

ONTARIO MAPLE MAINLINE



Maple Dateline

Mainline Deadline

Summer - May 15,

Fall - August 15,

Board Meetings - 2019

- May 6
- July 17
- October 7
- December 3

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PRESIDENT'S MESSAGE

I was able to attend all the Winter Information Days across the province. It's heart-warming to see so many producers of all sizes striving to continue to make a great product that we are all proud to say is made in Ontario.

The Provincial First Tapping was slightly delayed due to weather in Kincardine and occurred February 19. Thanks goes out to the Grey Bruce local for hosting this event which marks the start of the first crop of 2019 and organizing this year's Summer Tour being held in Kincardine July 17-19. Mark this date on your calendar as I am sure it will be a worthwhile event of knowledge and fellowship, you can't help but learn something useful when attending an OMSPA Summer Tour.

I would like to share how proud I felt when the Buddy Sap project was brought up at the Local Information Days and witnessed the overwhelming support it gathered from the membership. This demonstrates we can all work together to make Ontario a leader in the maple world. Congrats to Bob Gray, Marc Curle and the RTTC committee for bringing this project forward.

At the February Board meeting it was

decided that Algoma will host the International Maple Conference in 2025 for NAMSC and IMSI. Let the planning of 'bringing the maple world back to Ontario again' begin.

On behalf of OMSPA I have met with the Minister of Agriculture 3 times and also with the Assistant Deputy Minister and his staff to relay Ontario's maple initiatives and concerns. These have been engaging and useful as OMSPA continues to grow and promote Sweet Ontario as a target for consumers in this province. It's also important that we stay engaged and relevant with government officials.

OMSPA is continuing to evolve and as most may know by now, the search for an Executive Director is complete. It is with great pleasure that we announce that John Williams will be OMSPA's Executive Director, based out of his business in Wyebridge, effective April 1.

Interviews were conducted with 5 candidates for the ED position. The candidates were short listed to 3 who completed further evaluations. John Williams was selected as the best candidate to assist the Board of Directors in moving OMSPA forward.

Continued on pg. 3



-Who's Who -

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PRESIDENT'S MESSAGE CONT'D

This was announced at Information Days and I have only received positive feedback on the selection and direction OMSPA is taking.

The Ontario Woodlot Association has been aware of our process and have been given notice that OMSPA will be exiting the Memorandum of Understanding with them. We will leave on good terms and the relationship was beneficial to both parties. There will be a transition period during April and we hope to have this fully completed by the end of that month.

For some, I know you have started tapping. For me, I have over 4 feet of snow to get through so it will be on snowshoes this year. I hope everyone has a great season and makes a quality product that we all can be proud to say it carries the SWEET ONTARIO brand.

Brian



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FINANCE COMMITTEE REPORT

Well, budget time is now behind us! Both a spreadsheet version and a narrative version have been produced and approved. If you wish to see a copy, please email me: john@williamsmaplesyrup.ca. The board approved a budget that runs a deficit, but we often don't spend all our allocated funds, and we had higher than expected income last year. This has provided us with a substantial surplus as a cushion. One of the largest factors in our 2018 financial success was the Algoma Summer Tour. Approximately \$11,000 came back to OMSPA from the tour. Thank you Algoma!

We are still waiting to hear about a large piece of our income for 2019....the Rural Economic Development Grant. This grant is to fund our Digital Promotion Campaign, which includes social media and web promotion. OMSPA has put up \$9,000 for this project and the grant is to match it. We were supposed to know by the end of January, but still no word. Tell your MPP the government needs to fulfill their commitments! Part of this campaign focuses on Maple Weekend, so the M&P committee has started the ball rolling with our portion of the funds.

This will be my last report as Chair of Finance, for that matter as a member of the provincial board. You'll still be hearing from me in my new role as Executive Director!

Thank you for your support during my time in this role. I look forward to working with you in my new capacity.

John Williams, Out going Chair of Finance.

Members: Ray Bonenberg, Brian Bainborough, Steve Needham, Frank Heerkens, David Wagler, John Williams

WHOLESALE MAPLE SYRUP AUCTION



April 18, 2019 (Sale starts at 1:00 pm)

7400 Reidwoods Drive, Elmira ON

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. We encourage our growers to state the brix test with each lot, c/w sample bottle. Our wholesale buyers like to see the product in drums, rather than pails, thus we encourage the growers to ship some drums. Containers need to be food grade. Galvanized is discouraged. **For information call: 519-669-3884**

Grower and buyer numbers for the syrup sales are not permanent..



RESEARCH AND TECHNOLOGY TRANSFER COMMITTEE REPORT

1. **Wood Ash Study by Trent University/Friends of the Muskoka Watershed:** A detailed study will soon be underway in the Algonquin area by Dr. Norman Yan and associates of Trent University to attempt to add calcium inputs to maple bushes via wood ash. This sounds very interesting and potentially extremely useful in improving sugar maple health on the acidic soils of the Canadian Shield.
2. **New RTTC Member:** We are pleased to announce that Marian Petelecki of the Quinte local has decided to join the Research and Technology Transfer Committee. Marian's background is in biochemistry and she works in the pharmaceutical research field.
3. **Buddy Sap Research Project:** As I write this, most of the Information Days have already taken place across the province. This research project was discussed at all of the meetings, and a participant has been identified from each of the eleven locals. Thank you to all those participants for stepping up! Dr. Miller provided sampling tubes pre-loaded with the necessary antibiotics. A mailing box with 40 sample tubes, freezer packs, protocol, data sheet, and an address label to Dr. Justin Renaud at the Agriculture Canada Research Lab in London, Ontario have all been distributed out to the participants. RTTC asked the OMSPA board for support for this project. It is a shared funding model, with \$500 requested from each local, and \$2000 from OMSPA (RTTC) which will enable the academics to apply for matching money from a Federal program called MITACS. For this year, regardless of success, our contribution will be used to hire a student from Ryerson College to do the work for Dr. Renaud, and Dr. Miller will continue to find the money to cover the materials.

I came up with this idea for funding and it was agreed to by RTTC to take it to the board. This model was suggested as there was not enough funding within OMSPA to cover this research project at this time. The thinking is to share the pain, but all share the benefit of making more high quality syrup at the end of the season, if it works out.

During and after some of the presentations, questions arose pertaining to patents and the possible commercialization of the results of this ongoing study. There is no intellectual property to be carved up yet. This will not occur until there is an actual method determined to detect what Dr. Renaud identifies as being relevant (if in fact this is successful). It is not possible to patent natural things such as an amino acid in sap. If something is identified as a precursor to sap turning buddy, then the current vision is that the test for detection would have to be developed by someone at Carleton University. They have experts in developing such tests. In Canada, the law is that universities own intellectual property.

My personal opinion is that if an easy-to-use field test can be developed to determine that sap is just about to become buddy, producers everywhere will benefit. That means financially in terms of saving time, effort and fuel, while continuing to make the best quality maple syrup possible. We have some excellent world class research people right here in Ontario who are willing to help out at minimal cost to us. I think that initiating and participating in projects such as this helps bring OMSPA to the forefront of all the maple producing organizations. If it works out, this will be a major contribution to the maple industry. At the same time it will help ensure that "Sweet Ontario" pure maple syrup is in fact that.

Keep your fingers crossed and hopefully a precursor will be identified through Dr. Renaud's mass spectrometry work with our samples collected this spring. Our previous support for research on the mold issue proved to be beneficial to the entire maple sector and there are reasonable grounds for optimism in this particular research project as well.

Bob Gray, Chair, RTTC

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MEMBERSHIP REPORT

Membership Committee for 2019

OMSPA President – Brian Bainborough – brian.bainborough@sympatico.ca

Ottawa Valley – Ray Bonenberg – maplesidesugarbush@gmail.com

Algonquin - Victoria Mulligan – mullysfarm@gmail.com

Waterloo Wellington – David Wagler – davidrosewagler@hotmail.com

Simcoe - Peter Lorrigan – lorrigan@xplornet.com

Lanark & District – Harold Walker – walkormaple@ripnet.com

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Grey-Bruce – Nick Bereznick – sweetbynature@bmts.com

Quite – Chris Koopmans – koppy_176@hotmail.com

Southwest - Bill Vandenberg – billinda@xcelco.on.ca

Eastern – Frank Heerkens – fh@sympatico.ca

The membership committee, put together by the locals, represent dedicated members from each local willing to work and enhance and retain the membership strength throughout the province. Approximately 400 members have renewed so far this year.

Committee members were asked to review new tap number categories and fees for 2020, along with multi year memberships and discounts.

Committee members were also asked to review the OMSPA membership certificates with a course set to make it bigger and better with identification numbers.

1000 membership forms were printed with 600 being distributed during info days and 100 new plastic membership holders were distributed throughout the province to dealers and associates.

TSC program expired as of December 31, 2018. I am working with Peavey Industries out of Red Deer Alberta in the attempts of renewing the TSC agreement.

Frank Heerkens, Membership Chair

SUMMER TOUR 2018

President of Algoma Local, Tolbert Stinson, presents record amount summer tour cheque to OMSPA President, Brian Bainborough.

Congratulations Algoma for a fantastic Summer Tour!





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INTERNATIONAL MAPLE SYRUP INSTITUTE UPDATE

Spring 2019 Report

The IMSI had very well attended and productive Board of Directors and Annual Meetings in Concord, New Hampshire in October 2019. A copy of the IMSI information report from these meetings is posted on the IMSI website. The IMSI has been very active since the meetings in Concord, including continuation of work related to addressing the FDA Added Sugar file. The collaborative efforts of the IMSI and state level maple representatives in the United States has finally borne fruit. After about two years of concerted effort, an exemption to the Added Sugar line requirement as part of the FDA's Nutritional Facts Panel for single ingredient pure maple products was included as part of the U.S. Farm Bill, recently signed by President Trump. All groups and individuals who have contributed in helping convince the FDA that the Added Sugar provision was unreasonable are thanked for their efforts.. This outcome clearly demonstrates the importance of coordinated and collective action under the umbrella of the IMSI in helping address important issues facing the maple industry. It also demonstrates that perseverance pays off when addressing adversity. We must continue to be proactive in the future for the early identification of issues facing the industry.

IMSI Commission to Review the IMSI's Mandate and Best Service Model to Service the North American Maple Syrup Industry:

An IMSI Successional Planning Task Team, led by IMSI President Ray Bonenberg, proposed that the time was right to review the IMSI's mission, objectives and priorities in order to ensure that the governance model, initiatives and activities are best aligned with the needs of the North American maple syrup industry to meet future challenges. It was recommended that a review Commission, with representation from both the United States and Canada, be put in place to assess and recommend the services and service priorities that are needed to help ensure that the North American Maple Industry thrives in the years ahead. The operating environment at both the regional and North American level has become far more complex and demanding in recent years and it is very important that scarce human and financial resources be focused towards the most pressing needs.

Opportunities to streamline services to maple syrup producers, maple packer/processors, equipment manufacturers/vendors and small maple business enterprises at the North American level will be explored by the Commission.

Following the IMSI Board meeting in Concord, NH in October 2018, it was confirmed that the following people are part of the above referenced IMSI Review Commission:

Canadian IMSI Commission Members:

- Tom Zaffis, Commission Co-Chair, Vice President, Turkey Hill Inc. and 2nd Vice President, IMSI Executive Committee
- Brian Bainborough, President, Ontario Maple Syrup Producers Association and Ontario Delegate to the NAMSC
- Yvon Poitras, Past President of both the New Brunswick Maple Syrup Producers' Association and the IMSI

U.S. Commission Members:

- Mark Bigelow, Commission Co-Chair and IMSI Director Representative, B & G Foods
- Jacques Couture, Past President of the IMSI, Past President of the Vermont Maple Sugar Makers' Association and IMSI Member, Couture's Bed & Breakfast
- Mark Harran, Current Past President of the IMSI, President of the Connecticut Maple Syrup Producers Association and CT Delegate to the North American Maple Syrup Council

IMSI Commission Secretariat:

- Ray Bonenberg, President, IMSI and Dave Chapeskie, Interim Executive Director, IMSI and Consultant. Dave and Ray will support the work of the IMSI Commission as needed.

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Transition Assistance for the IMSI in 2019:

There was a robust discussion in conjunction with the IMSI Board meeting in Concord, NH, regarding the need to raise additional funds to cover costs related to what is referred to as the IMSI transition year of 2019. The “transition year” designation is needed in part because Dave Chapeskie, who has served as Executive Director of the IMSI for the past 11 years, has decided to move on from his role as the IMSI Executive Director. The IMSI continues to work on recruiting a replacement Executive Director with some progress being made in identifying potential candidates to interview.

Maple Syrup: Supply, Demand and Pricing:

Growth in maple syrup production capacity in the U.S. is estimated at one million taps. Some believe that the USDA National Agricultural Statistics Service data for production capacity is significantly underestimated in some U.S. States. Canadian official estimates may also be underestimated.

A planned expansion of five million taps in Quebec is underway with about 3 million taps already installed. Production capacity in Ontario and New Brunswick is increasing with a few large start-ups in Ontario.

Maple equipment vendors reported that new maple equipment bookings are extending into 2019. Tariffs imposed by the U.S. on aluminum and steel are putting some upward pressure on prices of maple equipment containing these materials.

Going into the 2018 production season, supply of maple syrup was very good in most areas with about 80 million pounds of maple syrup in the Federation’s strategic reserve. In September 2018, production of bulk syrup in Quebec was 106 million pounds, a drop of about 30% from the same period in 2017. Some packers/processors have held an inventory surplus over the past two years. This may be leading to some rebalancing of supply and demand in 2018/19. It is expected that there will be a sufficient supply of maple syrup to meet overall demand through to the 2019 maple production season.



The Federation of Quebec Maple Syrup Producers reported that sales from the strategic reserve were stable when compared to 2017. Canadian exports of maple syrup were about 11% higher in 2018, when compared to 2017.

Maple packers report that the demand for maple syrup and other real maple products remains very good and is gradually increasing both in North America and overseas. Use of real maple syrup in a variety of food products is growing and is noticeable in retail outlets both in the United States and Canada. Profit margins are, however, thin in some circumstances and the marketplace is very competitive. Prices for packaging are increasing significantly.

Canadian Government Imposes Tariff on Maple Syrup:

Tariffs imposed by the United States government on aluminum and steel imports from Canada remain in place despite the announcement of a new U.S.-Mexico-Canada (USMCA) trade agreement to replace NAFTA. Counter-tariffs on maple syrup imports to Canada from the United States also remain in place. Hopefully, these tariffs will be removed through further bi-lateral negotiations between the United States and Canadian governments.

FDA Added Sugar Issue:

A legally binding exemption for single ingredient pure maple products, as well as for honey, has been achieved in the U.S. Farm Bill which has recently been signed into law by President Trump. The IMSI continues to seek a further extension to the compliance dates for the maple industry so that there is additional time for producer and public awareness, printing of new labels, etc.

The IMSI wishes to extend special thanks to all who expressed their views to the FDA regarding the Added Sugar requirement and to the state maple associations who assisted the lobbying effort to remove the Added Sugar requirement.

For further information regarding the Added Sugar file, contact Dave Chapeskie (agrofor@ripnet.com) or Emma Marvin (emma@butternutmountainfarm.com)

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Proposal for Codex Certification of Maple Syrup and Petition to Amend the FDA's Definition for Maple Syrup:

The IMSI continues to support a proposal to obtain International Codex Certification for Maple Syrup and has worked in support of a Codex application which was developed by the Federation of Quebec Maple Syrup Producers. In addition to the Certification itself, Codex will help define maple syrup in the global marketplace and ultimately raise awareness regarding real maple products. Obtaining Codex Certification is a long-term initiative which may extend over many years. The website for Codex is

www.fao.org/fao-who-codexalimentarius/en/

As a prerequisite to filing for Codex Certification it is necessary that the legal definition for maple syrup at the Federal level in Canada and the United State is aligned. Unfortunately, FDA's definition is out of date and currently stipulates that salt and chemical preservatives are ingredients which may be added to the product. Recently, the IMSI filed a public petition to FDA making a case to have FDA's legal definition changed to exclude reference to salt and chemical preservatives.

FDA Review and Consultations on the Definition of Healthy Foods, Including Labeling Implications:

The FDA has initiated dialogue, including public consultations, on the definition of healthy foods. This includes a review of what constitutes healthy foods with potentially broader food labeling implications than the nutritional facts panel requirements. In 2018, the IMSI had retained a Washington, DC based lobbyist, Dr. John Goldberg, to participate in an FDA sponsored public consultation meeting and to report back to the IMSI Executive Director on specific content and possible implications to the maple syrup industry. Dr. Goldberg prepared a report for the IMSI from this FDA consultation which is available from the IMSI Executive Director, upon request.

USDA Dietary Guidelines Review:

The United States Department of Agriculture is currently embarking on a review of Dietary Guidelines for Food Products. Since this review and new dietary guidelines could ultimately have significant implications for the maple syrup industry, the IMSI has been

monitoring arrangements for the review closely. There was an opportunity to have a representative from the maple syrup industry potentially selected to be on a Scientific Advisory Panel for the review. The IMSI officially nominated Dr. Abby van den Berg from UVM Proctor Maple Research Center to serve on the Science Advisory Committee. The FDA has not yet appointed the Advisory Committee.

U.S. Maple Industry Alliance - New Delivery Arm of the IMSI:

A new U. S. Alliance Group or Task Team of the IMSI comprised of state maple association representatives has been put in place to help assist the IMSI in monitoring and addressing issues which may emerge from time to time in the United States. A similar Canadian Maple Advisory Group (Round Table) is in place to help identify and address issues unique to Canada. This U.S. group will work closely with the IMSI Executive Director and will operate similarly to any other Task Team or Committees of the IMSI. Recommendations from the Alliance Group will be addressed by the IMSI Board of Directors to ensure that all U.S. Industry Stakeholders are supporting proposed initiatives and actions of the group. The Alliance forum will also provide an excellent opportunity to share information on challenges and issues being addressed at the state level such as the Food Safety Modernization Act. The overall intent is to have a cohesive group or unit in the U.S. which can support the IMSI in both identifying and addressing future issues through advocacy and garnering support at the state level. Membership is voluntary but all U.S. maple producer associations are strongly encouraged to participate.

Confirmed members of the U.S. Maple Industry Alliance, as well as others who are considering membership, met face-to-face in Concord, NH at the Annual Maple Industry Conference in October. This was a first meeting of the group, providing participants from different maple producing states an opportunity to meet one another and finalize the Terms of Reference for the Alliance. Amanda Voyer, Executive Director of the Vermont Maple Sugar Makers' Association and Helen Thomas, Executive Director of the New York State Maple Syrup Producers' Association have agreed to Co-Chair the Alliance Group.

Continued on pg. 12

Health Canada - Canadian Food Inspection Agency Update:

Over the past two years, the IMSI has also been very active in reviewing proposed new labeling rules north of the border. This review has been conducted in collaboration with the Maple Industry Council (CIE), which represents packers and processors, as well as with the Federation of Quebec Maple Syrup Producers. The IMSI's input to Health Canada was provided through the formal government consultation process. The IMSI is strongly opposed to putting what would be the equivalent of warning labels, because of its sugar content, on the front-of-package labels of maple syrup. The IMSI also advocated for labeling which does not in any way mislead the consumer. New Safe Food for Canadian Regulations were announced by the Canadian Food Inspection Agency in December 2018. The IMSI is currently assessing the scope and maple-related content of these new Regulations.

IMSI Social Media Initiative:

The IMSI Social Media Task Team met in Concord, NH in advance of the IMSI Board of Directors Meeting. Brad Gillilan, Task Team Chair, subsequently reported to the IMSI Board of Directors.

The IMSI Social Media Initiative and website was launched in September 2017 under the leadership of Brad Gillilan, IMSI Director and President of Leader Evaporator. While there have been some growing pains in the initial year, it has been a very good initiative and one worth continuing. All are encouraged to monitor and utilize content from the IMSI Facebook postings to support their own maple information sharing, promotion and marketing initiatives. Brad advised the Board that he can no longer Chair the Task Team due to other work pressures, but that he will continue to support the initiative from the wings. Andrew Schmidt, IMSI Director from Massachusetts, agreed to pick up the reins and chair the initiative going forward.

Follow-up postings on the IMSI Facebook page over the January 2019 to March 2019 period will primarily align with the following themes:

January - March 2019 – Processing and Use of Real Maple Products

Note (1): Messages regarding the nutritional and health benefits of maple syrup can be interwoven throughout.

Note (2): Other important and timely information may be included as well at the discretion of the IMSI's Social Media Task Team Chair.

You are strongly encouraged to reach out to Andrew if you have a message or information which you think may resonate with consumers and producers across the maple industry. Andrew's e-mail address is windsorhill5@yahoo.com.

IMSI Maple Grading School Report:

Kathy Hopkins, coordinator for the IMSI sponsored grading school, provided a report on the 2018 activities of the school to the IMSI Board in Concord. Kathy and her team delivered a very successful school in Keene, NH just in advance of the NAMSC-IMSI Annual Meeting Conference. A school is planned in conjunction with the NAMSC-IMSI Annual Conference in Duluth, MI in October 2019. One or more additional schools may also be offered in the upcoming year but are not yet confirmed. Please check the grading school website (<https://extension.umaine.edu/maple-grading-school/>) for school offerings and details on registration periodically so that you do not miss an opportunity. The IMSI will continue to support the Grading School financially in 2019.

Yves Bois of Centre Acer in Quebec provided a report on maple grading and quality assurance training in Quebec. The reach and quality of these schools, in the largest maple producing region in North America is, in a word, "impressive".

Dave Chapeskie, Interim Executive Director
International Maple Syrup Institute

IMSI Board of Directors and Annual Meetings in 2019

Spring IMSI Board of Directors Meeting – Wednesday, May 15th in Burlington, Vermont

Summer IMSI Board of Directors Meeting – To Be Determined

Fall IMSI Board of Directors and Annual Meetings – October 21st - 24th, 2019 at Duluth Entertainment and Convention Center, Duluth, Minnesota

PROVINCIAL FIRST TAPPING CEREMONY HELD AT KINCARDINE

A good group of people gathered on a beautiful crisp winter's morning at Kincardine's Victoria Park on Tuesday, February 19 to celebrate Ontario's provincial first tapping ceremony. The crowd included invited politicians, media, and local syrup producers. Nick Bereznick, president of the Grey Bruce local explained that the OMSPA Summer Tour is being held this July 17-19 in Kincardine. Expected are two hundred participants from across Ontario, Quebec and nearby states. Brian Bainborough traveled the furthest, from Barrie, and was able to share the importance of the maple syrup industry from a provincial perspective.

Huron County Warden Jim Ginn remarked "I don't care about groundhogs. This (tapping a sugar maple) is the first sign of spring". Kincardine Mayor Anne Eadie welcomed everyone to Kincardine, and was pleased that Kincardine will be the host community for the summer tour. She encouraged everyone to come for a few extra days at either end of the tour to explore and enjoy all that the surrounding area has to offer.

Nick made sure that the sap buckets and "wee tapping hammer" were appropriately decorated with the official Kincardine tartan, which is an important part of the town's Scottish heritage. The ceremony was immediately followed by hot coffee and home-made maple treats at a conference room in the adjacent town library. This venue also provided a great opportunity to discuss the summer tour further and Ontario maple in general.



Photo Cutline: Local dignitaries pose beside the first sugar maple tree symbolically tapped in the province at Kincardine, Ontario signifying the start the 2019 maple syrup season. From L to R: Brian Bainborough, Kincardine Mayor Anne Eadie, Huron County Warden Jim Ginn, and Nick Bereznick.

M & P REPORT

As we read this I am sure everyone has been in the bush or thinking about it. Most areas likely still have a lot of snow. I think I am safe to say we are not going to start as early as the last two years. Oh well we will take what we get, when we get it. Nothing we can do about it.

M&P, as part of Maple Weekend has applied for a Rural Economic Development Grant , and as of yet, we have not heard back from the Provincial Government on approval. This grant is to be used for social media and marketing tactics for the promotion of Ontario Maple Syrup. OMSPA's commitment was \$9,000 to be matched by the grant of \$9,000. With these funds, we will be able to build a foundation of photos and short clip videos (20 seconds or so) for future social media initiatives. If we are not successful with the grant we will still proceed, but at a smaller scale.

M&P will also be working on a new information page which will be attached to our OMSPA website. This page will be available to the public and each year additions would be added. The idea is to have information items on maple syrup production and maple values on it. This is for teachers or the general public to download and print themselves. We feel that once this is up and running, producers can guide other people to view the page and enjoy the information.

Most of you should have seen the new OMSPA NU Can barrel tin that was on display at all info days. These new tins will be available at Weber Sugarbush Supplies and Reist Farm Supplies. Both are in the Waterloo Wellington area. For every tin sold, 5 cents goes back to OMSPA. We are in the early stages of using this tin, so as more producers use them, more dealers will carry them, and everyone will benefit. The new tin showcases our Sweet Ontario branding.

FUTURE GENERATION OF MAPLE SYRUP PRODUCERS

Where is the future of maple syrup? I don't necessarily speak of the market for the syrup or the value added products or fancy new beverages but where are the people that are going to actually be making the syrup?

A quick glance at the average age at most OMSPA meetings tends to lean towards the more "experienced" end of the spectrum. When an opportunity arises to get a young man or woman involved, should we not take it?

Recently, Mr. Bruce Leggett, of Leeds County, approached us with the opportunity to support and encourage a young gentleman who was showing much interest in the field. He had a few years of experience helping out on a bigger operation as well as handling some of his own taps. He wanted to expand and get serious about making maple syrup. He was responsible, driven, well spoken, and deserving. But, as we all know, this is not an inexpensive industry to get started in, so was there anything we could do to help?

With the support of Mr. Bruce Gillilan and his team at Leader Evaporator, ourselves, and Mr. Leggett, we were able to come up with a plan that saw Jasper Norwood get into a brand new 2x4 evaporator with all the bells and whistles - dropped flues, polished stainless sides, automatic float inlet - a fantastic evaporator to encourage a burgeoning interest.

It was inspiring to see the pride on Jasper's face when he took possession of his evaporator at the recent Lanark & District Annual Meeting. Everyone was impressed to hear his well thought out questions and seeing the flow of knowledge being passed along as he spoke to other members. Mr. Gillilan also insisted on taking care of Jasper's first membership to OMSPA so he could acquire the best-practices manual and appreciate the support of the community of syrup makers.

At the end of the day, that is what brought us joy. We have often drawn from and benefited from our community. It was nice to give back.

We wish Jasper the best of luck in this season and hopefully many more to come. He has been made welcome to call us with any questions that arise, but I have no doubt that he could pick up the phone and call any syrup maker and receive the support he needs. (Phil Zoeller)

Here's to the future generation of maple syrup producers.



L - R Bruce Gillilan, Jasper Norwood, Anne Zoeller, Bruce Leggett

OMSPA SUMMER TOUR 2019 UPDATE

Hosted by the Grey-Bruce Local - Wednesday July 17 to Friday July 19

Excitement is building in Grey-Bruce-Huron for this year's Summer Tour!

We have a website devoted to the 2019 Summer Tour courtesy of Bob and Mary Beth Gray and our excellent website designer, Jenny Hoestkra.

Go to: www.omspasummertour.com

As each facet of the tour is finalized, it will be added to the site, so check often! The registration form will be posted there when ready. Our website has a link to the town of Kincardine's website and to two other sites: Bruce County and Huron County. Excellent tourist information is available on all three sites.

Please see our rack card enclosed with this issue of the Mainline.

For those of you who are arriving Tuesday, supper will be on your own; however, don't eat dessert! We have planned a 'Lake Huron Sunset' evening in Dunsmoor Park at the beach where we will serve delicious FREE home-crafted maple ice cream!

This year, the committee decided to try something different. Instead of the photo contest, there will be a Maple Butter Tart contest! Rules will be posted on the tour website. Dust off the KitchenAid!

The maple syrup contest will also be held, as usual.

We will be holding a live auction Wednesday evening. All proceeds from this event go to OMSPA Administration. We would greatly appreciate any items you could bring for the auction.

Equipment manufacturers and related businesses will be located in a large tent on the front lawn of the hotel. This vendor tent will be open Tuesday afternoon and evening as well as selected times on Wednesday, Thursday and Friday (see schedule).

Please make your reservations at the TownePlace Suites Marriott as soon as possible. The number of rooms reserved for OMSPA at the special rate is limited. If you wish to go to a different hotel/motel or stay at a campground, again please make your reservations early. (These other facilities are listed on the Kincardine website.) Kincardine is an extremely popular tourist destination in the summer.

All our Committee members are working hard to ensure you will experience the best Summer Tour possible at a reasonable price. We sincerely hope you will join us to "Explore Ontario's West Coast" for maple, sunsets and memories! Contact Nick Bereznick for more info nickbereznick@bmts.com or at 519-934-0391

Tuesday July 16th

- Registration from 3:00 p.m. to 5:30 p.m. - vendor tent open
- Maple ice cream at the beach (Dunsmoor Park)

Wednesday July 17th

- Registration from 8:00 a.m. to 10:45 a.m. - vendor tent open
- 11:00 a.m. sharp: departure for afternoon coach (tour coaches to lunch and 3 maple syrup operations)
- Directors' Meeting 5:00 – 6:00 - vendor tent open
- Evening - Opening ceremonies, dinner and auction; vendor tent open

Thursday July 18th

- Morning - AGM and speakers; vendor tent open
- Afternoon - coaches to lunch and 3 maple syrup operations
- Evening - banquet and awards; vendor tent open

Friday July 19th

- Morning - speakers; vendor tent open
- Afternoon - coaches to lunch and 3 maple syrup operations

We will be visiting 9 maple syrup operations, from 350 to 8,000 taps including a state-of-the-art bottling plant which will be in operation for our visit.

On the schedule, Wednesday afternoon lunch is at Cowbell Brewery in Blyth (see cowbellbrewing.com). In honour of our visit, Cowbell's brewmaster is developing a maple beer which will be offered on tap throughout the month of July.



LES ÉQUIPEMENTS
LAPIERRE
 EQUIPMENT



**CALIFORNIA
 LEAD
 AGREEMENT
 COMPLIANT**

TAKING THE LEAD!

With the announcement of new lead regulations, in the last few years Lapierre has committed to removing all non-compliant parts from our equipment.

Therefore, it is with great conviction and respect for maple producers that our catalog features 100% lead-free products.

With this commitment, we wish all maple producers an outstanding season with peace of mind.

**Sweetwater Maple Syrup
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 sales@sweetwatermaple.ca
 www.sweetwatermaple.ca

**Golden Treasure
 Maple Syrup Products**
 Trout Creek, ON
 705 723-1408
 burghardt@koch@gmail.com

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

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

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

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

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

FRIENDS OF THE MUSKOKA WATERSHED

Friends of the Muskoka Watershed are working with Maple Sugar Producers to Improve Calcium Levels in the Forest's Soil.



Friends of the Muskoka Watershed (FMW) has launched Canada's first non-industrial (residential) wood ash (NIWA) recycling program designed to solve the calcium decline problem in Muskoka's forests and lakes.

The ASHMuskoka project is a unique collaboration between scientists, municipal officials, and property owners, including the region's maple sugar producers. "We've known for a long time that calcium is a key factor in our forests and waterways and wood ash is an efficient way to return calcium back into the forest and from there into the waterways," explained Norman Yan, one of the nation's leading freshwater biologists and the chair of Friends of the Muskoka Watershed.

In the first two years of study, five to ten tonnes of ash will be spread in test plots located in sugar bushes in Muskoka. (Sugar maple trees are particularly prone to calcium loss and tend to respond very quickly when calcium levels are restored.) Graduate students and research scientists will monitor the sites, studying the impact of the ash on tree growth, bird populations, water quality, and a wide range of other factors. In the final year of the study, Friends of the Muskoka Watershed aims to have 1,000 Muskoka residents share up to 100 tonnes of ash (believed to be 1/3 of the annual wood ash production in the District). The ultimate goal is to have a province-wide ash collection system, sufficient to supply hundreds of tonnes of ash every year.

Where did all the calcium go? A century of acid rain has flushed calcium from the soil and from the lakes and rivers. Most of Muskoka's lakes have lost 25% to 50% of the calcium they need. Even though acid rain has largely stopped, without intervention it will take centuries for calcium levels to rebound.

Why is this a problem? All life needs calcium. In Muskoka, forests are about 2% calcium by weight, and when calcium isn't available, the trees and other forest plants can't grow as quickly or efficiently. Many aquatic creatures – particularly hard-shelled creatures like crayfish, turtles and molluscs – are even more dependent on calcium. Crayfish diversity in many lakes has already declined by 25%. When trees aren't growing as quickly, they can't capture carbon as efficiently, impacting their ability to help fight climate change. In lakes, the tiny crustacea and molluscs are often filter-feeders, performing a vital function in cleaning our waterways. Just one group of species filters the entire volume of Lake Muskoka every week in the summer.

Is this a problem everywhere? No. The problem is most severe in areas with thin soils, granite bedrock, and a history of being exposed to acid rain. Muskoka and other parts of central Ontario are uniquely positioned to feel the brunt of this problem.

What will wood ash do? Wood ash is about 1/3 calcium by weight, and also contains many other key nutrients like potassium and magnesium. Much of it is absorbed into the soil and quickly taken up by trees and other plants. What isn't absorbed by the plants will make its way into the Muskoka lakes.

Currently Friends of the Muskoka Watershed are recruiting 100 to 200 Muskoka residents who are willing to donate their ash. They will be partnering with the District Municipality of Muskoka to set up collection sites at waste transfer stations. "In the meantime," said Yan, "if you want to contribute your ash to help save our forest, please stockpile it for now and email us at ASHMuskoka@fotmw.org for further information.

THE ELMIRA MAPLE SYRUP FESTIVAL

The Elmira Maple Syrup Festival is recognized by the Guinness Book of World Record's as the World's Largest One Day Maple Syrup Festival. The first festival was held April 10, 1965 and drew a crowd of 10,000, greatly exceeding the 2,500 people expected. Nowadays, the festival draws an annual crowd that exceeds 50,000, with the world record being set in 2000 with 66,529 people attending. The 55th Elmira Maple Syrup Festival will be held April 6, 2019.

The Elmira Maple Syrup Festival is a not-for-profit organization and all proceeds generated are given back to community organizations. Annually, an average of \$50,000 is given to approximately 30 community groups, many of whom support the festival with volunteers.

The festival itself would not be able to exist without the tireless support from over 2,400 volunteers from all over Ontario and over 60 sponsors. One of the most sought after volunteering jobs is flipping pancakes at our pancake tent. This is one of our most popular events, with the line up for pancakes forming well before we open at 6:00 am. By the end of the day, we will have served approximately 500 litres of maple syrup, provided by the festival's producer of the year, on our pancakes.

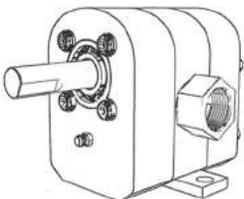
Our producer of the year is determined through competition in partnership with OMSPA. Any OMSPA member interested in supplying the festival with syrup for our pancake tent as well as selling their product at the best spot on our outdoor mall is invited to enter their best amber syrup for judging. All entries are judged on clarity, color, density and taste and scored out of 100. To make sure we were getting the judging right, we asked two well known maple advocates in the industry, Brian Bainborough and Todd Leuty to be the judges.

Next door to our pancake tent is our outdoor mall of approximately 130 vendors. Maple syrup from a variety of vendors is available for purchase, along with crowd favourites; turkey legs, cinnamon rolls, pickles on a stick, and beaver trails. The Woolwich Memorial Centre, just a short stroll from downtown Elmira, holds other crowd pleasers such as our toy show, tractor display, Disney Princesses, and a variety of other special events. We also hold sugar bush tours, for those looking for a closer look at the maple syrup production process.

Don't forget to mark your calendar to attend our 55th annual festival, April 6, 2019.



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>

**Elmira
Maple
Syrup
Festival**

www.elmiramaplesyrup.com

UPCOMING EVENTS

First Tapping Ceremony 2019 - Ottawa Valley Local

Mapleside Sugar Bush

Saturday, March 16 11:00 am - 1:00 pm
166 Reiche Road North, Algona Wilberforce Township (Rankin)

Maple themed snack to follow

More Info call Ray or Carol Anne Bonenberg

613-735-2366 or maplesidesugarbush@gmail.com

Kinsmen Fanshawe Sugar Bush

Maple Festival 2019
Open Every weekend in March

www.ontariosouthwest.com/event/kinsmen-fanshawe-sugar-bush/115/

Powassan 22nd Annual Maple Syrup Festival

April 27th, 2019

<http://powassansyrupfestival.ca/default.aspx>

Wiarnton's Maple Syrup Festival fundraiser on the Bruce Peninsula

Runs the weekends of:

March 23rd / 24th and March 30th / 31st

For more information go to

www.wiarntonrotary.com

A promotional banner for 'Maple Weekend Sweet Ontario'. The top part features the text 'Maple Weekend Sweet Ontario' in a stylized font, with 'PURE MAPLE SYRUP' in a small box below. A large maple leaf graphic is on the right. Below this, it says 'First Weekend of April'. The bottom section contains three images: a stack of pancakes with maple syrup and blueberries, a maple syrup dispenser, and a person pouring maple syrup. At the bottom, the website 'www.mapleweekend.ca' is displayed.

www.mapleweekend.ca

OMSPA Promotion Store

Contact the administrator at

Phone: 613-258-2294

Toll free: 1-866-566-2753

Fax: 613-258-0207

Email:

admin@ontariomaple.com

Maple Mainline Deadlines

Summer

May 15, 2019

Fall

August 15, 2019

Winter

November 15, 2019

Spring

February 15, 2020



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.

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

10 Campus Dr, Unit #4, Kemptville ON K0G 1J0 • admin@ontariomaple.com

www.ontariomaple.com

Telephone 1-866-566-2753 or 613-258-2294 • fax 613-258-0207



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