



OMSPA Stakeholder Meetings

MAPLE WEEKEND
ENHANCEMENT PROJECT
2019-2021

What is Maple Weekend?

- An OMSPA-hosted event held the first weekend in April and drawing more than 15,000 visitors and generating more than \$1 million in related revenue each year.
- Available to all OMSPA members in good standing.
- A great opportunity for consumers to get up close and personal with maple syrup producers and their methods.
- Provides consumers with the opportunity to learn about maple syrup production and traditions.

***Maple Weekend showcases everything
Ontario Maple Syrup producers have to offer.***



OMSPA's Vision for Maple Weekend

- We want to grow Maple Weekend into an event that draws hundreds of visitors to YOUR sugarbush each year, and gives OMSPA members an edge in the market.
- Maple Weekend was nominated for the Tourism Event of the Year award in 2018 – we want to keep it that way. We want to keep growing!
- We want to help make YOUR experience AND the consumer's the best it can possibly be, and grow our consumer base.
- We want to give you the support, information, and help YOU need so you can make the most out of Maple Weekend and the opportunity it brings your business.



Why Participate?



1. Maple Weekend customers/consumers are better informed about how your products are made and the local and natural character.
2. Customers have a positive experience at your maple operation to build customer loyalty that will lead to repeat visits.
3. Customers get to know you and your staff/family.
4. You gain more visibility. Customers learn how to find and buy your maple products.
5. You don't have to transport your products to remote locations: markets and fairs to get sales, you can do so right on farm.
6. You can sell your products at retail sale prices.

What is OMSPA offering you for 2020?

We want you to be part of something fun and exciting! Maple Weekend is here for all producers to benefit, including you.

In 2019, OMSPA received confirmation of 93,000 in federal and provincial funding to enhance and expand Maple Weekend. OMSPA's goal for this funding is to:

- ***Look at introducing cost sharing opportunities for Maple Weekend participants.***
- **Provide information and training to help your business grow and be successful.**
- **Allow producers to share in the benefits of marketing initiatives funded by OMSPA.**



We want to know how we can help improve your Maple Weekend experience

Tell us what you NEED and what you WOULD LIKE to have to help improve your sales and visitation during Maple Weekend.



How can I be a part of this?



- Be a current member of OMSPA
- Contact your local representative and complete these three steps and submit them to your local representative.
 1. Complete your participant profile: This describes you and your sugar operation and any activities that will be going on during the two days at your bush. For examples please visit www.mapleweekend.ca.
 2. Send your description, high resolution photos (4), and GPS Coordinates.
 3. Submit your fee for the event (approximately \$100) which can be either mailed to your Local or some accept etransfer.

So I'm in...what do I do now?



- Make sure all your business liability and coverage allows for the food, drink, tasting, etc. that you will offer.
- Display your logo wherever possible. Use OMSPA's logo as well.
- ***Think about what you can offer visitors to your sugarbush to create a unique and educational experience!***
- Provide samplings of syrup and a selection of your products. Provide suggestions on uses of maple in the kitchen on a daily basis.
- Collect addresses with postal codes to use for future marketing campaigns.

This is your time to shine – show everyone what makes your sugarbush unique and amazing!

Contact



*Contact John Williams for more information at
admin@ontariomaple.com*

*Provide your feedback here
<https://forms.gle/oXRQWgMPkWFjsSWUA>*