

# ONTARIO MAPLE MAINLINE



## PRESIDENT'S MESSAGE

### Maple Dateline

#### Mainline Deadlines

**Spring** - Feb. 15, 2025

**Summer** - May 15, 2025

**Fall** - August 15, 2025

**Winter** - Nov. 15, 2025

#### Board Meetings 2024/25

Jan. 13th      May 12<sup>th</sup> Hybrid

June 10th      AGM July 9th  
Meetings online unless noted

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### Succession

*By Randal Goodfellow, Chair*

In years past the 'President' underwent a grueling multi-day, many multi-kilometer cross province tour during the Local AGM / Info Day season of January early February. This year as last, the executive committee (Bob Snider, Kyle Gilbertson, Bill Vandenburg) shared the responsibilities of being the official speaker on behalf of OMSPA at each of the meetings. We did this to spread the workload, as it is very difficult to be away for most of January and early February particularly considering all of the work required ahead of the maple syrup season which has been trending to start earlier. Additionally, while we were also motivated by reducing expenses (mileage / hotels / meals) an underlying reason for sharing the load was to help prepare for succession in our organization.

On the subject of succession I was very pleased to see at the AGMs that I attended (Algonquin, Lanark, Eastern) that a growing number of attendees were people who were in the process of taking over their home operations with plans of expanding their operations. Equally impressive was that many of these same people were stepping forward to take on the responsibilities of sitting on their Local Committees.

All the best in your endeavours.

### Succession

*Par Randal Goodfellow, président*

Au cours des dernières années, le « président » a dû effectuer une tournée exténuante de plusieurs jours et de plusieurs kilomètres à travers la province pendant la saison des



*Sweet Ontario*

PURE MAPLE SYRUP

*Maple weekend*

## ***Current Board Officers and Committee Chairs***

**Chair: Randal Goodfellow**

39 Shelter Cover Drive, Westport, ON  
K0G 1X0  
Phone: 613-769-4377  
rrgoodfellow@gmail.com

**Vice Chair: Bob Snider**

1215 Eureka Rd, Box 385, Gooderham,  
ON, K0M 1R0  
Phone: 519-242-4063  
neilbrownsfarm@gmail.com

**Treasurer: Bill Vandenberg**

8354 Rawlings Rd, Lambton Shores, ON  
N0N 1J2  
Phone: 519-786-4729  
billandlindav@gmail.com

**Secretary: Kyle Gilbertson**

3060 Huron Line, Richard's Landing,  
ON, P0R 1J0  
Phone: 705-255-4004  
kgilbertson@gilbertsonenterprises.ca

### **Committee Chairpersons:**

Applied Research & Tech. Transfer:

**Phil Thomas**

Best Practices: **Brian Bainborough**

Communications: **John Williams**

Finance: **Bill Vandenberg**

Governance: **Bob Snider**

Government & Industry Relations:  
**Randal Goodfellow**

Marketing, Branding & Promotions:  
**Leann Thompon**

Member Services: **Darrell Halladay**

Training Coordination: **Martin Ennis**

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

assemblées générales locales et des journées d'information de janvier au début de février. Cette année comme l'an dernier, le comité exécutif (Bob Snider, Kyle Gilbertson, Bill Vandenberg) a partagé les responsabilités d'orateur officiel au nom de l'OMSPA à chacune des réunions. Nous avons procédé ainsi pour répartir la charge de travail, car il est très difficile d'être absent pendant la majeure partie du mois de janvier et du début de février, en particulier compte tenu de tout le travail requis avant la saison du sirop d'érable qui a tendance à commencer plus tôt. De plus, bien que nous ayons également été motivés par la réduction des dépenses (kilométrage / hôtels / repas), une raison sous-jacente du partage de la charge était de contribuer à préparer la relève dans notre organisation.

En ce qui concerne la relève, j'ai été très heureux de constater lors des assemblées générales auxquelles j'ai assisté (Algonquin, Lanark, Eastern) qu'un nombre croissant de participants étaient des personnes qui étaient en train de reprendre leurs activités à domicile avec des projets d'expansion de leurs activités. Il est tout aussi impressionnant de constater que bon nombre de ces mêmes personnes se sont portées volontaires pour assumer les responsabilités de siéger au sein de leurs comités locaux.

Je vous souhaite bonne chance dans vos efforts.

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## EXECUTIVE DIRECTOR'S REPORT

**H**ow did snow affect your start up this year? The first week I worked in the bush the snow was up to my knees when wearing shoes! After that, it settled, making life easier until we realized that several thousand feet of mainline would need to be dug out!

In other news.....

The Store is now restocked. You can still access it at [omspa.ca](http://omspa.ca) in the members section.

Remember, the password is brix. If you can't order online, just call (leave a message) or send me an email with what you'd like to purchase.

Membership, if you haven't renewed for 2025, this will be your last Mainline. If you are having trouble with the new membership system, just call the office and leave a message. I'll make sure you get renewed.

Our Grow Ontario project has been steadily progressing under the oversight of the Marketing, Branding and Promotions Committee. Consultant Robert Hocking is now working through the last few activities:

1. **Project definition** - Based on member needs and expectations
2. **Market Analysis** - Consumer research
3. **Competitive Analysis** - Understanding position of Ontario Maple Syrup relative to competitors
4. **Strategic Analysis** - Identify best practices for food branding campaigns
5. **Building on Sweet Ontario** - Explore the value of Sweet ON and how we can build on it.
6. **Develop detailed recommendations** on a marketing & branding campaign approved by the Board of Directors
7. **Build a detailed marketing/branding plan.**

Our project will wrap up by the end of May.

Goodluck with your clean up and selling your crop!

John Williams

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## Ray Fortune: A life

With heavy hearts we announce the passing of Ray Fortune on March 7, 2025 at the age of 92. Ray was a man of many interests and talents. He loved working in the forest and the art and science of making maple syrup with his family and friends.



*Ray Fortune - Photo by David Blom.*

### Ray's Beginnings

Ray grew up on a prosperous farm in Junetown, Leeds County, Ontario. He recounted many stories of how things were done in the past, farming successfully with few machines and without fertilizers and pesticides. The focus of the farm was dairy production for the local cheese factory, but they also raised sheep, pigs, chickens, kept bees, produced apples and made maple syrup.

Of all these activities, making maple syrup was special to Ray. I think because there was less to do on the farm in the early spring, Ray could spend time in the woods, and the mysteries of maple were intriguing.

### Sap still ran on Sundays

One of his "discoveries" was that sap ran on Sundays. Sunday was a day of rest. The milking was done, the family went to church and visited with people. They did not collect and boil sap on Sunday's because Ray's father told him that sap

didn't run on Sunday. Well, Ray was wandering in the sugarbush one Sunday and discovered that the buckets were overflowing, rushing back to the house he excitedly proclaimed that sap did indeed run on Sundays! His father told him the sap would wait until Monday. Young Ray, like grown up Ray, did not want to miss any opportunities to make syrup!

Horses were integral to the farm operation and drew the sleigh through the sugar bush to gather the sap. The gatherers would empty the sap from the buckets on the trees into gathering pails and then dump them into a tank on the sleigh. The horses moved along on their own and would stop occasionally and drink sap from a bucket beside the trail. Ray noticed that they always stopped at the same trees. He tasted the sap and figured out that the horses liked the sweetest sap as there was variation from tree to tree!

Boiling sap into maple syrup was fascinating to Ray. When not gathering sap, he would hang around the camp watching his father, the hired man and his Uncles feeding wood into the evaporator, skimming foam off the pans, checking the boiling sap with the dipper and thermometer then periodically drawing off and filtering the syrup. He would then take some finished syrup, boil it further over on the wood stove and pour it on the snow to make "Jack Wax" – what we call maple taffy! Ray loved Jack Wax.

One day, Ray's father and his Uncle had to leave the camp to gather sap and they left Ray in charge of the evaporator. They told him to keep an eye on it, let the fire burn down and that they would be back soon with more sap. Well, Ray seized this opportunity and copying the men, he loaded wood into the firebox, skimmed the pans, tested the sap, drew off and filtered syrup. When his father and Uncle returned, they were stunned! Ray was 11 years old and a sugar maker was born!

### Finding his way

Ray had a life altering experience with the sugar bush as a young man. Ray's father encouraged him to get an education and move away from the farm. So, Ray went from a one room school in Junetown, to high school in Mallorytown and then was one of 5 who graduated from Brockville Collegiate Institute – four young ladies and Ray. He was accepted at Queen's University to study Engineering. He found the program very challenging and worked hard at his studies. He would come home to visit from time to time, to rest and recharge. During this time, the farm was sold and Ray's parents retired from farming. On





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## NORTH AMER. MAPLE SYRUP COUNCIL UPDATE

At our last delegate meeting on January 14, 2025, upon recommendation of the Research Committee, the delegates approved funding (\$50,000 US or \$70,000 Cdn) a proposal from Centre Acer to explore “defoamer usage“. This project now will involve both Canada and the United States. The findings can be used on both sides of the border when dealing with related government agencies (CFIA & FDA). This is important work. We need to establish understanding around this issue, to demonstrate that defoamer is a processing aid, and not an additive to maple syrup. This is an example of how the NAMSC changed the way it funds proposals. It allows the Council to be more responsive to emerging needs inside the industry.

The political landscape may change with the implementation of tariffs and counter measures; in no way does this change our collective responsibility that we all work

together to make the highest quality product possible. The Maple Belt transcends our borders and we truly are in this industry together.

Michigan will host the International Conference this fall in Port Huron, Michigan, October 22nd to 25th; they have reported that arrangements are on track and registration will be available by summer.

Ontario will host the conference in October 2026, in the Algoma region. There will be no Summer Tour in 2026, so please adjust your calendars accordingly.

The next in-person delegate meeting is May 16th in Croghan, NY. This event will be held in conjunction with the Hall of Fame ceremony the following day. Everyone is encouraged to attend either day or both. A visit to the maple museum in Croghan is worth the trip alone.

Brian Bainborough, NAMSC President, OMPSA Rep.

### Ray Fortune: A life, continued from pg. 4

one trip home, feeling the need to walk in the forest and re-kindle his spirit, he went back to the farm to visit the sugar bush. It was gone. It was now a corn field. Ray was deeply affected by this change, and he developed a strong stewardship ethic. He became committed to protecting forests and nature as he knew that they would disappear.

#### A sugarbush in Almonte

Fast forward a couple of decades to the 1970s. Ray and Ruth were married with five children. Ray was working in high tech in Kanata and he and Ruth were looking for something for their busy family to do. Ray roamed the countryside and found a sugar bush near Carp which was fully equipped but idle. He approached the owner and he agreed to rent the bush. Ray and Ruth with the kids and another young family, the Younghusbands, operated the sugarbush for two years. Ray and Ruth found that the family enjoyed the sugarbush and Ray went to work to find a sugarbush of their own. Ray thoroughly explored Lanark County and eventually found a lovely sugar bush west of Almonte whose owners, Neil and Alice McIntosh, were willing to sell on the condition that Ray operated the sugarbush. At this time there was great demand for maple logs and the McIntoshs' did not want to see their forest logged. So Ray and Ruth bought the

property from the McIntosh's in 1972 and thus Fortune Farms on Wolf Grove Road was founded.

Over the years Ray grew the scale and scope of the farm's maple business and worked to improve the forests and the efficiency of the operation. He brought his engineering knowledge to the art of sugarmaking and created many devices that increased productivity.

#### Fortune Farms today

53 years later, Fortune Farms is a busy place. Embracing life's lessons, Sherry and Jamie Fortune operate the business with the help of family and friends. True to Ray's values and passion, the forests are sustainably managed, we embrace the efficiencies of technology, we focus on quality products, and most importantly we share our farm so others can enjoy the art and science of maple production and the wonders of the sugar bush.

Ray was always happy in the spring when the sap was running, syrup was flowing and the farm was bustling with people. He found great joy working with his family and friends and sharing it all with visitors on the farm. Please join us this year as we honour and remember Ray Fortune.

There will be a celebration of Ray's life planned for later in the spring.





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# REDUCING LIABILITY FOR MAPLE PRODUCERS

On December 4, 2024, Ontario passed Bill 186, the Growing Agritourism Act, 2024, a significant step forward for farm-based tourism businesses. This new legislation limits the liability of agritourism operators—including maple producers who host visitors—by recognizing the inherent risks of farm activities.

## What Does the Act Do?

The Growing Agritourism Act protects farm businesses from legal liability related to injuries or illnesses that occur due to the inherent risks of agritourism activities, provided that operators take reasonable

precautions and clearly communicate these risks to visitors. Key points include:

- Visitors assume the risks associated with activities like walking through sugarbushes, interacting with farm animals, or entering a sugar house.
- Agritourism providers must post visible warning signs or use liability waivers to ensure visitors are informed. The warning text must be “in black letters not less than three centimetres in height on a white background in a clearly visible location at or near the main entrance to each agritourism activity”.

The required warning sign or liability waiver must read:

## WARNING

*Under Ontario law, there is no liability for injury or illness to a participant in an agritourism activity conducted at this agritourism location if such injury or illness results from the inherent risks of the agritourism activity. Inherent risks include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for injury if you act in a negligent manner. You are assuming the risk of participating in this agritourism activity.*

- The act does not cover cases of negligence, unsafe conditions, or willful misconduct.

## How Does This Benefit Maple Producers?

For Ontario’s maple syrup producers, particularly those who welcome guests for Maple Weekend, sugarbush tours, or tasting events, this law provides much-needed legal clarity and protection. Benefits include:

- Reduced legal risks: Hosting the public can be unpredictable. This law helps protect producers from liability claims related to common farm hazards.
- More confidence to expand agritourism: Maple syrup operations can now feel more secure about offering tours, tastings, and interactive experiences.
- Clear guidelines for risk management: By following the signage and disclosure

requirements, producers can operate with greater peace of mind.

## How Was the Bill Passed?

Bill 186 was spearheaded by Agritourism Ontario, which advocated on behalf of farmers and rural tourism businesses. Their work ensured that legislators recognized the importance of protecting farm-based tourism experiences. With strong industry and government support, the bill moved quickly through the legislative process and was unanimously passed in the Ontario Legislature. This legislation is very similar to that which is in place in Maine where many maple farms have posted warning signs.

## What’s Next?

With Bill 186 now law, maple producers should take steps to comply by:



- Posting proper warning signs in visible locations (see below for order information).
- Reviewing insurance policies to ensure they align with the new legislation.
- Implementing best practices for visitor safety while maintaining an authentic farm experience.

This law is a victory for Ontario's maple producers and agritourism operators. It allows us to continue sharing the magic of maple syrup with visitors while ensuring our businesses are legally protected. Thanks to the efforts of Agritourism Ontario and the support of the farming community, the future of farm-based tourism in Ontario is stronger than ever.

### Ordering Information

Maple producers can purchase one or more signs through Agritourism Ontario.

Signs are 27" x 32", 14 ga aluminum and cost \$64.50 plus tax and shipping.

To order a sign, send an email to: [Kevin@agritourismontario.com](mailto:Kevin@agritourismontario.com)

Include the following information: farm name, contact name, shipping address, and number of signs. You will be invoiced for your order.

This article is for information only and is not to be construed as legal advice. Please review the Act yourself to ensure proper compliance. <https://www.ola.org/en/legislative-business/bills/parliament-43/session-1/bill-186>

Submitted by Steve Smith



### Dr David Miller receives Award

Dr. Miller received the Richard G Haas award from NAMSC President Brian Bainborough (and former OMSPA President) recently in front of the national war memorial in Ottawa.

The Richard G Haas award recognizes distinguished service for research in the Maple industry. NAMSC acknowledges all that Dr Miller has accomplished while at Carleton University and his work bettering the Maple Industry.

Dr Miller was instrumental in the OMSPA Mold Study and the Buddy Sap Project.

## PROFILING NEXT GENERATION PRODUCERS

Names: Leann and Lisa Thompson

Age: 44, and 40

Location of the maple syrup operation:

Clayton, ON (Lanark County)

### 1. How did you become interested in the maple syrup industry?

- Growing up, we had a deep connection to maple syrup. Our father, Ray, along with our Uncle Wayne, re-established maple syrup production on the family farm in 1984. There is a history of making maple syrup on the property for over 180 years.
- We spent every spring helping tap trees, gather sap, and produce syrup. It was always a family affair, full of tradition, learning, and gaining hands-on experience.
- Watching the business grow over the years and learning from our parents and the maple community has sparked our passion for continuing the tradition. It's something we both hold close to our hearts, keeping the tradition alive while innovating and growing the business.

### 2. What is the current scale of the operation: Taps / equipment-processing capabilities / how is the maple syrup marketed / any value-added products?

- Currently, Thompsonstown Maple has 3,500 taps on the family farm and neighbouring sugarbushes. We are in the process of bringing 2,000 taps back online in one of the rented sugar bushes. The infrastructure in this sugar bush needed to be reconfigured due to a change in ownership.

- Sap is processed at the sugar camp using a reverse-osmosis machine and an oil fueled evaporator. Syrup is then packed for retail or into stainless steel drums for packing throughout the year.
- The product lineup includes maple syrup and value-added products such as maple butter, maple sugar, maple granulated sugar, maple spices, suckers, and barrel-aged maple syrup.
- Syrup and value-added products are sold locally at retailers, bakeries, the farm gate, or on our online store. As a family-run business, we focus on connecting with the community while expanding our reach.



*Leann, Ray and Lisa Thompson tapping for the 2025 season.*

## PROFILING A NEXT GENERATION PRODUCER - continued

### 3. Who is involved with you in the operation?

- Today at the sugar camp, alongside us, you will find our parents Ray and Ann. Ray and Ann are still very much the ones who are leading the way in making maple syrup at Thompsonstown Maple, while we continue to learn from them.

### 4. What plans do you have for the future of the maple syrup operation?

- The future of Thompsonstown Maple is focused on continuing to grow while maintaining our core values, which are to continue making maple syrup on the family farm, and to be involved with the maple community.
- Future plans include continuing to keep up to date with new and emerging technologies, especially those that are focussed on increasing energy efficiencies and sustainable practices

### 5. What educational background do you have?

- Leann has a background in finance, with a University Certificate in Accounting.
- Lisa has a background in biology, with a Bachelor of Science in Environmental Science from Carleton University.
- Both of us have developed our expertise through hands-on experience on the farm, working alongside our parents and other industry professionals, while also continuing training and education through workshops and events related to maple syrup production especially those facilitated by the Lanark and District Maple Syrup Producers and through OMSPA.

### 6. How has this, or might this contribute to your maple syrup operation / to the maple syrup industry?

- Leann's finance background is critical for any small business, especially family-run small businesses. It enables Thompsonstown Maple Products to have a very strong understanding of finance structures of small businesses, and for navigating grant opportunities. Lisa's background in environmental sciences gives her the unique perspective of approaching maple syrup production, in both the sugarbush and the sugar camp, from a sustainability and natural resource perspective.

### 7. Have you taken up any leadership position in the Ontario Maple Products Sector?

- Yes, both of us have taken up leadership roles within the Ontario Maple Products Sector. Leann is the current Chair of the Lanark & District Maple Syrup Producers (LDMSP) and a director at large to OMSPA. She currently chairs OMSPA's marketing, branding and promotions committee.
- Lisa serves on the Board of Directors for the Lanark County Tourism Association (LCTA), to help provide a connection between the LCTA and the LDMSP.
- Both of us are passionate about giving back and continuing the growth and development of the maple syrup sector in Ontario.

### 8. Tell us something interesting about yourself; i.e. your 'backstory'

- One interesting fact is that the maple trees that line the entrance to the



## PROFILING A NEXT GENERATION PRODUCER - continued

Thompson farm hold a special place in our hearts. Every year, we still tap those “Laneway” trees, just as our parents did when we were kids. Just as our grandparents did when our Dad was a kid. The sap from those trees connects us to our heritage in a personal way. These trees were part of our childhood, and we’ve now passed the tradition on to our own children. It’s a special reminder of the legacy we are continuing, and it keeps us connected to our roots.

### 9. What can OMSPA do for emerging / next generation producers like you?

- OMSPA provides invaluable support to next-generation producers. They offer educational resources, networking opportunities, and a platform to learn from others in the industry. Their commitment to

promoting and advocating for the maple syrup industry has been essential to our development and growth.

- By continuing to provide educational workshops, mentorship, and exposure at events, OMSPA can help new producers build their skills, grow their businesses, and stay connected to the broader maple syrup community. For emerging producers, OMSPA is a vital resource for sharing knowledge and building lasting industry relationships.

**Thanks Leann & Lisa for your thoughts and your time!**



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## IMSI LAUNCHES CLIMATE STRATEGY ROADMAP

Climate change is already impacting maple producers—warmer winters, unpredictable sapflows, and shifting seasons are becoming the new reality. To ensure the maple industry not only survives but thrives, the International Maple Syrup Institute (IMSI) has approved a **Climate Strategy Roadmap**. This plan outlines key steps to address carbon challenges and strengthen our industry's future.

But this isn't just a roadmap—it's a call to action. **Your role as a producer is critical.** The decisions we make today will shape the future of maple sugaring for the next generation.

### Five Key Pillars of the Strategy:

1. **Know Where We Stand** – We will conduct research to better understand the carbon footprint of maple production, compare with other agricultural sectors, and establish clear metrics and methodology to determine carbon output and input in the industry.
2. **Equip Producers with Tools & Knowledge** – The maple industry has a positive story to tell- maple is a **sustainable** industry. We will provide educational materials on forest health, carbon capture, and new technologies that improve efficiency and reduce emissions.
3. **Influence Consumer Preferences** – Consumers need to see maple syrup as a **climate- friendly** choice. We need to show consumers that our production is carbon negative or neutral, we must clearly communicate our environmental impact to build trust and a preference for pure maple syrup.
4. **Advocate for Producer Support** – We will push for government incentives, tax credits for carbon sequestration, and programs that recognize maple producers as **stewards of the land**.
5. **Expand Market Growth** – For maple to remain competitive, we must grow demand in a crowded sweetener market by emphasizing our **natural, sustainable** advantage.

### How You Can Get Involved

The **Climate Change Working Group** is developing an implementation plan, and producer involvement is key. **We need your input, expertise, and participation** to ensure this strategy delivers real benefits to sugarmakers.

To get involved or request a full copy of the strategy, contact IMSI Executive Director Kaylie Stuckey at [executivedirector@internationalmaplesyrupinstitute.com](mailto:executivedirector@internationalmaplesyrupinstitute.com).

This is your industry. Let's build its future together.

# Elmira Produce Auction Cooperative Maple Syrup Sale January 16, 2025

In February, a fellow producer familiar with the bulk market stated, “You’d have a hard time buying a barrel of Ontario syrup right now”. The auction in January certainly reflected that availability, and this helped pushed the price up over \$0.40/lb from the October auction. Last January’s auction had the smallest volume of 2024 but still had 6 drums and 22 pails, compared to 2 drums this year. The next sale will be on April 17<sup>th</sup>, 2025.

Here are the statistics:

## Drums:

	Total Weight	Average
Golden	0 lb.	\$0/lb.
Amber	450 lb.	\$3.70/lb.

Dark	450 lb.	\$3.50/lb.
Very Dark	0 lb.	\$0/lb.
Overall drum price		\$3.60/lb.

## Pails:

No pails offered for sale!

Total sale average of \$3.60/lb.

2 drums and 0 pails were sold.

The next sales are scheduled for and April 17<sup>th</sup>, July 17<sup>th</sup>, October 16<sup>th</sup> 2025.



# WHOLESALE MAPLE SYRUP AUCTION

April 17<sup>th</sup>, 2025 (Sale starts at 1:00pm)

7400 Reidwoods Drive, Elmira ON

Maple auction also on July 17<sup>th</sup>, and October 16<sup>th</sup> 2025

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

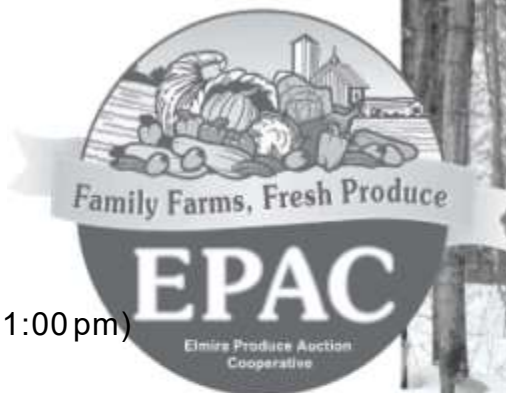
Please try to be on site by 10:30, to let us book you in.

Order buying available

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

For information call: 519-669-3884

Lunch booth on site.



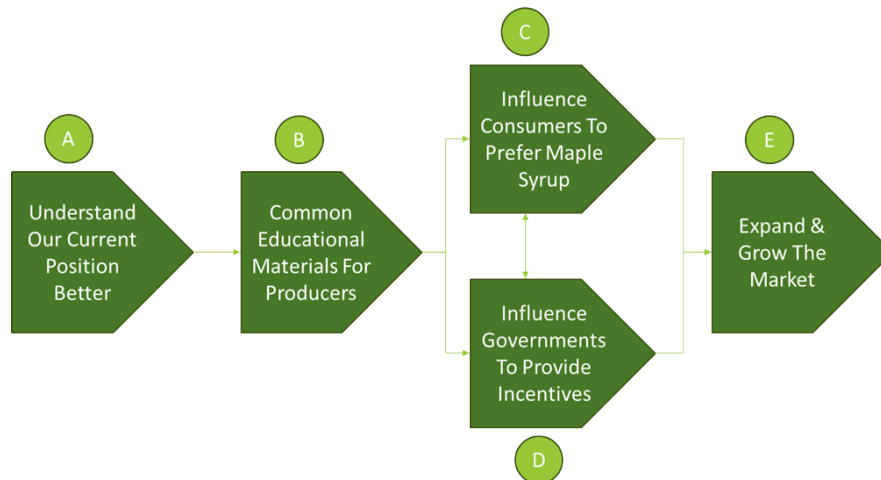
## CLIMATE VISION

OMSPA's government relations committee on climate is working towards achieving a vision in which Maple Syrup becomes widely recognized and valued as a sustainable and healthy food product.

This vision encompasses 3 main goals:

1. Maple Syrup producers are acknowledged and respected for their ecosystem services:
  - a. Climate / Carbon Removal and Storage
  - b. Biodiversity / Diverse Flora & Bird Friendly
  - c. Soil Health Improvement in both Forest and Farm settings
2. Maple Syrup producers have access to funding / incentives for improving environmental services:
  - a. Increased sequestration
  - b. Reduced emissions
  - c. Improved biodiversity
3. Maple Syrup producers have access to tax advantages, discounts and other financial benefits when purchasing beneficial equipment or undertaking training that lowers their emissions, such as:
  - a. Reverse osmosis machines and tanks necessary to use them
  - b. Battery electric pumps, extractors, monitoring and other field equipment
  - c. Battery electric chainsaws, ATVs and snowmobiles used for maintaining their sugarbush.
  - d. Modifications to their evaporators that reduce emissions
  - e. Training in climate adaptation and emission reduction

The overall strategic roadmap that we are working on has 5 major stages that we expect to iterate through each year as we work towards realizing this vision.



Although there is a sequence to the 5 stages, we expect to repeat them in increasing levels of detail each year as we make progress, coordinating through the International Maple Syrup Institute to ensure that all producers across both Canada and the USA are singing from the same song sheet.

If you have any feedback, ideas on achieving this, or would like to help work with us on realizing this vision, please contact Paul Renaud or Ray Bonenberg.





Jakeman's Maple Products has been ramping up our production and achieved the best year of sales on record. This year we joined The Globe and Mail's "Ranking Canada's Top Growing Companies of 2024" list. Today, Jakeman's is listed at over 2500 retail locations as well as Duty Free and Souvenir. We are across Canada and are growing our presence in countries like the United States, South Korea, Australia, Ireland, and the UK.

Our purpose here at Jakeman's Maple Products is to promote Ontario Maple Syrup so that not only we grow, but Ontario Producers as well. We will continue to bring awareness to Ontario quality maple syrup and to support Ontario producers that have expanded their yields or wish to in the future. For reference, in 2023 we used 2000 drums (88% from Ontario), and in 2024 we used 2500 drums (98% from Ontario). We are putting the pandemic behind us and as a family, business, and with the support of you and other Ontario producers, we are moving forward into 2025 with an even better outlook ahead.

With growth also comes its own challenges and difficulties, but we have a very positive view of the future. The grocery markets have continued to expand, not only in Canada, but also Europe and the U.S.A. Duty Free & Souvenir are closer to pre-pandemic levels and food and gift shows are resuming not only domestically, but also worldwide. It is with the support of our families, the staff here at Jakeman's, but most importantly, our partners. The Ontario Maple Syrup Producers that have supported us, not only when times were good, but also when times were difficult.

As we move toward the 2025 Maple Syrup season, we will remain diligent and continue to make Ontario Maple Syrup the focus.

The proposed pricing schedule is laid out below:

**MARCH 1ST TO MAY 31ST - (\$3.35/lb - Golden & Amber) - (\$3.20/lb - Dark)**

**JUNE 1ST TO AUG 31ST - (\$3.40/lb - Golden & Amber) - (\$3.25/lb - Dark)**

**SEPT 1ST TO NOV 30TH - (\$3.50/lb - Golden & Amber) - (\$3.35/lb - Dark)**

**DEC 1ST TO FEB 28TH - (\$3.55/lb - Golden & Amber) - (\$3.40/lb - Dark)**



We will include free trucking within 200km of Beachville, ON or for a supply of 60+ drums of bulk syrup from anywhere in Ontario outside that 200km radius.

Thank you for your continued support and partnership, we look forward to working together for many more years to come.

Sincerely,

The Jakeman Family (519-539-1366)

[devin@themaplestore.com](mailto:devin@themaplestore.com)

[chad@themaplestore.com](mailto:chad@themaplestore.com)



(Continued on page 18)

## **GOVERNMENT & INDUSTRY RELATIONS**

Randal Goodfellow, chair of OMSPA and the Government & Industry Relations Committee recently met with OMAFA Parliamentary Secretary John Jordan to discuss the maple industry in Ontario and how OMSPA and OMAFA can collaborate in its development. Here is a summary of the discussion:

### **The Potential:**

- More trees than Quebec but only 1/30th production of Quebec;
- New Brunswick's production has surpassed Ontario based on a deliberate Province of New Brunswick lead Economic Development strategy accompanied by funding for the maple syrup sector;
- Economically attractive at scale (many of Ontario's current producers are not at scale);
- Significant opportunity in certain parts of the province – where large stands of trees exist (“North of Hwy 7”)
- Need to attract people to the sector to produce at scale (starting to happen) – we need to accelerate.

### **Recent collaborations with OMAFA:**

- Strategic Plan for OMSPA (mid 2023 to mid 2028) and Sector Development Plan for Ontario's Maple Syrup Sector (Grow Ontario Funding);
- Maple Production Improvement Initiative (MPII) – fully subscribe within 24 hours of application window opening; (only \$ 1 million)
- Market Development Study – ongoing (reporting end of first quarter 2025);

### **Desired Collaborations (“the asks”):**

1. Renewal of MPII (increased amounts annually over multiple years);
2. Joint initiative (OMAFA and MNR&F and OMSPA) to address access to Crown Land;
3. Food safety and other training like other Ontario agricultural sectors;
4. Monetization of environmental services provided by our sector;
5. OMAFA maple specialist and maple regulatory specialist (positions have been open for too long).



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OF PASSION. WE  
ARE PEOPLE OF  
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### OMSPA Promotions Store

Contact the Executive Director at :

Phone: 613-258-2294

Email:

[admin@ontariomaple.com](mailto:admin@ontariomaple.com)

### Maple Mainline Deadlines

#### Spring

February 15, 2025

#### Summer

May 15, 2025

#### Fall

August 15, 2025

#### Winter

November 15, 2025



### Our Sponsors



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

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