

# ONTARIO MAPLE MAINLINE



## Maple Dateline

### Mainline Deadlines

**Spring** - February 15

**Summer** - May 15

**Fall** - August 15

**Winter** - November 15

### Board Meetings - 2023

Feb. 16th                      May 15th

July 19th                      Oct. 3rd

Dec. 11th

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## PRESIDENT'S MESSAGE

### Reflection

By the time you read this, it'll be two weeks before the milk and cookies are laid out for Santa, and the presents under the tree are opened. Don't forget to put up the mistletoe so you can sneak the odd kiss with your significant other! Whatever your custom, please celebrate the time off with family and friends.

I am going to be a little bit more serious here than I normally am. I have always found December to be a time of reflection on my goals and accomplishments during the last year. I read an article in our local paper about volunteers working to keep the local snowmobile trails open. They have approximately 385 kilometers of trails that will not open this year due to a lack of volunteers. It's not just our local snowmobile club, but also our Lions, Rotary, Historical, and Library clubs who are all looking for volunteers. Many of the volunteers still holding these organizations together are older and they won't have the energy to carry the full load much longer. OMSPA IS NO EXCEPTION! In the comments coming back on the Strategic Plan several state that we need to rebuild from the bottom up, more volunteers, more workshops run by locals. Ask yourself, how is that working out for your local? We need to be honest with ourselves and this organization; the old way is not working. The baby boomers who run this organization are tired and getting



(Continued on page 2)

**Sweet Ontario**  
PURE MAPLE SYRUP



**Mapleweekend**

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

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Governance: **Bob Snider**

Government & Industry Relations:  
**Randal Goodfellow**

Marketing & Promotions: **Leann Thomspen**

Membership: **Steve Needham**

Quality Assurance: **Brian Bainborough**

Research & Tech Trans.: **Phil Thomas**

For committee chair contact information,  
email [admin@ontariomaple.com](mailto:admin@ontariomaple.com)

out, myself included. We need to restructure and make it easier for our members to run their locals. Yes, we can look inside our locals and find good competent people to meet our needs, but most people today don't have the time or energy to carry a high volunteer load. We need to create a system that will allow the locals to function without a heavy workload.

COVID has not helped the situation. Two years of isolation has created a societal mind change: we can do everything by zoom, I don't need to drive to meetings an hour away, it's taking up too much of my time, etc., etc., etc., you get my point. Let's try an approach where OMSPA supports the locals, where it will take fewer hours to handle the affairs of each local, and where we can protect local directors from any liability issues for their decisions. The times are changing, society is changing, the climate is changing, the cost of doing business is changing and the expectation for us to bring a quality product to the market is changing.

In this mainline you will find a copy of the 2023 – 2028 Draft Strategic Plan, November 28th version which has been accepted in principle by the board. Please read it thoroughly. It is a good road map with reasonable timelines to get the work done. We cannot expect our volunteers to do all this work, so we will require outside assistance. I am positive we will get the funding required to complete most of our goals. As I have said, the times are changing and government organizations want us to succeed in this new environment.

Upon reflection of my goals and accomplishments I can say I am very proud of my team of volunteers over the last two years. They have worked diligently to make this the best strategic plan ever. By the time we are finished some will have put in over 2 years of work to achieve this outcome. I applaud you.

I am passionate about maple syrup, I am passionate about OMSPA, I am passionate about our members, and I am very passionate about our strategic plan.

I WISH YOU ALL A VERY MERRY CHRISTMAS,  
HAPPY HOLIDAYS AND A JOYOUS NEW YEAR.

Frank Heerkens

## EXECUTIVE DIRECTOR'S REPORT

Apparently, we are headed for a colder than normal winter here in Ontario. La Nina is expected to combine with the dreaded Polar Vortex to create periods of deep cold. However, forecasters do expect some warmer spells for Southern Ontario. For bush work we will have to be tough and be ready to take advantage of the warmer periods we get.

Here are some of the larger items I've been working on:

- The Strategic Plan! Providing input and support for all parts of the process.
- Organizing the November 28<sup>th</sup> board workshop on the Strategic Plan.
- Setting up the new membership renewal

process and working with Liz to fix a few problems we have had with it.

### Current items include:

- Working on our Second full hybrid board meeting on location December 12<sup>th</sup> in the Woodstock area.
- Drafting the 2023 budget.

Watch [omspa.ca](http://omspa.ca) under events and our monthly e-letter for updates on our Info. Days and other events.

John Williams

Executive Director

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

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Plastic : Maple Syrup, 40 ml to 4 L.

Maple Cream, 250 G & 500 G

Glass : 189 ml to 1 Litre

**HAVE A GOOD SEASON !**



## INTERNATIONAL PLOWING MATCH



*OMSPA volunteers in the 2022 IPM booth: Left to right - Robert McEwen, co-chairs Darryl Halladay & Cornelia Danis, Richard MacMillan*

After a 2 year Covid 19 hiatus the Ontario Plowmen's Association International Plowing Match returned in 2022 to Kemptville on the grounds of the former Kemptville Agricultural College Campus from September 21 to September 25.

An enquiry as to whether OMSPA or the Maple Syrup Community would be present at the IPM granted me Chairmanship of the Plowing Match Committee. Very early in the planning process, Darrell Halladay a member of Lanark and District like myself, reached out to work with me in the planning and execution of a Sweet Ontario exhibit, which I am very grateful to him for.

We began planning a display to showcase the future of Maple Syrup, then OMSPA

received an invitation to have a display in the History and Education Section of the plowing match with "free space", and so we pivoted.

The display had to be of a historical nature. No sales of any product or merchandising was permitted by any of the exhibitors in the History and Education section of the IPM. We were generously provided with a space 20'x30'.

The History and Education Section consisted of 3 large community tents housing items related to life, recreation, local history and agriculture from the past, along with outdoor displays of antique machinery and equipment. Two tents were dedicated as classrooms where local school children came for a field trip disguised as learning.

*(Continued on page 6)*



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The layout of the IPM had the History and Education section somewhat isolated from the main Tent City of general exhibitors and vendors. A line of trees blocked the view of the History and Education tents from the main Tent City and despite signage there were visitors I spoke with afterwards who did not realize there was anything more to see. Boy did they miss out!

On the positive side we were situated between the tent city and the Campground, so we did catch the attention of the campers, and thank goodness for the school children and the entourage of teachers and family that accompanied them.

Through the generosity of Bill Gibbons former maple syrup producer, Jamie Fortune, Pam French, Erwin Paul, Jules Rochon, Darrell Halladay and John Banford (if I missed someone I am very sorry), we had a large and varied display of artifacts related to maple syrup production from the past. Darrell built two sturdy display walls to show historical photos of sugar camps and sap collection. We had interactive props: the Magic Maple Tree that flows sap no matter what time of year - a real puzzle for onlookers, a yoke with pails that kids could try out and get a selfie, a boiling kettle suspended over a faux fire, a horse drawn sled, an antique sap tank, and a video loop showing a sugarhouse and evaporator in operation. I thank you all for entrusting your treasures to us.

We have to thank all of the volunteers who helped behind the scenes, transported artifacts and manned the booth. We asked for four volunteers each day and Lanark and District and Eastern members really stepped up. Thank you, thank you, thank you!

Shifts were a half day long so volunteers could take time to visit the other exhibits of the IPM.

We had a daily raffle for a 4 litre bottle of real Ontario maple syrup. Thank you to each person who donated a bottle of syrup: Robert McEwen, Harold Walker, Andreas Baumann, John & Norma Banford, and George Horton. So many people entering the draw said they also made maple syrup. Luckily the winners each day happened to

live very near the plowing match site or were staying at the campground so delivering the prize was prompt and easy.

After being set free from their tent classroom the school children, their teachers and accompanying family members crowded our display. There was so much interest and enthusiasm.

The pièce de résistance was the Taste Challenge: Can you tell the difference between real maple and table syrup?

There were throngs participating in that. It was clear people take great pride in their ability to tell the difference, and most could. Interestingly, of those who got it wrong more were adults than children. I see a new sales pitch here:

Real Ontario Maple Syrup. Your kids know the difference.

Thank you to On the Bend Maple and John Banford for supplying real Ontario maple syrup for the taste challenge.

We handed out promotional information for Fall in Love with Maple, Maple Weekend and the 2023 OMSPA Summer Tour and AGM. We also had Foodland Ontario recipe cards to give away.

I was told that the other exhibitors in our tent were jealous for our crowds and engagement.

Thank you to John Williams for info on guidance on previous IMP exhibits.

Thank you for Leann Thompson for sending out our callout for help.

Thank you to Frank Heerkens for giving us access to the Kemptville College Sugar Camp for storage.

Thank you for allowing me the privilege of working with so many members of our Organization to show off who we are at the IPM.

It was an absolute pleasure.

Cornelia Danis  
Backwoods Maple Works  
Toledo On.

## **U.S. APPROACH TO PROMOTING PURE MAPLE SYRUP**

Jean Lamontagne, IMSI

Mark Cannella, UVM Extension

A designated International Maple Syrup Institute working group is exploring how United States (U.S.) maple syrup producers can work together to initiate collective promotion and research to expand markets and increase long term demand for pure maple syrup. The committee includes producers, packers, and equipment manufacturers from seven different maple syrup producing states. The idea is to establish a long-term funding mechanism that gives producers more decision-making representation and more agency in growing their own market. Pete Roth, Wisconsin equipment dealer and syrup buyer explains, “We know it could be a long haul for the maple community to decide how to pull this off. The key thing here, we all agree that taking steps to grow the market, seek more stable prices, and find ways for producers, buyers and end consumers to get what they each need is key to the healthy growth of U.S. maple.”

The working group knows it's easier to agree on our common ground of “why” this is important compared to the details about “how” a national program might work. Committee chair Mark Cannella (University of Vermont Extension) felt that tension, “Our early meetings were rocky, nearly every person had their own separate idea they thought was the best. We realized the need to learn from the experience of other U.S. specialty crops before we jump to conclusions.”

- The IMSI Market Development Committee is not advocating for a specific mechanism or structure - not yet. For the past 18 months this group has investigated different formats being used by agricultural groups and debated the pros, cons, successes, and challenges observed through efforts by U.S. pecan, Christmas tree, blueberry, hazelnut, and other sectors.
- Major competitors in the specialty sweetener category also provide examples to learn from. A unified U.S. honey promotion program shows that generic promotion can increase

per capita consumption and grow markets within the U.S. The Quebec Maple Syrup Producers (PPAQ) have unified with generic “pure maple syrup” campaigns for decades. In Quebec in 2020, maple syrup consumption was estimated at 3.1 pounds (1.4 kg) per person. This is a huge increase of +81% compared to 2016. In Canada nationally, the consumption of maple syrup per person doubled in 10 years to reach 1.4 pounds per person in 2020. This is an increase of 36% from 2016. Meanwhile per capita consumption in the U.S. increased only 18% during the same period to just 0.35 pounds per person. This is a fraction of the current Canadian per capita consumption that was powered by sustained ‘pure maple’ promotions year-after-year. By 2020 per capita syrup consumption in Canada was four times greater than the U.S.

- The committee firmly believes that there's a big opportunity and need to grow pure maple syrup consumption in the maple states as well as expanding usage to non-producing states. Other specialty crops have shown the impact of unified programs to advance shared research and promotion efforts in a way that has more effectiveness than any single company can accomplish alone.
- Helen Thomas of NYS Maple Producers' Association explains, “There's a marketing and promotion opportunity for producers to work together as a nationwide consortium to strengthen the ‘pure maple brand’ with American consumers. Our challenge is to identify sustainable funding sources for repetitive and comprehensive promotion of our messages in a very competitive sweeteners marketplace.
- Watch for more updates from the IMSI- U.S. Maple Market Development committee in upcoming editions of The Maple News. Contact the committee chair Mark Cannella (Mark.Cannella@uvm.edu) if you want to contribute to the ongoing research.



# Elmira Produce Action Cooperative Maple Syrup Sale October 20, 2022

The auction in October showed a significant jump in sales volume over July's sale. More than twice the amount of syrup was sold by weight. Most of the increase was made up of sales of the dark grade which was up significantly from the previous sale. Despite the increase in volume, the average price per pound was up slightly to \$2.79/lb.

The next sale will be on January 19<sup>th</sup>.

Here are the statistics:

## Drums:

	Total Weight	Average
Golden	451 lb.	\$3.10/lb.
Amber	4886 lb.	\$2.93/lb.
Dark	7972 lb.	\$2.61/lb.

Very Dark 468 lb. \$2.40/lb.

Overall drum price \$2.73/lb.

## Pails:

Amber 2215 lb. \$2.98/lb.

Dark 1016 lb. \$2.99/lb.

Very Dark 700 lb. \$3.14/lb.

Overall pail price \$3.10/lb.

Total sale average of \$2.79/lb.

31 drums and 67 pails were sold.

The next sale is scheduled for January 19<sup>th</sup>, 2022, followed by April 20<sup>th</sup>, 2022.

# WHOLESALE MAPLE SYRUP AUCTION

January 19<sup>th</sup>, 2023 (Sale starts at 1:00pm)

7400 Reidwoods Drive, Elmira ON

Maple auctions also on April 20, 2023 & July 20 2023

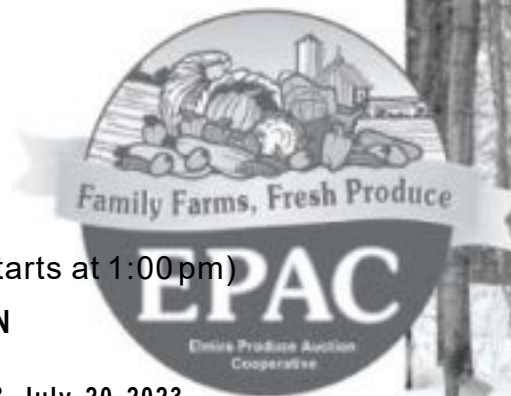
Product will be received, starting at 8:00 am on sale day.

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

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

For information call: 519-669-3884

Lunch booth on site.



### 1. Early Spout Deployment Doesn't Impact Sap Yield

Summary of article -

A study conducted at the University of Vermont – Proctor Maple Research Center (Perkins, van den Berg, and Bosley, 2021) investigated the timing of spout and dropline deployment on sap yields and whether early spout and dropline deployment before tapping could be used while maintaining good sanitation levels and high sap yields. New spouts and droplines were installed at the UofV Proctor Maple Research Center in Vermont in mid-October of 2020 (installed and left dangling (not inserted into tees)), mid-December of 2020 and mid-February of 2021. All three were tapped at the same time in mid-February.

Sap yields in tubing systems are strongly influenced by sanitation practices used in collection systems, particularly close to the taphole. The results for 2021 showed that total average sap yields were essentially the same (no significant differences) for all spout deployment dates, suggesting that the level of microbial contamination of spouts between deployment in mid-October and mid-December until sap flows began in late-February was not sufficient to affect the level of taphole drying. The authors believe the prevailing cold temperatures during the period may have sufficiently inhibited microbial growth, and that the lack of nutrition (sugar) for the microbes on and in spouts did not allow microbes to establish.

A follow up study was performed in 2022 where new spouts were again deployed into used droplines and no statistically significant differences in sap yields were seen.

Deployment of new spouts onto droplines several months prior to tapping (during fall line repairs, for example) is possible without a significant drop in sap yields as long as new spouts are deployed after the weather is generally near or below freezing and temperatures are expected to remain cold. This is a potentially useful strategy for maple producers to utilize labor during a slower period of time and allows for quicker tapping.

For more information about the original study in 2021, see <https://mapleresearch.org/pub/timing0921/> and the follow up study in 2022 can be found in the Maple News, July 27, 2022, Volume 21 Issue 7, page 10.

### 2. Update to the 3rd Edition of the North American Maple Syrup Producers Manual

The third edition of the North American Maple Syrup Producers Manual has been updated to include a new chapter on food safety, and updated chapters on sap, syrup, and value-added product production based on the most recent research. The 434 page manual is available for free download at this link - <https://mapleresearch.org/pub/manual/>. You can also order a print copy at the same link.

By Marian Petelycky

## Membership Renewal

**Early Bird Draw:** Once again, Peavey Mart will be sponsoring our draw with a \$500 gift card. Those renewing before January 31<sup>st</sup>, 2023 will be eligible.

**New Renewal Process:** This year invoices have been emailed to those up for renewal this year. You can pay by credit card with the link in the email, or send an e-transfer, or cheque to the office. Those without emails will receive their invoice in the mail during December.



## IMSI Activities & Accomplishments 2022

The IMSI's mission is to provide an active member-based forum for advancing ideas to develop the maple industry and promote maple syrup. To this end, the Executive group met 7 times and the Board and industry participants met 5 times. An average of 47 people attended the meetings.

The IMSI has sought to increase involvement and new member engagement by hosting four Maple Industry Forums. The executive director reached out to numerous lapsed associations and to potential new members to join the forum or to reengage resulting in average participation of 44 (previous year was 25). To keep the maple community informed and engaged, the IMSI mailing list to the industry, members and collaborators doubled to 114 recipients.

### IMSI News:

- IMSI President Pam Green will step down from the position she has held for 3 years. Pam Green is a great contributor to the IMSI and has championed many important initiatives such as the US Maple Market Development Committee.
- Pam Green will be inducted into the International Maple Hall of Fame in the spring 2023.
- A new President has been elected; Martin Désilets (D&G) will begin on January 1st, 2023.
- The executive committee will be comprised of Pam Green, Ray Bonenberg, David Campbell, Mike Farrell, Mark Harran, Helen Thomas.
- A motion to increase 2023 IMSI membership fees by 5% was passed on October 11, 2022 (by electronic vote). This will enable us to continue strategic projects, communication, and collaboration among us and have the

necessary resources to act on issues affecting the interests and the economic viability of all sectors of the maple industry.

- The 48th IMSI Annual General Assembly will be held on June 5th and 6th in Magog/Orford.
- IMSI Outreach - Commentary & Insights from Maple Associations. The executive director, past and president met 7 producer associations in November-December to better understand and serve their organization.
- IMSI Governance – The IMSI nominations committee appointment a slate of Directors on June 7th, 2022 and confirmed a slate of Executive Officers.

### The Committees

In the past 2 years, the IMSI has formed many effective committees to address specific maple industry initiatives. They are typically made-up of experts from various sectors and thus form a highly competent, broad-minded group. The IMSI is grateful for the participation of these maple industry leaders whose collaboration make the IMSI's achievements possible.

#### Standard of Identity Committee

Led by John Goldberg, the committee has met twice with the FDA and once with the CFIA. This year, the committee has worked very hard responding to the data and research demands of the FDA. Responses dealt with scientific and consumer usage and attitudes. Notable contributors are Abby van den berg (UVM), Luc Lagacé (Centre Acer), Mylene Denicolai (PPAQ), and Helen Thomas (NYSMSPA). The IMSI has managed to engage the FDA successfully, a good sign for the resolution of our petition dated June 2020.

*(Continued on page 12)*





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18" x 63"	16-18 GPH
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\* Depends on the quality and quantity of wood.



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## **Regulatory Committee**

The IMSI regulatory committee engaged with Health Canada at the outset of the Canadian labelling review process in 2017. At the time, regulators envisaged putting a frightfully graphic health warning on foods high in sugar, salt, or fat. This would apply to maple syrup. On June 20, 2022, Health Canada concluded its regulations and maple syrup, maple butter and maple sugar are excluded from this regulation, a crucial win for the industry. Manufacturers' products not exempted have until January 1, 2026, to change their labels to comply with this new requirement. Note that some processed maple products such as maple taffy are not exempted.

## **Industry Statistics Committee (IMSI & NASS)**

The committee, led by Mark Isselhardt, met 7 times this year and three times with National Agricultural Statistics Service (NASS) and has made significant progress with a completely revised version of the annual NASS maple survey to encourage better participation. At the last meeting on November 15th, the finishing touches were being added to the survey questions.

Background: in early 2021, IMSI directors noted that the NASS survey documenting the U.S. harvest size and growth rate was inaccurate, possibly underreporting the economic value of maple production by more than 25%. This leads to a significant disadvantage for our maple stakeholders compared to other sectors (e.g., research) in competing for capital, public funding and vying for supportive public policy decisions.

## **IMSI Grading School Committee**

Since 2008, the IMSI Maple Grading School has provided maple producers, packers, and regulators with in-depth, hands-on maple quality control training. The school's mission is to help producers to improve their quality control practices, ultimately having direct effects on the quality of maple syrup on the market.

The IMSI Grading School, led by Jason Lilley (U. Maine) and Mark Isselhardt (UVM), has a new revised curriculum that will allow this content to be offered to significantly more participants each year. This will be accomplished through the development of:

1. event organization protocols for producer association, or service provider groups;
2. interactive pre-packaged kits with shelf stable samples that can be mailed to event hosts;
3. curriculum with portions that can be both taught by those with minimal experience and supported by content area experts through live video.

The team will offer a pilot of this program in January of 2023. That program will include 20 participants. We will aim for a total of 3 offerings of the hybrid Maple Grading School in 2023, plus 2 in-person programs, reaching over 100 participants in its first full year with more annual sessions in the following years as the program is promoted among our maple producer constituents in the US and Canada.

## **IMSI Climate Committee**

Ray Bonenberg will chair the committee.

Background: Several environmental themed issues have arisen in discussions by members of the IMSI recently. The knowledge on some of the issues such greenhouse gases (GHG) and what role the maple industry can play, are not complete and IMSI has not formulated a direction. At the June 9th meeting, IMSI directors agreed to set up a working group to explore needs, recommendations, and possible solutions on several environmental issues. The working group will explore existing information and determine if there are any needs related to environmental factors that may affect the maple syrup industry. The group will also assess the information requirements of the maple industry and review current US and Canadian environmental legislation.



# SUMMER TOUR 2023

Perth, Ontario  
Thursday, July 20 -  
Saturday, July 22

## *From Here Forward ...*

Lanark & District Maple Syrup Producers  
Welcomes you!



Come and visit a cross section of new producers, innovations and the integration of the maple industry into the Eastern Ontario rural economy.

Arrive early for pre-conference workshops and activities. Conference itinerary and details at:

<https://omspasummertour.ca/>



**APPENDIX I** Table 1 - Maple syrup per capita consumption 2020

<b>Canada</b> 1.4 lb./Person (0.64 kg)	<b>Quebec</b> 3.1 lb./Person (1.4 kg)	<b>USA</b> 0.26 lb./Person (0.16kg)
-------------------------------------------	------------------------------------------	----------------------------------------

## US per capita consumption sweeteners 2020

<b>Sugar</b> 60 lbs./person	<b>Honey</b> 1.51 lbs./person	<b>Maple Syrup</b> 0.26 lbs./person
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Table II Canada – Per capita consumption market share of sweeteners. (Trends)  
 “Maple Syrup Market Share Grew Substantially in Canada”

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Sucre raffiné	96,2 %	95,8 %	96,0 %	95,3 %	94,9 %	95,5 %	95,7 %	95,7 %	95,3 %	95,0 %
Sirop d'érable	0,9 %	1,5 %	1,3 %	1,4 %	1,6 %	1,5 %	1,5 %	1,5 %	1,7 %	2,0 %
Miel	2,9 %	2,7 %	2,7 %	3,3 %	3,5 %	3,0 %	2,9 %	2,7 %	3,0 %	3,0 %

Note : le sirop d'érable comprend la tire et le sucre d'érable en équivalents de sirop.

Source : Statistique Canada, tableau 32-10-0054-01; compilation du MAPAQ.

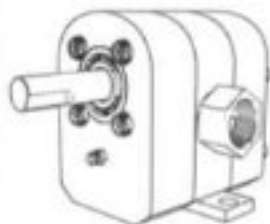


## OMSPA Calendar

Date	Event	Date	Event
Jan. 11th	Southwestern Info. Day	Jan. 26th	Quinte & District Info. Day
Jan. 12th	Waterloo-Wellington Info. Day	Jan. 27th	Haliburton-Kawartha Info. Day
Jan. 14 <sup>th</sup>	Grey-Bruce Info. Day	Jan. 28th	Lanark & District Info. Day
Jan. 18th	Simcoe & District Info. Day	Feb. 16th	OMSPA Board Meeting
Jan. 19th	Algonquin & District Info. Day	TBA	Ottawa Valley Info. Day
Jan. 21st	Algoma Info. Day	March 4th	Provincial First Tapping

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# ***Strategic Plan: Nearing the Finish Line***

By Randal Goodfellow First V.P. And Chair of Government & Industry Relations

The following is a short explanation of why, in an organization like OMSPA, we invest our precious volunteer time to put together a strategic plan. This explanation is borrowed directly from the new strategic plan just released by the Ontario Woodlot Association, with sincere thanks for letting us use it here.

*“The purpose of strategic planning is to set overall goals for an organization, be it a business, non-profit, government agency, or any group of people trying to collectively head in the right direction. While I readily admit that I tend to be more of a just get the job done type of person, the value of taking a step back and thinking deeply and carefully about what exactly it is we want to accomplish and how, is immeasurable. A good strategic plan establishes a clear direction for us to take, and it helps to sharpen our focus in order to get there. Our recent strategic planning exercise has allowed us to develop solid goals and targets, and will help our staff and many volunteers to focus their efforts on meeting them.”*

OMSPA's 2023-2028 strategic plan builds on the previous 2018-2022 strategic plan. It provides a clear vision and mission for the association, focusing on increasing the economic value for Ontario producers. It also recognizes the essential role that OMSPA Locals play for members and aims to significantly increase support to Locals so that they can play the important role of delivering value to members. The process of developing the 2023-2028 plan has taken more than a year.

The initial draft strategic plan was presented to members in a series of four webinar / workshops in October and early November. Comments were collected in writing, in the Ontario Maple Syrup Producers' Association Facebook group, and during the webinars until November 13<sup>th</sup> and revisions to the document began. All the member feedback was examined and considered during this revision.

A day long board workshop was held in Orillia on November 28<sup>th</sup> and the latest version, with updates driven by the comments, was presented and thoroughly discussed by 18 members of OMSPA's leadership, with representation from 10 of 11 locals. By the end of the day, the group accepted the plan, with some revision, in principle.

The revised draft strategic plan is enclosed in the envelop with this Mainline so that all members will have a copy before the January Information Days to be held in the Locals across the province.

This draft Strategic Plan will be further discussed at the Local Information Days in January 2023 to gauge members' support for the strategic plan.

Following the conclusion of OMSPA's Info Days the strategic plan will incorporate any final input and then will be presented to **the Board in February 2023 for ratification.**

**I encourage you to read this strategic plan, in which your fellow OMSPA members have invested many hours of volunteer time.**



## **NORTH AMER. MAPLE SYRUP COUNCIL UPDATE**

Wisconsin recently did an excellent job of holding the first in-person International Conference in three years at La Crosse, Wisconsin. The venue overlooking the Mississippi River was especially appropriate for a successful conference of this size. Close to 400 participants attended over the three day conference.

Canada was well represented. Dr. Maria DeRosa from Carleton University spoke on the Buddy Sap project funded by OMSPA and her session was very well attended. An Ontario researcher from Pembroke was awarded a grant for his work on effects of lignin and its impact on tree health. The next host of the International Conference will be Massachusetts, while Ontario's turn comes in 2026.

The Annual NAMSC budget was passed with support included for the International Grading School. A two day grading school

was held on site following the conference. There is a commitment from the Grading School that a course will be held in conjunction with the International Conference going forward.

Vermont has rejoined NAMSC and attended the Convention as a member. Their return has been long in the works. Vermont left NAMSC for similar reasons to Ontario years ago. With renewed commitment by both sides, the expanded representation only makes NAMSC stronger as the Maple Syrup Producers' voice in the Industry.

The Education Committee has already started working on a Hobbyist's Guideline, which should be available for this upcoming season. Stephen Childs, retired from Cornell, is adding his expertise to this project.

Brian Bainborough NAMSC VP, OMPSA Rep.



## **QUALITY ASSURANCE UPDATE**

Three one-day Maple Judging workshops were held in person during October. These were well attended! Thanks goes out to the local hosts: Simcoe, Waterloo - Wellington and Eastern for holding these events. Participants' feedback overwhelmingly conveyed the message that they will be able to apply the skills from the workshop to make better syrup themselves. Progress is being made!

I helped judge the International Maple Contest recently, in which 40% of the entries were disqualified for various reasons. The good news is only one disqualification was related to density.

The 2022 (3<sup>rd</sup>) edition of the North American Maple Syrup Producers' Manual is available now and this document will be used as a baseline for the review of our Best Practices Manual. Going forward, we will require discussion around funding, and the best approach for next steps.

You can download your free personal digital copy at: <https://mapleresearch.org/pub/manual/>. Print copies are available from the US at this link: [www.mapleresearch.org/ordermanual](http://www.mapleresearch.org/ordermanual).

It is hoped that copies printed in Canada will become available in the next year.

Brian Bainborough Chair of QA





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## **ROYAL AGRICULTURAL WINTER FAIR RESULTS**

This year the Royal returned to being an in person event for the first time since the fall of 2019. As usual, OMSPA sponsored the Corbett and Premier Exhibitor Trophies, and as usual OMSPA members captured most of the ribbons and trophies. There were several familiar names that captured the top prizes.

Schmidt Family Syrup grabbed the David Eaton World Championship Cup (Best in Show) for their first place Amber syrup. You may remember that they won the same prize for their Golden syrup during the 2020 virtual fair. They have been regular trophy and syrup class winners over the past few years. Congratulations!

Two Wet Dogs Inc. Won the dark syrup competition again this year but also took home the Dominion & Grimm Reserve

Grand Champion Trophy. They seem to have a lock on the Dark category whenever they enter. Congratulations!

Last year's champions, Sucrerie Sequin Sugarbush, placed very well in the maple products categories taking home the Corbett Trophy for the highest points across these categories. Congratulations!

Once again Wendel's Maple of NY broke OMSPA's hold on the trophies as they won the Premier Exhibitor Trophy by winning the Very Dark class and placing well in the other maple classes. They seem to have making a quality Very Dark figured out after winning this class two years in a row.

A big thank you to those who did the judging.

Visit [www.royalfair.org](http://www.royalfair.org) for full results.

### Golden

1. Emes Family Maple Syrup, Dorset, ON
2. Schmidt's Family Syrup, Wellesley, ON
3. Wendel's Maple, East Concord, NY
4. Breedon's Maple Syrup, Alliston, ON
5. Koopmans Maple Mountain, Picton, ON
6. Staples Maple Syrup, Cavan, ON
7. Leggett Family Maple Products, Crosby, ON
8. Hubberts Maple Products, Sundridge, ON
9. Sucrerie Seguin Sugarbush, Lavigne, ON
10. Bella Hill Maple Syrup, Powassan, ON

### Amber

1. Schmidt's Family Syrup, Wellesley, ON
2. Neil Brown's Farm, Gooderham, ON
3. Emes Family Maple Syrup, Dorset, ON
4. Crinklaw Maple Products, London, ON
5. Sudzy's Purely Maple, Attica, NY
6. Clapperton's Maple Syrup, Loring, ON
7. Koopmans Maple Mountain, Picton, ON
7. Breedon's Maple Syrup, Alliston, ON
8. Maple Drive Farm, Douro/Dummer, ON
9. Camphill Communities, Barrie ON

### Dark

1. Two Wet Dogs Inc., Loring, ON
2. Winding Road Maple Prod. Elmira, ON
3. Curle's Maple Products, Campbellford, ON
4. McRae Family Maple Syrup, Whitney, ON
5. Koopmans Maple Mountain, Picton, ON
6. Hubberts Maple Products, Sundridge, ON
6. Stacey Family Farm, Ste Clotilde, QC
6. Staples Maple Syrup, Cavan, ON
7. Elden Farm, Ramara, ON
8. Mad River Farm, Singhampton, ON

### Very Dark

1. Sudzy's Purely Maple, Attica, NY
2. Curle's Maple Products, Campbellford, ON
3. Neil Brown's Farm, Gooderham, ON
4. McRae Family Maple Syrup, Whitney, ON
5. Hubberts Maple Products, Sundridge, ON
6. Wendel's Maple, East Concord, NY
7. Koopmans Maple Mountain, Picton, ON
8. Breedon's Maple Syrup, Alliston, ON
8. Fleetwood Hills Farm, Janetville, ON
9. Backwoods Maple Syrup, Coldwater, ON



## Hard Maple Sugar

1. Staples Maple Syrup, Cavan, ON
2. Bella Hill Maple Syrup, Powassan, ON
3. Sucrierie Seguin Sugarbush, Lavigne, ON
4. Sudzy's Purely Maple, Attica, NY
5. Curle's Maple Products, Campbellford, ON
6. Hubberts Maple Products, Sundridge, ON
7. Koopmans Maple Mountain, Picton, ON
8. Breedon's Maple Syrup, Alliston, ON
9. Leggett Family Maple Products, Crosby, ON
10. Wendel's Maple, East Concord, NY

## Soft Maple Sugar Candy

1. Koopmans Maple Mountain, Picton, ON
2. Staples Maple Syrup, Cavan, ON
3. Sucrierie Seguin Sugarbush, Lavigne, ON
4. Bella Hill Maple Syrup, Powassan, ON
5. Sudzy's Purely Maple, Attica, NY
6. Breedon's Maple Syrup, Alliston, ON
7. Curle's Maple Products, Campbellford, ON
8. Hubberts Maple Products, Sundridge, ON
9. Sand Hills Maple Products, Wellesley, ON
10. Wendel's Maple, East Concord, NY

## Maple Butter ( Cream )

1. Koopmans Maple Mountain, Picton, ON
2. Fleetwood Hills Farm, Janetville, ON

3. Bella Hill Maple Syrup, Powassan, ON
4. Sucrierie Seguin Sugarbush, Lavigne, ON
5. Sudzy's Purely Maple, Attica, NY
6. Leggett Family Maple Products, Crosby, ON
7. Clapperton's Maple Syrup, Loring, ON
8. Wendel's Maple, East Concord, NY
9. Winding Road Maple Prod. Elmira, ON
10. Emes Family Maple Syrup, Dorset, ON

## Stirred Maple Sugar

1. Flying Fields Maple, Oro-Medonte, ON
2. Curle's Maple Products, Campbellford, ON
3. Koopmans Maple Mountain, Picton, ON
4. Clapperton's Maple Syrup, Loring, ON
5. Leggett Family Maple Products, Crosby, ON
6. Schmidt's Family Syrup, Wellesley, ON
7. Sucrierie Seguin Sugarbush, Lavigne, ON
8. Breedon's Maple Syrup, Alliston, ON
9. Emes Family Maple Syrup, Dorset, ON
10. Sand Hills Maple Products, Wellesley, ON

## Maple Jelly

1. Sucrierie Seguin Sugarbush, Lavigne, ON
2. Emes Family Maple Syrup, Dorset, ON
3. Sudzy's Purely Maple, Attica, NY
4. Hubberts Maple Products, Sundridge, ON
5. Breedon's Maple Syrup, Alliston, ON
6. Bella Hill Maple Syrup, Powassan, ON

## Youth Maple Syrup

### Golden

1. Staples Maple Syrup, Cavan, ON\*
2. Emes Family Maple Syrup, Dorset, ON

### Amber

1. Staples Maple Syrup, Cavan, ON
2. Emes Family Maple Syrup, Dorset, ON

### Dark

1. Staples Maple Syrup, Cavan, ON
2. Patricia Mann, Huntsville, ON

3. McRae Family Maple Syrup, Whitney, ON
4. Stonefield, Norwich, ON
5. Emes Family Maple Syrup, Dorset, ON

### Very Dark

1. McRae Family Maple Syrup, Whitney, ON<sup>1</sup>
2. Patricia Mann, Huntsville, ON

\*Champion Youth Maple Syrup

<sup>1</sup>Champion Youth Maple Syrup Reserve

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