. The species that have created the damage have not been identified with the photos on purpose. Some of the participants that submitted the samples had a pretty good idea of who the culprit was, others did not. So far, I have not sent these few samples on to “experts” who I hope will be able to provide their expert opinion

of the species involved and possibly some ideas regarding what can be done to prevent or minimize the damage from occurring.

If you notice any wildlife damage to your maple tubing equipment that looks different than any of the examples provided in this article, please let me know. I would like to obtain a sample. We would like to make this project as species inclusive as possible.

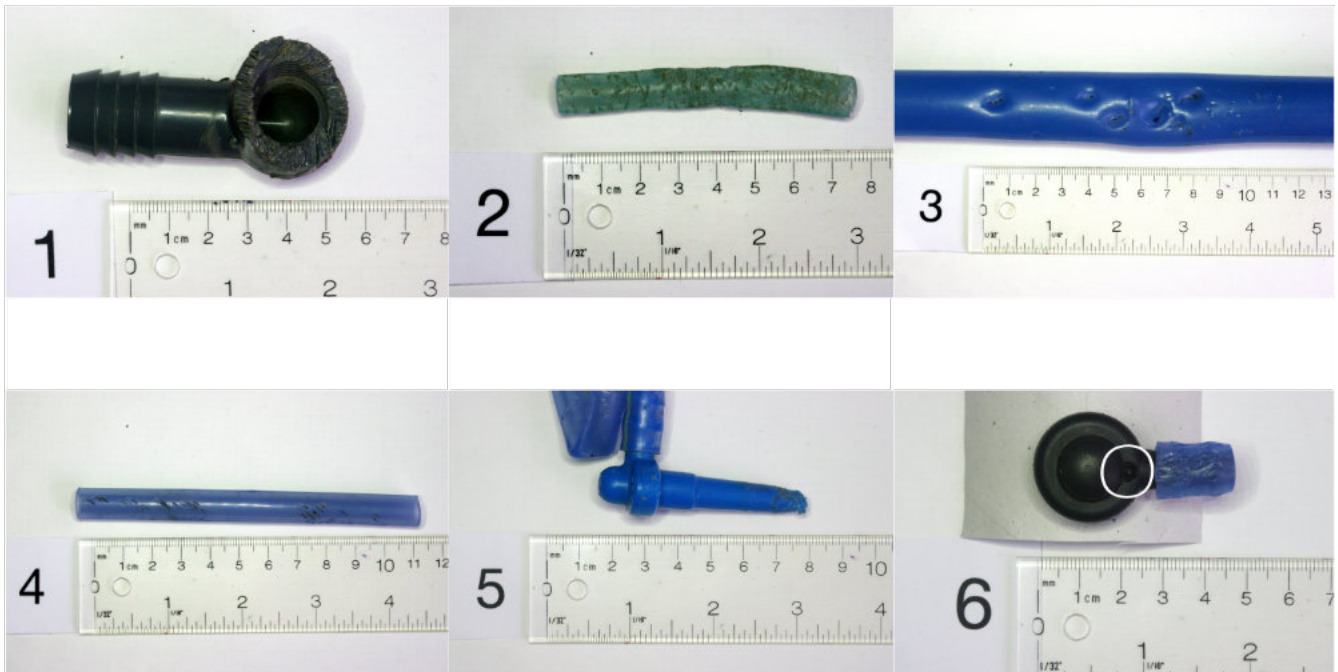
Thanks to all the participants so far that have made this project possible: Daryl and Marylou Klein, Ivan and Gail Cranston, Ray Bonenberg, David Pease, Peter Hewitt, Bob Snider, Julian Montpetit, Mark Lupton, Norm and Judy Hughes, Russel and Abby Miners, Bob Gray.

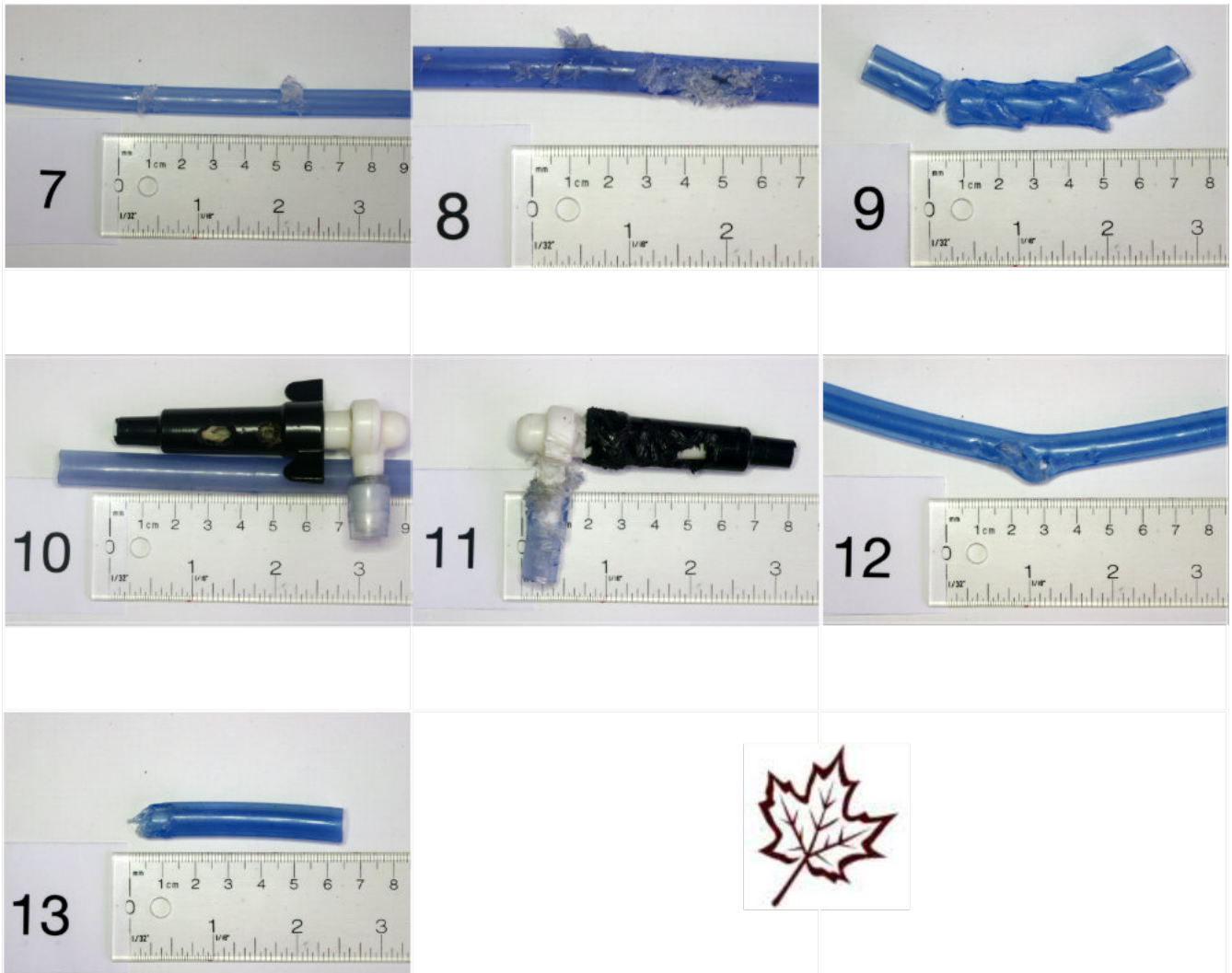
Bob Gray

RTC Member

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Elmira Produce Action Cooperative
Maple Syrup Sale October 21, 2021

The auction in January was a reflection of the conditions during the 2021 season and the shortage of Ontario syrup. While there was some good Amber syrup sold, Dark syrup made up the majority of the sale. Quality Amber took the highest price in drums at \$3.40/lb and \$3.04/lb in pails. There was a significant amount of poor quality syrup though with the lowest price of \$0.30/lb. paid for some Very Dark. The lots of poor syrup pushed the average price down to \$1.79/lb.

Here are the statistics:

Drums:

	Total Weight	Average
Amber	3827 lb.	\$2.49/lb.

Dark	19412 lb.	\$1.79/lb.
Very Dark	6271 lb.	\$1.05/lb.
Overall drum price		\$1.73/lb.

Pails:

Amber	128 lb.	\$3.05/lb.
Dark	1394 lb.	\$2.78/lb.
Very Dark	521 lb.	\$2.14/lb.
Overall pail price		\$2.55/lb.

Total 31,553 lb. at \$1.79/lb.

67 drums and 35 pails were sold.

The next sale is scheduled for April 21, 2022, followed by July 21, and Oct. 20.

WHOLESALE MAPLE SYRUP AUCTION

April 21st, 2022 (Sale starts at 1:00 pm)

7400 Reidwoods Drive, Elmira ON

Maple auctions also on July 21, Oct 20 2022

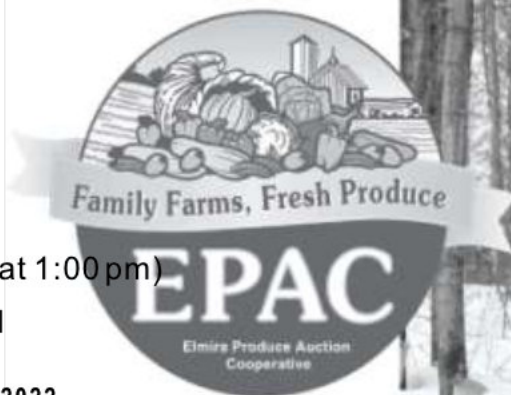
Product will be received, starting at 8:00 am on sale day.

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

Please contact the office about possible COVID-19 restrictions.



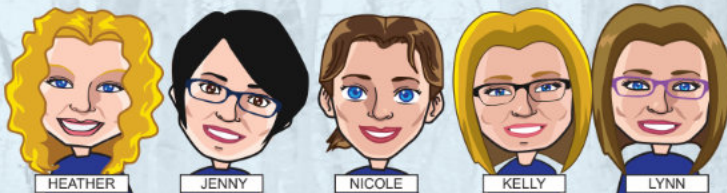


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CATALOGUE 2022 AVAILABLE

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MARKETING & PROMOTIONS COMMITTEE

Tips for Welcoming Sugarhouse Visitors on Maple Weekend (or any time)

When getting ready to welcome visitors to your sugarhouse, here are a few things to keep in mind:

Getting the word out

Promote yourself. Use social media, email lists, media releases to local newspapers, calls to your local chamber of commerce to let people know that you'll be open during the maple season. Invite your local community dignitaries to stop by, as well as your local reporters. Add yourself to online community calendars. Let your retail customers know that they can visit during the season. Use your memberships in, and relationships with, various local organizations to promote yourselves.

Participate in Maple Weekend to leverage marketing by OMSPA and your local. Connect with other participating sugarhouses and encourage visitors to stop by more than one by highlighting the different things each one has to offer.

Have large, clear signs at the end of your driveway and, if possible, at nearby intersections. Be sure to have complete directions on your website. Hang the Maple Weekend banner a week or two before the event to raise awareness.

Sugarhouse

Be at your sugarhouse when you say you will be. Even if you're not boiling, customers will see your hours listed and may show up at any time within that window. During Maple Weekend, be sure to be open even if the weather is unfavourable. Customers may still come and may come from a distance just to see your site, so please don't disappoint them.

Be available by phone. Your phone and email address are in your producer listing, so customers may contact you in advance with questions. Set up your voicemail or an auto-response on your email to let people know key information and that you will get back to them.

Clean your sugarhouse. Yes, visitors love the rustic feel of some sugar houses, but we are making a food product and they will notice rusty equipment, cobwebs, dust, oily clothes, or other unsanitary conditions. Those

impressions will hurt your sales and hurt the overall impression of the industry.

Wear something that identifies you as the owner, and have your family, staff, and volunteers do the same, so that visitors know who to direct their questions to.

Pay attention to your visitors. Greet people as they enter your sugarhouse so they feel welcome.

Have something going on. If there is no sap, consider a value added or tapping demonstration.

Give a sugarhouse tour. Offer tours of your operation, including your sugarbush, at set times. Include the sales area in your tours and offer explanations of each product.

Display antique sugarmaking equipment or history-based photos. Set up an educational display: a sample pipeline setup, how to tap a tree, tree ID game, or samples of pipeline chews – guess the pest! Tell your story – people love to connect with their food and farmer.

Consider some activities for children, such as a simple scavenger hunt or OMSPA coloring books.

Make some simple signs to hang near pieces of equipment explaining what they are used for. Sometimes you may be so busy that you can't answer everyone's questions at once.

Mark walking paths clearly and remove as much snow and ice as possible. Use salt, sand, and wood chips on paths to ensure that your visitors can walk safely from their cars to the sugarhouse.

Coordinate wagon or sleigh rides, drawn either by either horses or tractor. Make sure your vehicle is appropriate with seating and safety rails and entry steps and exit steps and a mature driver are necessary. Have well identified starting and stopping locations with waiting area well marked and separate from the ride's travel lanes.

Mark parking areas clearly. At busier times, have staff or volunteers to direct drivers in the parking lot.

<p>HERITAGE PUMP HTI-175-11 Stainless Steel Pump for Maple Syrup Production</p>  <p>For pricing/information: Chris Davidson 519-866-3629 heritagepump@gmail.com</p> <p>https://www.oursugarbush.ca/heritage-pump</p>	<p>Hollow Point Ranch & Sugarbush Tracey & Greg Mackenzie 613-433-4178 www.hollowpointranchcaresugarbush.ca hollowpointranch0@gmail.com</p>  <p>AUTHORIZED DEALER</p> <p>h2o innovation www.h2oinnovation.net</p>
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Mark off areas in the sugarhouse that are off limits to visitors, or that are particularly dangerous due to heat, product contamination, etc. Talk to your insurance agent in advance to make sure you have the proper coverage (not just for Maple Weekend, but for anytime you invite the public into your sugarhouse)

Have some seating available for tired guests who need to rest.

Have a restroom or porta-pottie available, if possible. Make sure it is stocked and clean.

Mark exits and display emergency information. Have a first aid kit on hand.

We can't say it enough - make sure everything is CLEAN!

Products & Sales

Offer a wide range of products. If you don't make value-added products, consider buying wholesale product from a neighboring farm to sell.

Be sure you have plenty of samples of your product. People who taste what you have for sale are far more likely to make purchases. Check with your health department - do you need a permit for the sampling you are doing? If you are preparing food on-site this is especially important.

People love to eat. If you can, have maple-themed food for sale. Consider working with a local business to provide food so that you can focus on maple production. Prepackaged food makes it easier to handle.

Handout stickers to children – the Sweet Ontario stickers from the OMSAP store are eye catching and fun!

Make sure to have business cards or brochures for customers to take home. Include your social media information is on this promotional material.

Have a QR code in prominent locations that customers can scan to follow you on social media or sign up to your email list.

Offer literature with recipes and nutrition information for maple products.

Keep a clipboard or guestbook at the cash where visitors can sign up to receive more information. This list should include email addresses that you can use to keep in touch.

Consider hosting a draw for a door prize during the season or Maple Weekend to help collect email addresses.

Ask new visitors how they found you – this is important feedback to help with future promotion.

Thank your customers whenever possible - at the sugarhouse, on social media, or in a follow-up email / mailing with a promotion attached

Display your logo and the OMSPA logo wherever possible. Display your OMSPA membership certificate.

Health and Safety & COVID-19

Be sure to follow all provincial and local health protocols. Review them often. Guidelines are rapidly changing.

If you hire staff, be sure you have all the necessary workplace policies in place. Employers still have some responsibility for the health and safety of people helping out in their workplaces, so ensure your volunteers and families are trained in these policies too.

Visible health measures such as mandatory masks, social distancing, ready access to sanitizers, among other things, will help inspire confidence among visitors and staff that their health is being protected. Your plan must be flexible to accommodate ongoing changes to provincial and local health unit guidelines and requirements. Review OMSPA's Guidelines for Managing COVID-19 available on the member website. Clearly communicate your health policies for customers at the sugarhouse and on your website/social media.

Use an online reservation system like Eventbrite to control visitor flow during busy times like Maple Weekend.

As much as possible, conduct activities outside. Consider an outdoor retail space if possible.

Five Dos for Your Social Media Business Page

Social Media is a wonderful way to reach your audience, especially if you use it to its full capacity

Start off on the right foot: Make sure your page is a business page, not a personal page. Share these posts on your personal page to maximize your reach and invite your friends to follow the business.

Content is key: make your posts interesting, relevant and fun! Be sure there is a healthy mixture of business and fun information like recipes, fun facts, and original photos. Videos are a must.

Post often: The more often you are in front of your audience, the better! Be sure your posts are meaningful/relevant, to keep fans engaged

Monitor your page: Check and respond accordingly to comments, messages and visitor posts on your page

Be a social butterfly: The more you engage posts from other pages or people, the more exposure your page will get!

Remember to like and follow OMSPA's social media pages @ontariomaplesyrup

Use common hashtags on your posts #ontariomaple #sweetontario #ontariomapleweekend.

Remember to tag your local and add any regional hashtags. Research the popular tourism hashtags for your area and use them when appropriate.

Sources:

Maple Digest, February 2017

Maple Weekend Guide For Host Sites, OMSPA
Guidelines for Managing COVID-19, OMSPA

PRODUCER PROFILE

This is the third in a series profiling Maple Producers who have been instrumental in developing OMSPA.

Ron Shaw from Hawkestone, south of Orillia, was instrumental in advancing Maple in Ontario and within North America. Shaw's Maple is well known now throughout Ontario as a tourist stop with their syrup operation and Pancake House. Shaws have been making maple syrup for over 100 years; maple is a family tradition.

Since 1904, the Shaw family has made maple syrup in Simcoe County. Ron took over the farm operation in 1965. He was keen to expand his maple knowledge, and that interest led Ron and his wife Ruthanne to travel long distances to Vermont, New York and Quebec for meetings and tours. Ron mentioned many times this travel was only possible with the support of his parents, Norman and Myrtle Shaw. They looked after the farm and their young grandchildren so that Ron and Ruthanne could head out to attend maple meetings far afield.

Ron helped set up the North American Maple Syrup Council and later OMSPA to help Maple Syrup Producers to improve their practices and build their operations. From these trips, Ron brought back ideas to enhance their maple business, whether that was converting to tubing or later developing a pancake house to further expand their maple presence. He readily shared his learning with Ontario producers through OMSPA.

Ron is said to have coined the term "Legalized Snooping". That was how he described visiting other producers during Summer Tours and other kinds of organized maple excursions. He placed great value on opportunities for

us to see other maple operations, ask questions and learn from other producers.

Ron gave his time freely to the advancement of Maple throughout Ontario and North America. He was President of OMSPA (1970-72) and NAMSC (1980-1981). Ron brought the Maple World twice to Orillia in 1973 & 1981 by hosting the International Convention in Ontario.

Ron's contributions were officially recognized when he was inducted into the International Maple Hall of Fame in 1987. In 1995, he became a life Member of NAMSC.

Ron was a true gentleman and champion of advancing Maple. Ron made the effort to devote his time and wisdom to the industry before Zoom and the Internet made it so much easier for us to share knowledge. His dedication truly made it better for all of us today.

Brian Bainborough



Please take our 2 minute Survey!

Will you attend our Summer Tour **this summer in Belleville?**

Our Quinte & District Local has been working away preparing for the Summer Tour. They need to know if you plan coming.

- Take our quick survey in the members only section of omspa.ca.
- Look for the blog post with the link to the survey.
- The March 1st E-letter also had a link for the survey.

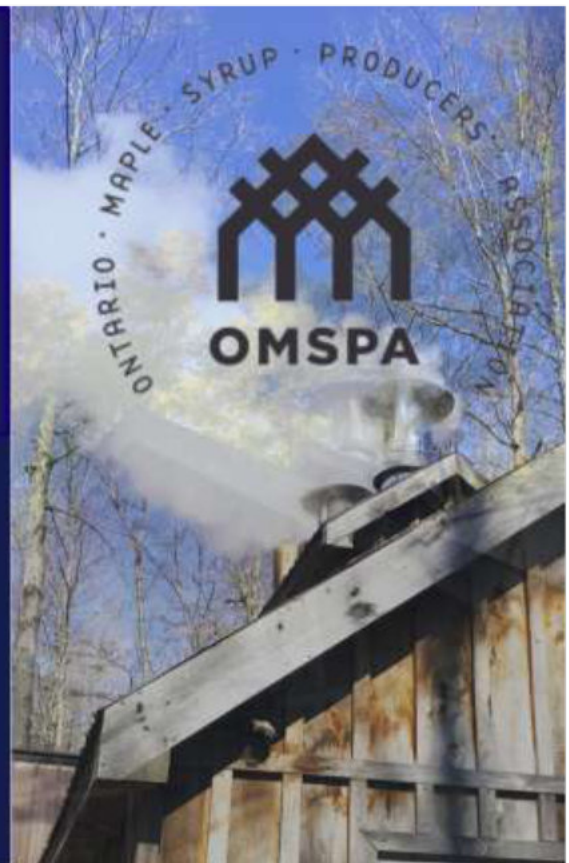


2022 OMSPA Summer Tour & Annual General Meeting Hosted by the Quinte and District Local

Conference Location
Ramada by Wyndham
11 Bay Bridge Drive
Belleville, Ontario

Wednesday July 13th to
Friday July 15th, 2022

omspasummertour@gmail.com
www.omspa.ca/more



Profile: Old Sugar Shack

Thomson Family, Grey County

By Sue Clarry



In the backwoods of Grey County, sits an old abandoned sugar shack with lots of history for the Thomson family. Making maple syrup has been part of Brian Thomson's family for several generations starting in the late 1930's. It was Brian's maternal grandfather, Robert Brown and his Uncle Vernon who got things started by tapping a small maple bush on the home farm where they produced and sold syrup from the sugar shack shown in the small photo.

Uncle Vernon continued maple syrup production when he built a second sugar shack in about 1990 on his neighbouring 100 acre farm. He continued producing syrup for the next 20 years, well into his late 80's, using a small wood fired evaporator.

Brian recalls his uncle's process to finish the syrup by adding a few sheets of newspaper to create a quick flame and checking the syrup using a ladle, then adding more newspaper sheets and re-checking until the 'perfect density' was reached. "Uncle Vernon's syrup was always clear and tasty, without the use of 'modern' testing and filtering tools!" says Brian.

In recent years Brian has continued the family tradition producing award winning syrup with about 350 taps in his own sugar bush. Even today, the family's maple syrup legacy continues as Brian uses the original grates from his grandfather's sugar camp evaporator.

Thanks to Sue Clarry for collecting these photo's and preparing the text.





Beyond the quality of our maple syrup equipment, there is also the know-how and expertise of our people. These passionate experts are here to listen to you and to make certain you receive exceptional post purchase satisfaction.

All these dedicated specialists are an integral part of our vast distribution network which allows us to support you. It is also why we can guarantee quick turnaround times to ensure the optimal use of all your equipment. Our team is prepared to respond to emergencies by keeping a large inventory of back up equipment for unforeseen breakdowns to minimize downtime.

At LAPIERRE, service is more than a department. It is a promise deeply rooted in our family values and company culture. It is a staple commandment that we reinforce with our team and share with each of our customers.

We are people of passion. We are people of service.

Squirrel Creek Farm Ltd
Millbrook, ON
705 932-2868
maple@squirrelcreek.ca
www.squirrelcreek.ca

Weber Sugarbush Supplies Inc.
Heidelberg, ON
519 699-4769

Reist Farm Supplies Inc.
Elmira, ON
519 669-1422

Maple Ridge Farm
Barrie, ON
705 726-8973 (Barrie)
705 282-8758 (Manitoulin Island)
brian.bainborough@sympatico.ca

Garland Sugar Shack
Vars, ON
613 835-3362
garlandsugarshack@gmail.com

Springdale Farm Maple
Clayton, ON
613 256-4045
info@springdalemaple.ca
www.springdalemaple.ca



www.elapierre.com | info@elapierre.com

OMSPA Promotions Store

Contact the Executive Director at :

Phone: 613-258-2294

Fax: 613-258-0207

Email:

admin@ontariomaple.com

Maple Mainline Deadlines

Spring

February 15, 2022

Summer

May 15, 2022

Fall

August 15, 2022

Winter

November 15, 2022



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 2022.

THE ONTARIO MAPLE MAINLINE is a quarterly publication of the **ONTARIO MAPLE SYRUP PRODUCERS' ASSOCIATION.** For information or to place an ad, contact OMSPA:

2193 Wood Road, Wyebridge, ON, L0K 2E0 • admin@ontariomaple.com

www.omspa.ca

Telephone 613-258-2294 • fax 613-258-0207

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

admin@ontariomaple.com