

ONTARIO MAPLE MAINLINE



Maple Dateline

Mainline Deadlines

Spring - February 15

Summer - May 15

Fall - August 15

Winter - November 15

Board Meetings - 2021

Feb. 8th May 10th

July 15th Oct. 7th

Dec. 6th

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PRESIDENT'S MESSAGE

We have had another challenging year, due to circumstances beyond our control, but have still delivered a solid and comprehensive number of initiatives.

My vision for OMSPA is an organization...and an industry.... that is robust, vibrant, and meets the present and future needs of maple producers and the industry itself.

We need to be both reactive to issues around us and as well to be proactive for what might be in the future.

Our announced review of the OMSPA strategic plan for 2023 - 2028 should be a phased and planned process....one that may see us modernizing some aspects of our industry and reacting to other issues that may come up during the review process. We are not at a crisis point...but we are at a crossroads.

It is human nature to react differently to proposed change. Henry Ford shared that “ if I created what everyone wanted..... I would have invented a faster horse.“

The Safe Food for Canadians Regulation (SFCR) and Ontario Reg 119/11, are presently directing the safe production of maple syrup and other foods. By putting the rules of the game in place....a level playing field for all producers is created. We all agree that there needs to be a standard to ensure quality and to prevent unfair competition by “shady” individuals.

Standards and regulations are in place to protect the health and safety of consumers. We all know what happens when low quality, unsafe food gets into the marketplace..... yes, one bad apple can spoil the barrel! Part of OMSPA's role is to ensure that those risks are minimized.



(Continued on page 2)



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OMSPA is on record as supporting 3rd party certification, not only in our production, but in the maple forests we manage. We must work to achieve that...each and every one of us. Who knows; Federal registration in the CFIA program may become mandatory down the road.....WHO KNOWS? And, getting engaged in the Managed Forest Tax Incentive program, not only assists in land tax benefits, but also shows consumers we are taking care of the very forest that gives us maple sap.....and yes maple syrup.

There was considerable discussion at our recent board meeting about totally revising the Best Practices Manual. Our thoughts were to phase in changes as we worked through the strategic plan and our application for a "Grassroots" funding initiative presently with OMAFRA.

However, having listened to the points raised, I now feel we should begin the process right away...set up the steering committee, do the appropriate leg work to determine what a revised manual would look like, in other words, determine our plan of approach. If and when grant funding is awarded, we can retain a professional to do the "heavy lifting" and put the words on paper without delay.

Many are aware that OMSPA is exploring the possibility of some sort of regulated market which could include, among other things, a marketing board (one without supply management and a quota). Members will be consulted and opportunities for feedback will be part of that process. We are not...I repeat...we are not looking at a quota system.

Consumers are more informed than ever before.....they rightly expect safe/high quality food products. If they are not getting what they want; they expect government to do something about it.

Therefore, producers have a choice between implementing programs themselves to assure buyers, consumers, and governments that their products are safe and of high quality or risk having governments do it for them.

To that end, the vast majority of producer organizations have taken a proactive approach by creating credible food safety/quality programs that may be either voluntary or compulsory.

By doing so, they demonstrate to government, buyers and consumers that they are responsible and accountable. And, such producer driven programs also help deter governments from imposing any additional programs/regulations that may be in practice unworkable. It is as plain as that.....

I thank all of you for being supportive members. I also thank our Executive Director, John Williams for his hard work and dedication to OMSPA. I also want to thank the Board of Directors. This is a group of volunteers....they put in many hours and expend considerable effort. We must appreciate their contribution of time and knowledge.

Regards, Frank Heerkens

EXECUTIVE DIRECTOR'S REPORT

Summer is slowly slipping away on us. Let's enjoy it while we can because cooler fall weather will have us back to work in the bush and sugar house!

Some recent items of note:

- The Production Survey is a major part of this Mainline. Thank you to those who responded. We had nearly twice as many responses as last year. This will be a huge help with our strategic planning moving forward. For transparency, I have included all the information, including comments: some positive and some negative.
- An updated COVID - 19 Protocol has been included with this newsletter. It does say Fall in Love with Maple on it, but it contains updated information on handling COVID in all operations.
- As part of our strategic planning process, steering committees will be established for various reports. You may be approached by our President Frank Heerkens or by the chair of Governance and Strategic Planning Randal Goodfellow to join one of these committees. We plan to include members with talent, experience and interest in the topic of

the report with a special interest in involving our younger members.

- How was LDD (new name for gypsy moth) in your bush? Both our bushes run over 80% sugar maple with a mix of red oak, ash, basswood, and ironwood making up the balance. The red oak and basswood were stripped bare and have re-leafed. Fortunately, there has only been minor damage to our sugar maple. I saw signs of disease before the caterpillars pupated, so that likely helped. We did not spray this year, but I will be checking the number of egg masses this fall to see if we should next year.

John Williams

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Monday to Friday 1 to 5 pm

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HAVE A GOOD SEASON !

FALL IN LOVE WITH MAPLE

The Ontario Maple Syrup Producers' Association is excited to launch the Fall in Love with Maple (FILM) event. It will encourage Ontarians to visit participating sugar bushes across the province to celebrate the fall colours and maple syrup production in Ontario.

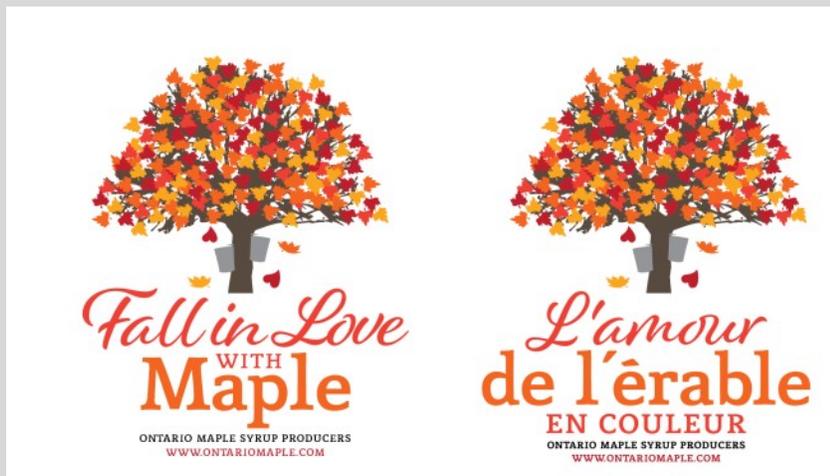
Using the successful Maple Weekend event as a model, the OMSPA Events Working Group is hard at work planning this event. A website is in development and marketing efforts are being planned.

The event takes place from **Saturday, September 25th to Sunday, October 3rd**. Participants are not required to be open all nine days. However, it is encouraged to take advantage of the extended sales period and to spread out visitors.

Participants can download the FILM participant guide in French or English at omspa.ca/omspa-festivals or request a printed copy from the office. Remember the website password is brix. An updated COVID-19 guide in both languages is included in this mailing but can be downloaded from the same page too.

The deadline for participation has passed for this year, but consider joining FILM or Maple Weekend in 2022!

Leann Thompson, Chair



Please take our 5 minute Survey!

OMSPA Working with Algonquin College

on Maple Education

Here is a link to the survey: <https://www.surveymonkey.ca/r/FTGWDNG>

A paper copy of the survey is also available from the OMSPA office.

Thanks in advance for your input - it will be extremely important in our planning.

Phil Thomas, Chair RTTC

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CARL CAMPITELLI **NEW**

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RESEARCH AND TECHNOLOGY TRANSFER COMMITTEE REPORT

Producer Training Survey:

We are emerging from the pandemic with plans to enhance our strategic direction as an organization. Two of the needs we recognize are training related: to provide training to ensure quality while improving profitability, and training for newcomers (either through succession or new entrants) in both basic and advanced techniques. We have signed a letter of intent with Algonquin College (AC) to work together toward that training development and delivery. As a first step we have collaborated with AC to put together a poll to gather information from our membership on your areas of interest. We may find that on-site training is of interest and Frank Heerkens has generously offered his maple bush, which is close to AC, as a venue.

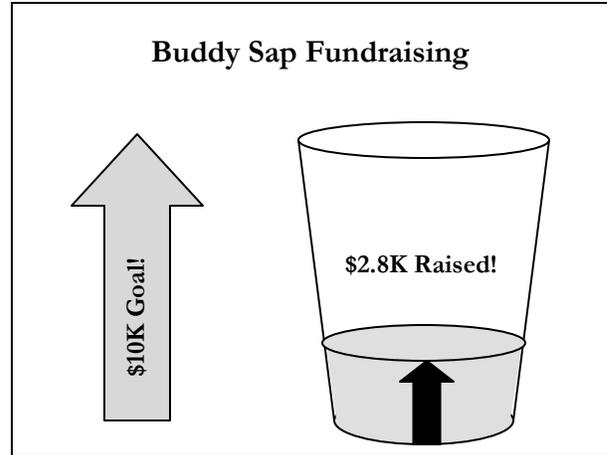
Here is a link to the survey: <https://www.surveymonkey.ca/r/FTGWDNG> A paper copy of the survey is also available from the OMSPA office. Thanks in advance for your input, it will be extremely important in our planning.

Buddy Sap Detection Project:

We are working with Dr. Miller and Dr. DeRosa at Carleton University to kick-off the next phase of the buddy sap project. As described in the last Mainline, the first phase of the project identified chemical markers in sap that indicate the likely production of buddy syrup. This next phase of the project has the objective of developing a prototype, field deployable, test strip (think pregnancy test) based on aptamer technology with field verification in the 2023 syrup season. This aptamer technology has seen success in several other food quality applications and is well suited to the chemicals found in the initial study.

The estimate of the cost to the maple industry from buddy syrup production and premature termination of the season is estimated to be

more than \$10 million / year, so the payback to us is likely to be quite high. We are starting the project without full funding and need some help to cover the \$80k cost. We have had very generous donations from a few members who have recognized the value in this development and would welcome help from others. Please contact the OMSPA office if you'd like to participate.



Damaged Tubing Project:

Bob Gray has received several samples of damaged tubing for our study, but would welcome more samples. Some cost reimbursement is available to members for shipping costs. Contact Bob at kemblemt1@gmail.com.

Phil Thomas, RTTC Chair

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Upcoming Workshops

As we return to a more normal state of affairs, several workshops have been scheduled:

Judging Workshop - Simcoe & District:

Friday, October 15th

Contact Peter or Anne Lorriman (705-526-0769) for details and registration.

Location: Captain Robert's Restaurant, Discovery Harbour, Penetanguishene.

\$50 for workshop and lunch

Making your Evaporator more efficient

Saturday, November 27th

Contact Kevin Snyder (519-741-1447) or Al Murray (519-744-3811) for more details and registration

Location: Waterloo Rod & Gun

Judging Workshop - Waterloo-Wellington:

Saturday, October 16th

Contact Kevin Snyder (519-741-1447) or Al Murray (519-744-3811) for more details and registration

Location: Lion's Hall in Elmira.

Judging Workshop - Southwestern

Late November, or Early December

Contact Bill Vandenberg (519-786-4729) for more details and registration

Location: TBA

The Judging Workshops are lead by Brian Bainborough and Todd Leuty. You can sharpen your tasting skills while learning how the judging system works. They are a first step towards being a certified judge and help you understand syrup flavour and how your production methods can affect it.



Agricultural Winter Fair Maple Competition 2021

Get your maple products ready! The registration dates always come up quickly. This year's judging will take place on Tuesday, Oct. 5.

Registration: opens Aug. 18th at 12 pm and closes Wed. Sept 8th at 11:59 pm

Entry Drop Off: Fri. Sept. 24 to Wed. Sept 29th at the Brampton Fair Grounds

**AN EVENTFUL NORTHWARD
EXCURSION by Jenny Liu**

As many of you know, I'm brand new to the world of maple production. Unfortunately, COVID-19 deprived me of some quality learning time during my first sugaring season on the job. A few months ago, I texted Brian Bainborough out of the blue with a vague idea to come up north and visit some of the producers I didn't manage to see in spring. Brian did his magic and within a few weeks, I had a solid itinerary.



Always encouraging to see healthy maple regeneration!

Over the course of 9 days in early July, I drove from Waterloo to Sault Ste. Marie and back again, visiting producers large and small. Folks took hours out of their busy days to show me around their operations, take me out into their sugar bushes, feed me lunch, and answer my questions. I saw operations at all stages of development, from 85-year-old family businesses to groups with a relatively untouched forest and a strong vision. Equipment and methods ranged from cutting-edge technology to resourceful homemade solutions. I hadn't previously realized the diversity of techniques used to create the single product we call maple syrup! Everyone has their own tricks of the

trade and their own particular way of producing syrup for a loyal base of customers.

Some insights that came of this trip:

- Technological advances, especially tubing and ROs, have transformed the maple syrup industry and should be adopted as much as possible
- Having an experienced maple syrup producer as a mentor saves much time and effort for new entrants
- Expansion bottlenecks and repeated concerns included: Crown land access, forest management/silvicultural experience, succession, general forest decline, labour shortage, debt load
- Government and industry funded cost-sharing programs were widely used
- Practices to make consistently high-quality maple syrup need to be widely spread across Ontario

I'm getting a clearer picture of where I can best help fill knowledge gaps. It was an eye-opening trip for me and I hope to repeat it next winter. Thank you for welcoming me into your homes and your sugar bushes, for the delicious lunches, the ATV rides and for braving the insects when you'd rather have stayed indoors.

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Dave and Jenny Matthews loading a delivery.



GOVERNANCE & STRATEGIC PLANNING

“Your Morning Constitutional”

Now that I have gotten your attention by the title of this article; I would like to talk to you about constitutions in general, but more specifically about “our constitution”.

A constitution lays out the reason for an organization to exist, it also lays out in broad strokes, the key categories of activities that need to be undertaken to support the organization’s reason for being.

Looking at OMSPA’s constitution, which can be found on our website at, <https://www.omspa.ca/constitution-and-by-laws>, you will find that OMSPA’s reason for being is: “... **the development, expansion and improvement of the maple syrup industry in the Province of Ontario.**”

The constitution goes on to talk about the broad strokes of the activities to support OMSPA’s reason for being. These are likely things you can easily recall, as OMSPA and its Locals have been working on these activities with you for a long time.

Promoting the production of **high quality** products;

Developing a greater interest in **hygienic**, scientific and labour saving methods of production;

Promoting sound **woodlot management**;

Promoting **improved marketing methods**

leading to **increased revenue** for the producers;

Encouraging **research and development** projects related to production and marketing of maple syrup products;

Educating producers and the general public about the standards and uses of high quality maple syrup products;

Promoting the **sharing of information** about the maple syrup industry between members of the Association and education of members about the maple syrup industry;

Back to the most important part of our constitution, i.e. why the organization exists, “... **the development, expansion and improvement of the maple syrup industry in the Province of Ontario**”. Let us be clear that it is not only the key obligation and responsibility of the Executive and Board members of OMSPA and its Locals, it is also the responsibility of each and every member OMSPA simply by being a member. It is our collective obligation and responsibility to the industry.

OMSPA is just now beginning a process to explore how the organization can better achieve its stated objective, and I promise you that every stone on the path shall be looked at and that there are no predetermined conclusions.

Randal Goodfellow, Chair

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Emphatic thanks to Clyde Bridge and Pat Rosebrook at Black Bird Management, Rick and Joanne Hathaway from Wabos, Judy and Norm Hughes at Rose Valley Maple Syrup, Kyle Gilbertson at Gilbertson’s Maple Products, the Manchur family at Mountain Maple, David Thompson from RAIN, Lynn Kent at Kent Brothers Pure Maple Syrup, Ray Ferguson at Old Mill Mapleworks, Luke Vine at Vine’s Maple Syrup, Lee Simpson-Johnston and Robbie Sago at Serpent River First Nation, Curtis Assance and Stephen McGregor at Waubetek, Dave and Jenny

Matthews at Matthews Maple Syrup, the Hubbert family at Hubbert’s Maple, Brian Bainborough at Maple Ridge Farm, and the Algoma chapter of OMSPA.



I hope we meet again soon!

As always, feel free to reach out to me:

jenny.liu2@ontario.ca or 519 935 5872

Have a great rest of the summer.

Jenny Liu.

RESEARCH & TECHNOLOGY TRANSFER (RTTC) COLUMN

The Shifting Sweet Spot of Maple Production: Climate Change Impacts on Sugar Maple Sap

Summary of article

An article published by a team of interdisciplinary researchers that have been working to understand how climate change will impact the maple syrup industry. The research included areas in northeastern US (Massachusetts, New Hampshire, Virginia), Midwest US (Indiana) and Quebec. The research looked at changes to timing of the tapping season, sugar content and quantity of sap as it related to climate change and made projections of average sap and syrup production of the next several decades. Their projections show that as the tapping season grows warmer, the tapping season is earlier, shorter and has an associated lower sap sugar content in current optimal production areas. Although areas of Quebec and Ontario may have less severe effects, the projections show that sap sugar content is expected to decline everywhere making the traditional ratio of 40:1, a thing of the past.

To reference the complete article, see Maple Syrup Digest, October 2019 issue or <https://mapleresearch.org/pub/1019climate-2/>

Cornell University – Free Notebook Downloads Available

Summary

Cornell University has published and made available two great manuals.

The Sugar Bush Management Notebook is available as a free download and includes many topics ranging from improvement thinning, regeneration, pest and disease control to

leasing the sugar bush. Although geared to the US, it's a great resource. The manual can be downloaded from <https://cpb-us-e1.wpmucdn.com/blogs.cornell.edu/dist/7/5773/files/2020/07/Sugarbush-Management-Notebook-1ed.pdf> or go to the Cornell Maple Program website, under the “Maple Resources” Tab and look for CMP Notebooks

For beginner sugar makers, a manual called Maple Syrup Production Beginner's Notebook is available as a free download and includes information those new to the maple industry and includes everything from how to get started, setting up, the sugaring season through to production, and financing your operation. Although geared to US producers, this is a great resource on how to get started and things to consider. The manual can be found on the Cornell Maple Program website, under the “Maple Resources” Tab and look for CMP Notebooks or at the following link:

<https://cpb-us-e1.wpmucdn.com/blogs.cornell.edu/dist/7/5773/files/2020/02/beginner-notebook-1st-ed-1.pdf>

As a reminder, you can find great articles and information by accessing <https://mapleresearch.org> or Maple Digest magazine. Subscription to Maple Digest magazine may be obtained at a discount when renewing your OMSPA membership (up until March 31 of each year).

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2021 Ontario Maple Syrup Production Survey Results

Results from 157 producers in Ontario, representing 577,100 taps and a production of 1.00 L/tap.

2021 Production Results

	Average	Range
# of Taps	3,699	30 – 103,000
Production	3,732 L	
Syrup Yield		
2021	0.83 L/tap	0.24 – 1.97 L/tap
Lowest (past 5 years)	0.83 L/tap	0.23 – 2.07 L/tap
Highest (past 5 years)	1.45 L/tap	0.40 – 4.00 L/tap
Sap Sweetness		
Early Season (116)	2.0%	1.0 – 3.5%
Mid-Season (115)	2.1%	1.0 – 3.3%
Late Season (114)	1.8%	1.0 – 3.2%

Collection Method	% of Total Taps
Buckets	3.5%
Tubing with No Vacuum (5/16")	7.5%
Tubing with No Vacuum (3/16")	2.3%
Tubing with Vacuum	86.7%
Vacuum: Average 22.9 inches Hg (range 13 - 28)	

Spouts	% of Total Taps
Conventional (7/16")	10.6%
Health (5/16", 1/4" or 3/16")	89.4%
Check Valve (used by 10% of producers)	9.0%
Seasonal Disposable (22% of producers)	60.1%

Heat Source for Evaporation (155) (1 producer uses 2 sources)		
Solid Wood 80%	Oil 12%	Steam 3%
Wood Pellet/Chips 3%	Propane 3%	Natural Gas 1%

Heat for Finishing (separate unit) (131) (2 producers use 2 sources)		
Propane 66%	Solid Wood 20%	Oil 8%
Natural Gas 5%	Electricity 3%	Steam 1%

Annual Maple Syrup Production in Ontario (Litres)				
2021 Estimated from Survey				
2017	2018	2019	2020	2021
1,932,089	2,113,932	2,282,138	2,123,025	1,718,640

Survey represents 33.7% of Ontario taps (Stats Canada, 2016)

Source for 2017 to 2020 production: Statistics Canada, CANSIM

Note: Numbers in brackets (#) represent the number of responses available from the surveys.

OMSPA Local	First Day of Boiling	Last Day of Boiling	Average Sap Sweetness	Litres of Syrup/Tap	Average Number Taps	Average 4L Retail Price	Average 1L Retail Price
ONTARIO (155)	9-Mar	3-Apr	2.0	1.00	3,699	\$62.53	\$21.01
Algoma & District (8)	13-Mar	6-Apr	2.0	1.01	14,813	\$70.75	\$24.17
Algonquin District (20)	15-Mar	7-Apr	1.9	0.93	3,367	\$63.91	\$22.21
Eastern Ontario (8)	9-Mar	3-Apr	2.1	1.07	4,588	\$63.00	\$20.14
Grey-Bruce & District (13)	5-Mar	30-Mar	2.1	0.95	3,549	\$57.55	\$19.25
Haliburton-Kawartha (12)	7-Mar	5-Apr	2.7	0.85	4,270	\$72.86	\$22.67
Lanark & District (21)	13-Mar	5-Apr	2.0	0.80	1,900	\$64.53	\$21.58
Ottawa Valley District (10)	16-Mar	8-Apr	2.0	0.58	972	\$72.50	\$23.43
Quinte & District (12)	5-Mar	4-Apr	2.1	1.06	2,335	\$70.72	\$22.20
Simcoe & District (15)	6-Mar	31-Mar	1.8	0.89	899	\$74.00	\$24.23
Southwestern Ontario (13)	1-Mar	23-Mar	1.8	1.15	4,425	\$59.92	\$19.92
Waterloo-Wellington (24)	6-Mar	2-Apr	1.9	1.14	4,676	\$51.18	\$16.74

Note: Numbers in the above chart represent averages from the responses except L/tap is total overall value.

2020 Packaging and Prices

Method of Sales	Average	% of Total Sales
Retail	67.3%	26.5%
Wholesale	15.9%	20.0%
Bulk	16.8%	53.5%

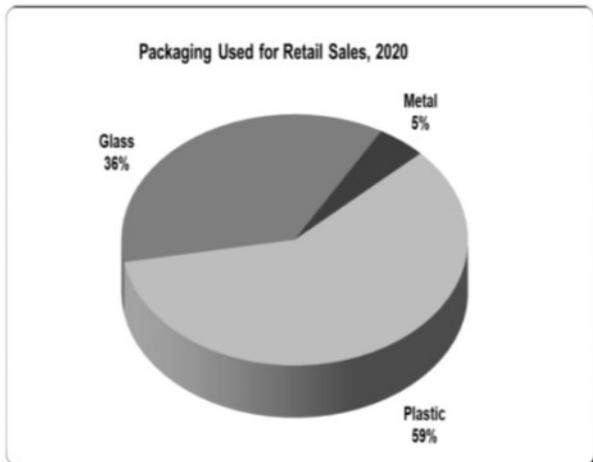
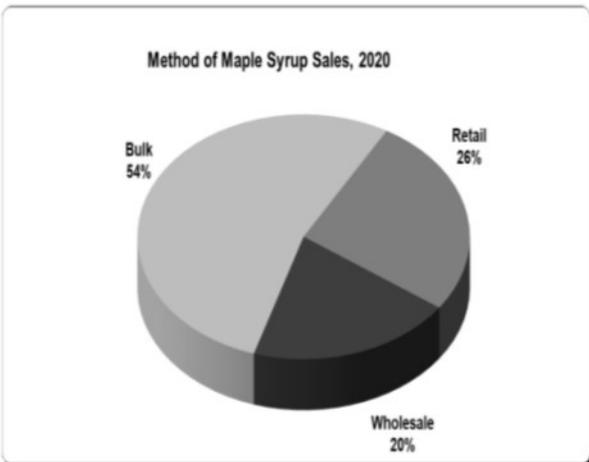
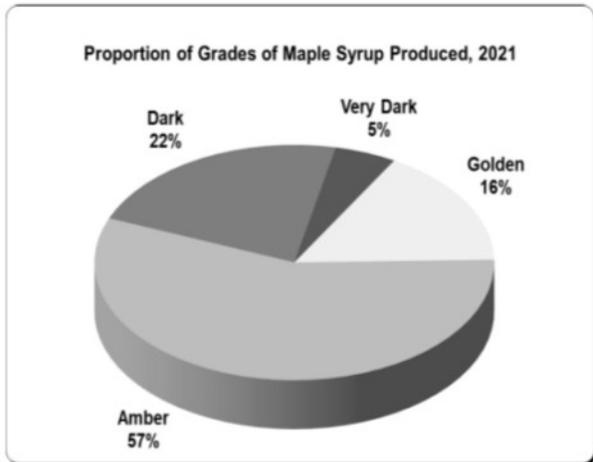
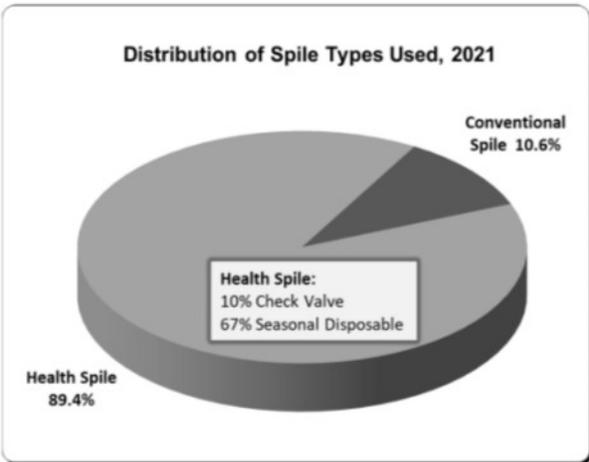
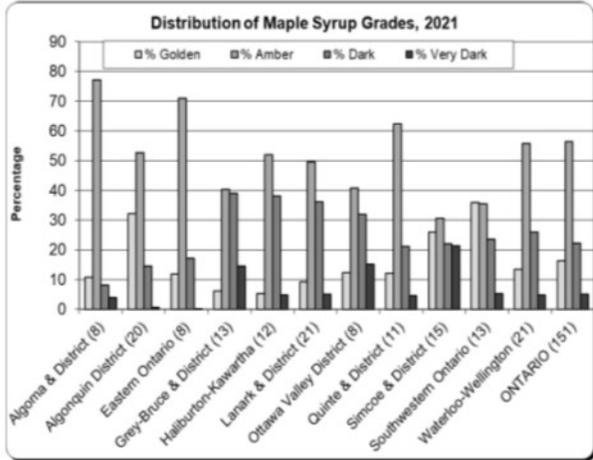
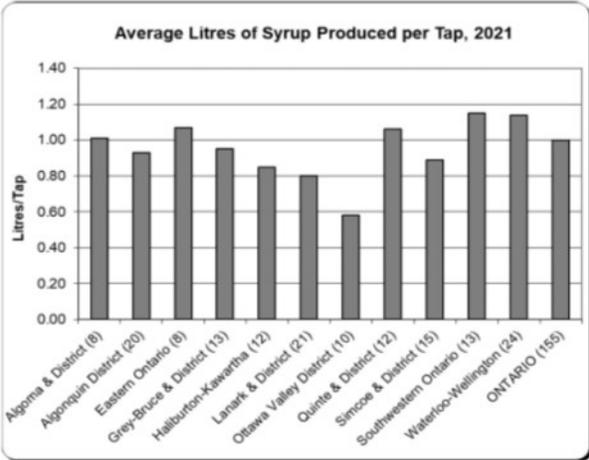
Packaging	% of Retail Syrup Sold (139)	% of Wholesale Syrup Sold (77)
Metal	4.6%	1.3%
Plastic	59.2%	51.1%
Glass	36.2%	47.6%

Size of Container	Average Retail Price	Average Wholesale Price	Average Wholesale Discount
4 L	\$62.53	\$53.63	13.5%
2 L	\$34.40	\$29.40	14.6%
1 L	\$21.01	\$17.06	17.4%
500 mL	\$12.34	\$9.68	18.9%
250 mL	\$8.47	\$6.15	19.8%

Grade of Syrup	Average Bulk Syrup Price/lb
Golden (23)	\$2.91
Amber (44)	\$2.76
Dark (38)	\$2.72
Very Dark (17)	\$2.59

2021 Additional Information

Use Reverse Osmosis:	60.4%
Are Certified Organic:	7.1%
Make use of OMAFRA Maple Blog:	45.4%
Made Improvements this Year:	64.7%
(Average Investment: \$17,525 Median: \$5,000 Total \$1,734,950)	
Sell Raw Sap: 3% of producers sold a total of 36,004 L of sap	
Tap Rental: 33% of the taps represented by the survey are rented at an average price of \$1.32/tap (range: \$0 - \$4.65/tap)	
Change in number of taps: Over next 5 years, 56% plan to maintain number of taps, 39% to increase and 5% to decrease	



Value Added Maple Products, 2020				
	Produced by	Average Volume Produced	Average \$/kg	Range \$/kg
Maple Butter	33.5%	169 kg	\$33.12	\$10 - \$56
Maple Candy	21.9%	204 kg	\$38.84	\$9 - \$75
Granulated Maple Sugar	24.8%	157 kg	\$35.85	\$19 - \$80

Other Value Added Products Reported: BBQ sauce (7), maple jelly (6), maple coated nuts (5), taffy cones (4), salad dressing (2), red pepper jelly (2), bourbon syrup (2), maple popcorn (2), coffee infused syrup, taffy, cotton candy, peanut brittle, fudge, lollypops, mustard, chocolates, sugar blocks, maple meat rubs, fruit infused syrup, vinaigrette, maple butter tarts, maple mint sauce, maple sap vinegar, vanilla bean/ cinnamon/spruce syrups

ONTARIO MAPLE SYRUP PRODUCTION SURVEY 2021

Additional Questions (154 Responses)

On average, what are your typical annual maple syrup sales? (114 responses)

Average: \$46,311

Median: \$20,000

Range: 0 - \$415,000

Sales in 2020? (115 responses)

Average: \$40,380

Median: \$16,000

Range: 0 - \$450,000

Please forecast what your sales will be this year (2021), taking into account COVID-19 impacts. (115 responses)

Average: \$37,263

Median: \$13,500

Range: 0 - \$375,000

Scale of 1 to 5, impact on business by Covid-19. (1 is no impact and 5 is severe) (139 responses)

Average: 2.3

Distribution of Impact Levels:

1 (no impact) – 47 producers (33.8%)

1.5 – 1 producer (0.7%)

2 – 34 producers (24.5%)

3 – 31 producers (22.3%)

3.5 – 2 producers (1.4%)

4 – 16 producers (11.5%)

4.5 – 2 producers (1.4%)

5 (severe impact) – 6 producers (4.3%)

What impacts (if any) have you experienced relating to the effect of Covid-19? (118 responses)

Reduced retail sales – 55 producers (46.6%)

Reduced farm visits/tourism – 79 producers (66.9%)

Loss of customer base – 33 producers (28.0%)

Inability to process new crop due to illness – 2 producer (1.7%)

Reduced bulk sales – 14 producers (11.9%)

Other:

Increased sales/local sales – 9 producers (7.6%)

Lack of help (staff, family, volunteer) – 6 producers (5.1%)

Markets/festivals/food shows cancelled – 4 producers (3.4%)

Reduced wholesale sales – 3 producers (2.5%)

Can't get plastic jugs/containers – 2 producers (1.7%)

Outdoor curbside sales only

Tourists not coming

Missed the visitors but low production so sold out 2020 bulk price drop

Growing operation

Why only ask negative things? – Some positives.

Pancake house loss.

No effect.

Do you consider your operation a hobby or profit making business? (148 responses)

Profit Making – 85 producers (57.4%)

Hobby – 58 producers (39.2%)

Both Profit and Hobby – 5 producers (3.4%)

Age of the main owner of the operation. (150 responses)

Average age: 61 years

Median age: 63 years

Range: 28 – 88 years

Do you have a succession plan in place? (147 responses)

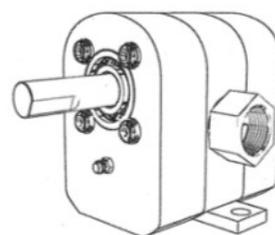
Yes: 49 producers (33.3%)

No: 93 producers (62.6%)

Work in Progress: 4 producers (4.1%)

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>

Age Group	Number of Producers	Percent with Succession Plan	Average # of Taps	Range of # of Taps	Median # of Taps	Total # of Taps
20 – 29	1 (1%)	0%	2,500	2,500	2,500	2,500
30 – 39	10 (6%)	0%	17,032	480 – 103,000	2,650	184,848
40 – 49	14 (9%)	50%	4,981	300 – 40,000	2,450	69,733
50 – 59	29 (19%)	26%	3,370	112 – 16,000	2,100	97,740
60 – 69	64 (43%)	38%	2,443	30 – 18,000	702	156,326
70 – 79	29 (19%)	35%	1,878	0 – 10,000	843	52,588
80+	5 (3%)	80%	779	420 – 1,750	600	3,895

Are you interested in doubling your taps? (149 responses)

Yes: 49 producers (32.9%)

No: 100 producers (67.1%)

If No, why not? (103 responses)

Happy at Current Size – 67 producers (65.0%)

Available Labour – 39 producers (37.9%)

Available Capital – 14 producers (13.6%)

Age and Stage of Life – 71 producers (68.9%)

Size of Existing Equipment – 46 producers (44.7%)

Markets for Production – 22 producers (21.4%)

If yes, what might the impediments challenges be for you? (72 responses)

Available Trees – 62 producers (86.1%)

Available Labour – 57 producers (79.2%)

Available Capital – 49 producers (68.1%)

Markets for Production – 44 producers (61.1%)

Size of Existing Equipment – 58 producers (80.6%)

Three income stability programs are available to syrup producers: AgriInvest, Agristability, and SDRM. Would you also be interested in maple crop insurance? (147 responses)

Yes: 28 producers (19.0%)

No: 118 producers (80.3%)

Maybe: 1 producer (0.7%)

If OMSPA charged HST on membership dues, could you claim the HST back? (148 responses)

Yes: 106 producers (71.6%)

No: 41 producers (27.7%)

Not Sure: 1 producer (0.7%)

Comments

Actually, with Covid 19 more people are learning about and buying local. We are getting quite a response online. So the pandemic is affecting us positively. It also helps that we are in an area that has not been greatly affected.

Referring back to question 21, I'm not organic certified but I am kosher certified.

Over 20 years, I average about \$2,000 profit/year but I don't include my labour for sap season or cutting and splitting fuel wood.

Sales of 2021 less due to shortfall in syrup not COVID.

OMSPA doing a great job!

Hobby now but property has potential for commercial operation.

We might go to 1,000 taps but I would need a lot of equipment to handle it. Not sure if it would be worth it. I have bought a used vacuum pump.

continued on pg 16

Thank you for gathering and conglomerating the information. We use the pricing questions to help us reset our prices just prior to each season. Because the prices are collected a year prior (i.e. 2020 in 2021) and we use them for our 2022 season, we are actually using data that is historical (2 years old). Can we change to collect data for pricing from the current year??

Very good, more questions next year.

We have been tapping for over 30 years 50 taps.

Newly retired so did 105 taps this year.

Would have liked to receive the survey earlier.

This operation is mainly 'hobby-family' based (5 families). After fulfilling the needs of the families some syrup is sold to friends. This is a small operation operated mainly for family enjoyment.

I am hobbyist. We have a very modern set up and we have the ability to make 800 L to 1000 L. we only make what we need which is 400 L, 800 bottles for our friends and customers. We tap more than we need because we realize that we are at the mercy of mother nature. This year we were only able to process 200 L, 400 bottles. Lucky we tapped the 400 trees.

2019 better year than 2020, sold a lot of bulk syrup in 2020 from 2019.

The early warm weather in April terminated our maple syrup production. We got 60% of what we usually get.

This was my first year. I am looking to modify my evaporator and also increase my number of gravity feed taps next season.

Maple syrup was a commercial industry 80 - 90 years ago. This industry is ready to make a come back, but we need to be organized and work together to make it happen.

Short season that started off terrible but ended on a positive note with a few great runs, sap sweetness low but maple flavor ruled.

Would like to see use of 'lb' units disappear in all surveys and literature!

Just a 'backyard' sugarer lol. Really enjoying doing it and continually learning.

We would increase production only with the guarantee of more commercial markets.

1st year in production. Cannot compare to previous years.

We started this hobby 4 years ago, we've more than doubled our taps and improved some of our equipment. We will be increasing our taps by a few more but our old oil tank boiler is almost maxed with our rain barrel reservoirs. It is a great hobby, we appreciate all our customers, we could have sold much more syrup this year but production was very low. I wonder the effect of the gypsy moths on next years production.

Our main farming is cash crop.

Need crop insurance in a big way!! Every other crop has it!

Survey does not include 2000 taps custom boiling for 2 other producers, syrup 50/50 split.

Keep up the good work folks. We appreciate what you are doing for the overall well being of the industry.

Lower sales in 2021 due to yield not covid.

I am a hobbyist, do not sell my product, use only for gifts and raising money for charity. You should capture this category in your survey.

I do it for the pleasure of making syrup. I give most of it away. I only collected sap 3 times and made syrup 4 times. The snow melted very quickly and the season was over in a hurry. It got really warm. Sorry, I don't keep track of everything.

Certified kitchen was closed for making maple products.





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SEPT. 25



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NOV. 20th



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Elmira Produce Auction Cooperative Maple Syrup Sale July 22nd, 2021

There was a good turn out for the auction at Elmira in July. The number of pails sold dropped by more than 50% but this was easily offset by a 50% increase in barrel sales. Prices favoured good quality syrup in the lighter classes as they did at the last auction.

Here are the statistics:

Drums:

	Total weight	Average
Golden	450 lb.	\$3.15/lb.
Amber	5034 lb.	\$2.76/lb.
Dark	5328 lb.	\$2.49/lb.

Very Dark	2676 lb.	\$2.35/lb.
Overall drum price		\$2.58/lb.

Pails:

Amber	194 lb.	\$2.90/lb.
Very Dark	1121 lb.	\$2.91/lb.
Overall pail price		\$2.91/lb.

Total sale average \$2.61/lb.

Total of 21 pails and 31 drums sold.

The next sales are scheduled for October 21st, 2021 and for January 20th, 2022.

WHOLESALE MAPLE SYRUP AUCTION

October 21st, 2021 (Sale starts at 1:00 pm)

7400 Reidwoods Drive, Elmira ON

Maple auction also on Jan. 20th, 2022

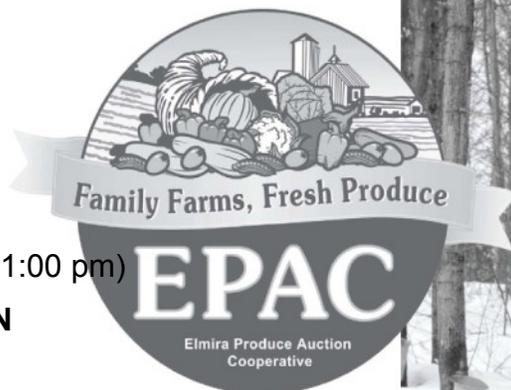
Product will be received, starting at 8:00 am on sale day.

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.





NORTH AMERICAN MAPLE SYRUP COUNCIL REPORT

Project 2021', which is reviewing the structure of NAMSC, has been progressing well with the guidance of Bill Corwin, the consultant that was hired. The steering group has been meeting frequently, consisting of Minnesota, New York, Pennsylvania, Ontario, the Executive Director (Mike Girard) and the Maple Digest Editor (Winton Pitcoff)

There is a delegate meeting scheduled for September 1, at which time further results from the consultation process will be announced and approval from the delegates will be sought. A full presentation with a path forward for NAMSC will be presented, to be endorsed and ratified at the October convention.

Vermont is still not a member of NAMSC, but does contribute to the research fund annually.

The Maple Producers' Manual is progressing and chapters are in the proofreading and editing stages. It is expected to be completed by early 2022.

The next NAMSC research grants will be awarded this October at the Convention. Dr. Miller's group at Carleton University was accepted to apply with regards to next steps on the buddy sap project.

The New York Maple Producers' Association is planning for an in-person conference to be held in Niagara Falls, NY, in October 2021. Conference registrations are being accepted now. This likely marks the last combined NAMSC/IMSI convention for a while. I would recommend that you consider attending given the close proximity to Ontario.

Brian Bainborough



QUALITY ASSURANCE

Finally, with restrictions easing throughout the province, maple syrup judging workshops are being planned. Currently, there are three workshops being scheduled for this fall: two in October (Simcoe & District; Waterloo-Wellington); and another in late November / early December in Southwestern. Please check the OMPSA website for more details on registration and locations.

OMSPA completed the Covid-19 protocols, literature and videos this past winter and they were distributed to our members in the Mainline. We did not use the full allocation of the grant and requested that the balance of the funds be extended.

We have amended the Agreement so that we can provide similar information for future fall events that we plan; these are included in this Mainline for member use. We are producing a video that can be used to illustrate the fall colours in the maple bush,

but this will be produced once the colours change and will be added to our video library.

A full revision of the Best Practices Manual (BPM) was put on hold as we waited approval of another grassroots program by OMAFRA. We will start development of this regardless of the outcome of the grassroots proposal currently being reviewed. Anyone interested in participating in this, please contact me.

'Quality' is how Ontario producers stand out from other syrup regions. Producing a quality product is imperative to the success of our *Sweet Ontario* brand, as we all rely upon our exceptional quality to differentiate ourselves from other brands available to the consumer.

Brian Bainborough





International Maple Syrup Institute:

IMSI SOCIAL MEDIA

The IMSI has begun actively posting about maple syrup on the IMSI Facebook and Instagram pages. We would greatly appreciate your help to build a larger network for maple syrup. **This really (really) can be done very easily: you share our posts, and we share yours.**

Our collective posts will increase the visibility of maple syrup on social media, which can increase sales and market share for everyone, large and small. Maple syrup will become more top-of-mind all year rather than just during maple season.

What we need you to do:

1. **Like us on Facebook.** It would be a great help if you would go and like the Facebook page and follow the IMSI on Instagram and share the posts with your Facebook community. Please do that for team maple!
2. **Share IMSI posts as frequently as possible.** We post at least two times per week. The IMSI posts will be centered around two important objectives for growth:
 - a) Informing about different uses of maple syrup to increase purchase frequency.
 - b) Informing on the benefits of maple syrup.
3. **Encourage your customers** who are active on Facebook and Instagram to like and share IMSI posts too!

The IMSI will reciprocate by creating posts. Working together, maple health info and recipes will circulate online, and your own social media will get more traffic.

Oh...and one more thing, if you have a list of media contacts where you send your press releases, photos, and events, please share that list with us as well so we can share Pure Maple news to them too!

Thank you very much for your help,

P.S. Check out these links to a few great articles that show the potential impact and effect of creating and sustaining a community of maple lovers: a definite win-win approach for maple

producers and consumers.

<https://hiddenbrain.org/podcast/the-snowball-effect/>

<https://ndg.asc.upenn.edu/wp-content/uploads/2018/11/The-Truth-About-Behavioral-Change.pdf>

YOU COULD WIN \$200 - IMSI PHOTO CONTEST

Greetings all, the IMSI is looking for beautiful images! Share them and you could win \$200!

Show us the recipes you make, photos of sugaring and your special products, or maybe a spectacular photo of a maple forest, or your sugar house. We want to share the pure maple brand, including products or events.

Please send your pics to stephanie@MorningAgClips.com.

Your photos could be featured on our Facebook page or in our Instagram feed - we will advise you and get your consent in advance.

You can also send us your maple stories (anytime) with photos if you want to be featured in a post – we'd love to feature our maple community.

Join all your industry colleagues and the IMSI folks at the **Maple at the Falls** October 17-20, 2021 International Maple Convention. We are all very excited to get together and talk shop (and maybe gossip a little), please see <https://nysmaple.com/> for details.

Jean Lamontagne
Executive Director IMSI



Profile: Harold Kent

Kent Bros., St. Joseph Island

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

Harold Kent of Kent Bros. on St. Joseph Island may well hold the record for being the longest continuously serving Director of OMSPA at 26 years, 1968-1994. Harold was also President from 1992-1994. He attended the regular meetings in Lindsay making the trip from St. Joseph Island in person before Zoom was available.

Harold enjoyed attending the OMPSA meetings and tours where information was shared. Harold recently stated, “Most everyone was willing to share their ideas as well as lessons learned”.

He was able to meet some great people and participating in those experiences helped him become a better producer.

Kent Bros. has been in operation now for over 100 years. Harold himself started with 200 pails at age 14. He was always an innovator over the years, expanding by adding tubing in the 60’s and an RO in 1980. He later incorporated a steam boiler that handles their 12,000 plus taps today.

Harold was part of the original group of Legion members that started the Legion Maple Festival which now has been going for over 50 years on St Joseph Island.

Kent Bros. have won numerous awards over the years, the highlight being awarded the World Champion in 1982 at the Royal Winter Agricultural Fair.

Harold is still active today, as he helped host a tour of their facility just this summer and was able to relate stories of how far he has seen the Maple Industry come.

Harold, thank you for your contributions to making OMPSA stronger.

Brian Bainborough



Profile: Old Sugar Shack

Barmont Sugar Shack

While the Montpetit family has been producing Barmont maple syrup in Huntsville for over 75 years, it wasn't until the late seventies that a syrup shack was built. The 8 x 8 foot log cabin pictured contained a wood stove that provided more than enough heat to stay warm when those early days of boiling ran late into the night.



While this cabin was in use, all the gathering was done with spiles and buckets. Now the cabin is surrounded on all sides by the lines that run down to the modern syrup shack at the bottom of the ridge.
Colette Montpetit Freeman text and pictures.

TSSA: Pressure Vessel Registration

During a Zoom meeting with OMSPA members and TSSA staff on June 24th, it was revealed that all maple producers with pressure vessels (boilers and steam generators) must register with the TSSA online by September 30th. Visit the TSSA website for more information at www.tssa.org

Note: this does not apply to RO's and most air compressors.



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Our VISION wood fired EVAPORATORS and 1000 SERIES reverse osmosis machines are a PERFECT MATCH. This equipment is specifically designed to meet the needs of traditional and small-scale production.



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Our 1000 series R.O. can be configured with 1 or 2 membranes offering convenience and user friendly operation. It provides increased efficiency by reducing the boiling time and amount of wood needed to produce maple syrup.

Information available at elapierre.com/en/1000series

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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, 2021

Summer

May 15, 2021

Fall

August 15, 2021

Winter

November 15, 2021



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 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:

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