

ONTARIO MAPLE MAINLINE



Maple Dateline

Mainline Deadline

Winter - November 15

Spring- February 15

Board Meetings - 2019

October 7

December 3

PRESIDENT'S MESSAGE

Summer seems to be flying by with many sugarhouse projects still to complete. Soon, Fall will be here and I'll need to move on to the bush work. Water levels in the Great Lakes are as high as I can remember, but the bush has been dry. No wild fires like last summer.

Congrats to Grey Bruce for hosting a great Summer Tour. A job well done! It was wonderful to reconnect with fellow producers, meet new ones, talk to the equipment suppliers, and listen to **the technical speakers. It's a good time to see what OMSPA has been up to. What lies ahead is very encouraging.**

Jose and Justin made a great presentation on the Buddy Sap Project. The initial results are encouraging. This is a project funded by OMSPA and our locals in partnership with MITAC.

OMSPA is in a good financial

position and has secured funding for further marketing of our Sweet Ontario brand and Maple Weekend. We were successful with two grant applications: the RED Grant (\$9K) and the Canadian Experiences Fund (\$75K). Much appreciation goes to the small team responsible for writing excellent applications and the teamwork of getting these completed on a short turnaround timeline. congrats! The M&P and Maple Weekend committees will be working hard to promote Maple within Ontario.

Thanks go to fellow producers and dealers who support our OMSPA jug program. The royalty OMSPA receives from the jug suppliers helps support OMSPA's programs and the Sweet Ontario brand.

The transition of OMSPA to having an Executive Director is going well. John Williams is filling this role very well while facing new challenges weekly.

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Continued from page 1.....

OMSPA is holding a Maple Judging Workshop October 4 at Sandy Flat Sugar Bush and Pancake House in Warkworth. Interest has been great; in fact, this workshop is full. We will be looking to hold another workshop early in 2020. This workshop is partially funded by OMAFRA and NAMSC.

Speaking of judging, please consider entering The Royal Agricultural Winter Fair's maple contest. It's a great experience! Entries are due by Monday, September 16th. The samples to be judged must arrive at The Royal between October 21st and October 27th at noon. Visit www.royalfair.org for more details.

Please enjoy the fall and work safe.



Brian Bainborough



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*The Gallery
OF HOMES*

The advertisement features a background image of a maple syrup tap on a tree trunk with a metal bucket hanging from it. The text is overlaid on this image, with the main title in a large, bold, yellow font. The contact information is in a smaller black font. The logo for 'The Gallery OF HOMES' is in a yellow oval at the bottom left of the ad.

EXECUTIVE DIRECTOR'S REPORT

I hope the summer has been enjoyable for you. In our area it seemed more like a traditional summer. We experienced some warm dry spells, but not too much extended heat.

Many of you have not had a Maple News since the spring. I have spoken to Peter Gregg, the publisher, and it seems there is a problem with the company that does the Canadian mailings. Please contact him at themaplenews@icloud.com or 518-692-2204 and he will look after things. Also, if you renewed your membership after May and requested The News, you may not have been added to the mailing list. It's too difficult to update the list after every membership comes in. Contact me if you feel this is the case and we can roll the subscription into next year or issue a refund.

On that note, thank you for the renewals and new memberships that have come in over the summer. We should have about 570 members once I get the entries done. This fall we are planning to improve the system and get an earlier start. I need to get all of the renewals out of the way before the syrup season starts in our bush!

You will start to notice some changes on our websites soon. Our new webmaster, Jennie Hoekstra, is hard at work doing maintenance and upgrading omspa.ca and mapleweekend.ca as part of our new marketing program.

It's exciting times at OMSPA with the \$84,000 in grant money we have been allocated for 2019 and 2020!

We have good stock in the store if you need promotional items for the Fall and Christmas rush. Please call or email if there is anything you need.

John Williams

NEW OMSPA OFFICE

Monday to Friday 1 to 5 pm

613-258-2294

Fax: 613-258-0207

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HAVE A GOOD SEASON !

OMSPA JUG PROGRAM

The OMSPA jug program is a significant part of our finances and our marketing efforts. It originally started with the Ampak plastic jugs in 2008. We provided the design for the Ontario specific jugs and signed up dealers. The dealers ensured a supply of jugs for their customers. Ampak remitted \$0.05 per jug to OMSPA in return. Ampak gained a loyal customer base and our members and other Ontario producers got a supply of Canadian made jugs with an Ontario label. All the producer had to add were their names, addresses and grade labels. The funds received were initially channelled to research and marketing.

Over the last few years significant changes and additions have come. Other manufacturers have asked to join the program: first Dominion and Grimm with their plastic jug series; then the barrel shaped can from NuCAN for spring 2019; and for 2020 we will have an OMSPA version of CDL's square plastic jugs. The labels of all these jugs have helped drive recognition for our Sweet Ontario brand which is prominently displayed on the front.

Both new arrivals bring something new. The CDL jug provides a square foot print for easier, more efficient packing. The NuCAN brings an easily recyclable metal can

with an eye catching shape. It is available in 500 ml size at the moment. CDL's new jug and the other plastic jugs are available in sizes from 100 ml to 4 L. NuCAN is offering an unlabelled 1 quart can for next year. We hope to grow the range of cans as the market develops.

We are very appreciative of the efforts these companies have put towards promoting Ontario maple syrup while helping OMSPA's bottom line. Thank you Ampak, D&G, NuCAN and CDL!



OMSPA container manufacturers

Ampak 866-682-4141

Dominion & Grimm 1-888-888-8888

NuCAN 514-943-1103

CDL stores (visit cdl.ca/en for locations)

Individual Dealers

Bauman, Cleason	Teeswater
Camp Can Aqua	613-339-2969
Garland Sugar Shack	613-835-3362
Kidd's Home Hardware	705-384-5465
Klein's Maple Syrup Sup.	519-367-2334
L.S. Bilodeau	613-764-2239
Lapierre	519-758-1185
Laurin Maple Syrup Sup.	705-427-6766
Maple Ridge Farm	705-229-9345
Pefferlaw Creek Farms	905-640-3187
Reist Farm Supply	519-669-1422
Springdale Farm	613-256-4045
Spring Valley Maple	519-345-0350

Squirrel Creek Farm 705-932-2868

Thompson's Maple Prod. 705-246-2970

Vader's Maple Syrup 613-476-7537

Weber's Sugarbush Sup. 519-699-4769

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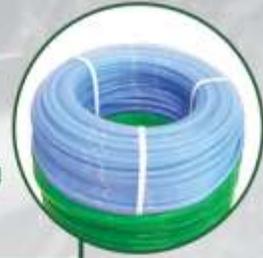
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RESEARCH AND TECHNOLOGY TRANSFER COMMITTEE REPORT

For those of you that attended this year's Summer Tour in Kincardine, you were able to experience some history in the making. Eloy Jose Garcia of Fanshawe College made a presentation entitled "The Chemistry of Buddy Sap". It was an explanation of the work undertaken so far on the OMSPA/MITACS funded research project. The following is a very brief synopsis of the presentation:

- maple syrup is a complex chemical soup, with hundreds to thousands of chemicals that are important to the rich flavour.
- many of the chemicals that create the unique "maple" flavour are not present in the sap but rather are produced by various chemical reactions during the evaporation stage.
- specific chemicals are responsible for the buddy off-flavour; their specific identity is as yet unknown. Also, the identity of the buddy precursor chemicals in the sap are unknown.
- the source of the buddy chemicals may be from:
 - the maple tree itself - as the tree awakens from dormancy, chemicals are being mobilized toward the swelling buds
 - the tree microbiome - microbes within the sap grow and produce metabolites that are responsible
- we are looking for a chemical marker in sap that can lead to the development of an on-site test for buddy sap.
- 282 sap samples and 163 syrup samples were submitted from across all OMSPA locals, collected between Mar. 3 - May 7.
- sodium benzoate was used as a preservative in all samples collected in 2019 to minimize changes during storage.
- finding a chemical marker of buddy sap requires it to be present in all locations, not specific to one OMSPA local or stand.
- the complete chemical fingerprint of maple

syrup is still not fully characterized.

- they have built a new apparatus in the lab called "Tim's Electronic Nose" or "TEM" which allows them to collect the flavour components (volatiles) from sap and syrup.
- the sugar component of sap has been analyzed. Sucrose is the most prominent sugar in the early season; late season has more fructose and glucose (these later sugars are very important for flavour and colour, and readily react with other chemicals in the boiling process). These invert sugars are produced by microbes which break apart the sucrose in the sap (sucrose = glucose + fructose).
- we can now compare good quality sap versus buddy sap to determine buddy chemicals. This work is currently on-going.
- there are numerous markers in late season sap but it is not guaranteed that they are the markers of buddy sap.
- more detailed statistical analysis is on-going with a final list of potential markers that warrant more in-depth assessment forthcoming.

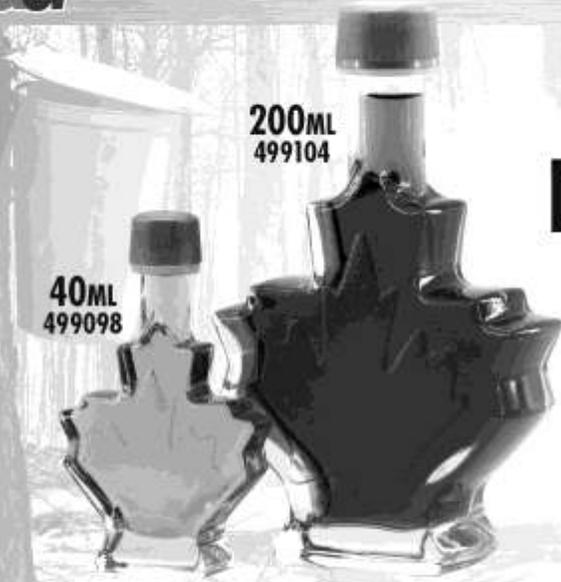
On July 29, Nick Bereznick and I visited with the research team (Dr. Renaud, Jose, and Tim) at the Agriculture Canada Lab in London. Dr. Renaud has been talking with Dr. Abby van den Berg of the University of Vermont, and is hoping to receive 20 - 30 samples of buddy syrup from her. This would allow the research team to identify the buddy syrup markers and then work backwards to try to identify the same markers in late season buddy sap. As part of the analysis, the research team may be constructing samples of synthetic sap and testing them for biomarkers. It is very much like detective work or searching for a needle in a haystack. **The research project continues ...**

Bob Gray
RTTC Chair





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Maple Weekend Profile

Windlee Farms Maple Syrup, in Tiny Ontario encourages all maple syrup producers to consider opening up their sugar house and signing up to the Maple Weekend.

Windlee Farms Maple Syrup has been a family owned and operated business for over a quarter of a century. All of our maple syrup is hand crafted the traditional way on a wood fired evaporator, but using high efficiency equipment. Our operation is ever evolving, with equipment from buckets to a modern tubing system with over 500 taps.

After 22 years of producing maple syrup, Maple Weekend gave us another great avenue to promote our maple syrup and open our sugar house to the public. Since joining that first Weekend, our public exposure and sales at the farm gate have steadily increased. The Weekend has made us make improvements to our sugar house, the surrounding grounds, and the bush. It has also made us better maple syrup producers, achieving 1st place in the Amber class at the Royal Agricultural Winter Fair 2018.

Now in our sixth year, we are forever looking for ways to make our next Maple Weekend even better. As a maple producer we rely on the Maple Weekend committee and our local to promote the event through the Maple Weekend web site, social media and other local promotional venues. However, we also work hard to tap into our own, ever growing network. Contests to collect emails, email blasts and Facebook posts all work together to bring people out.

The *Maple Weekend Guide for Host Sites* has pages of suggestions on how to prepare for the weekend, such as different activities that can provide the public with a true maple experience. In 2019, we had over, 800 people come to our sugar house, ride our red rocket to the sugar bush and taste our fresh maple syrup.

As maple hosts, the biggest reward of Maple Weekend is getting the feedback from our visitors telling us how great our maple syrup tastes. For our guests, our goal is to create a positive experience: an opportunity to learn about the traditions of maple sugaring, and taste our pure maple syrup. Maple Weekend showcases our operation and allows us to be proud of what we do.

Peter & Anne Lorriman, Stuart Lorriman, and Jenny Boderia Lorriman





April 4 & 5, 2020

Maple Weekend is a two-day, family-friendly event that celebrates Ontario's maple season. Entering its sixth year, this province wide event is an economical, joint marketing effort between OMSPA, their locals, and your maple syrup business. It provides OMSPA members with the opportunity to sell their products directly to consumers, foster relationships with existing customers, and educate the public about Ontario's sweet crop.

As a member, the only requirements to participate in the event are to pay a small fee, and to provide entrance free to the public. A fee can be applied to activities like wagon rides or taffy on snow. What

you offer and the scope of your Maple Weekend is up to you.

OMSPA has worked hard to secure external funding supporting this year's event. Marketing efforts will be enhanced by the Rural Economic Development (RED) and Canadian Experiences Fund (CFE) grants.

If you are interested in participating or want additional information, please reach out to your local's Maple Weekend representative.

Deadlines for Maple Weekend 2020:

Confirm participation: October 1, 2019

Submit profile: November 15, 2019

Southwestern Ontario	Representative	
Waterloo-Wellington	Ron Grubb	ronggrubb@gmail.com
Algmoa & District	Brian Bainborough	brian.bainborough@sympatico.ca
Haliburton-Kawartha	Clancey Lavender	gclavender@outlook.com
Quinte & District	Steve Needham	oharasugarmaples@hotmail.com
Eastern	Anne Zoeller	afzoeller@gmail.com
Grey-Bruce & District	President	
Simcoe & District	Peter Lorriman	lorriman@xplornet.com
Algonquin & District	Tom Stehr	sugarbushhillmaplefarm@gmail.com
Ottawa Valley District	Ray Bonenberg	maplesidesugarbush@gmail.com
Lanark & District	Leann Thompson	ldmspa@outlook.com

Maple Weekend

Sweet Ontario

PURE MAPLE SYRUP



FIRST Weekend of April

Testimonials for Maple Weekend

“We had some people that said, ‘I had no idea that we had local sugar makers so close to us.’ We also had visitors from Holland and they were impressed with the process.”

Clancey Lavender, Haliburton-Kawartha local

“Maple Weekend is an excellent event to build and/or expand your retail maple syrup and maple product sales. It is a cost-effective, joint marketing opportunity between OMSPA and your sugar camp business. “

Sarah Gibbons, Lanark & District local

The Details:

Requirements for participation:

- Current membership in OMSPA
- Entrance to your camp must be free
- Pay the fee set by your local (generally \$100 to \$200)

Recommendations for participation:

- Two million in your own liability coverage.
- A sugar camp ready for the public.
 - Clean and neat
 - Protection from hot surfaces and trip hazards.
 - A toilet.

How to join:

- Contact your local’s representative.
- If your local doesn’t have one, contact Leann Thompson, chair of Maple Weekend.

- Provide text and pictures for the Maple Weekend website. See www.mapleweekend.ca for examples.
 - Text should have: a description of the ownership and history of the operation, describe the operation, and list what activities and products will be available.
 - Provide three or four pictures of good quality in jpeg format. Include: a picture of the operators, a signature part of the operation, and of the activities visitors can participate in.

What you get in return:

- Listing on our mapleweekend.ca website with map, description and pictures
- Inclusion in our professionally run social media and advertising program.
- **Inclusion in your local’s promotion program.**
 - This can include: posters, rack cards, signage, radio and print advertising.
- In the first year, a banner and directional signs.
- Support from your local representative.
- A copy of the “Maple Weekend Guide for Host Sites”.
- Customers at your door ready to buy!

Don’t hesitate to contact your local representative or the OMSPA office if you have questions.

The Maple Weekend Committee



INTERNATIONAL MAPLE SYRUP INSTITUTE UPDATE

Fall 2019 Report

Highlights of the International Maple Syrup Institute (IMSI) meeting Aug 8th, 2019, Lake Placid New York.

The summer meeting of the IMSI was hosted by Cornell University Research Forest in Lake Placid New York. A special thank you to Adam Wild, Director and his staff for the wonderful hospitality.

Added Sugar File FDA

As most are aware, the Food and Drug Administration (U.S.) released their final decisions and guidance on the added sugar delineation on the Nutrition Facts Panel (NFP) in May 2019. **The “added sugar” descriptor was removed off the label due to the potential confusion it would cause for consumers. The IMSI, member organizations and individual producers all expressed strong concern about the descriptor, rightly claiming that that maple syrup is not made with “added sugars” and that while the descriptor was intended for the daily value in a person’s diet, it would cause undue confusion for consumers. Thus, the exemption is appropriate for single ingredient sugar based foods like maple syrup and honey.**

In the guidance document released at the same time, advice was given by FDA to put a clarifying descriptor at the bottom of the NFP explaining the amount of sugar that a daily diet by humans should include. The IMSI is attempting to determine the potential impact of this guidance and is requesting a follow up meeting with FDA officials to clarify this recommendation. It will thus be the intent to provide overall advice and guidance to packers/producers on what should be delineated on the bottom of the Nutrition Facts Panel.

Serving Size; Nutrition Facts Panel

The IMSI Board of Directors also discussed the need to harmonize the serving size between both

countries. The U.S. has 30 ml vs. 60 ml in Canada. This obviously has implications for import/export requirements and ease and clarity in information on Nutrition Facts Panels. It was agreed that the IMSI would explore the method and request changes on the Canadian side to harmonize this item. No doubt, this will take considerable time.

Retention of Government Relations Consulting Services (U. S.)

The IMSI retained the professional services of the Normandy Group in Washington D.C. to **provide consulting services regarding the “added sugar” issue pertaining to the 2018 Farm Bill (2018-2019).** The IMSI feels strongly that along with the input by member organizations and producers, the arrangement with this firm greatly facilitated the positive outcome for the International maple industry. Discussion also occurred at the Board meeting to explore the further utilization of the Normandy Group for **future monitoring of the FDA’s multi-year nutrition innovation strategy, government relations on Capitol Hill, and the review of pending regulations that may affect the maple industry.** The IMSI board approved going forward with an annual retainer for select staff from the Normandy Group to provide these oversight services. The complexity of government regulations, and the potential impacts of those actions are deemed too great to have no monitoring over sight. This service will enhance the understanding and potential reaction to any upcoming issues that may arise for both the US and Canadian maple industry.

IMSI Review Commission Report:

The Commission was established following a **discussion paper, entitled “Ensuring the Sustainability and Continued Effectiveness of the IMSI” presented by the President of IMSI** which framed the background and purpose of the

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process recommended. The IMSI Board of Directors agreed to proceed with the creation of the Commission at the IMSI Annual Meeting in Concord, New Hampshire. 6 members were asked to participate:

Tom Zaffis – Co-Chair Canada
Mark Bigelow – Co-Chair U. S.
Brian Bainborough – Ontario
Mark Harran – Connecticut
Yvon Poitras – New Brunswick
Jacques Couture – Vermont

The rationale for the Commission was to ensure that the IMSI remains fully relevant and highly effective in serving the future needs of the North American maple industry. It was considered essential that the IMSI utilize their scarce human and financial resources in the best possible way to fulfill the mandate of the IMSI. The Commission was given full authority to determine what delivery model would be best, to make any recommendations they saw fit to ensure the long term sustainability of the IMSI.

The report was tabled as a draft at the May IMSI Board meeting and was accepted as presented at the Aug 8th meeting. It includes 9 recommendations, most of which are aimed at continuing the work IMSI does, with the present model of an Executive Director, however with enhanced focus on a more strategic approach to proactively dealing with issues that may need addressing in the future. Once a roll out plan for the release of the report is determined, it will be shared with members and the broader maple community.

IMSI Fee Structure Review:

As all members are aware, the IMSI conducted a robust search process for a replacement Executive Director in late 2018/early 2019. This replacement came with a significant fee increase (for IMSI) for the retention of this service. Also, with the movement to retaining a public relations

firm, it is increasingly apparent that the present fee structure was no longer sustainable. The transition fund of 2018/19 provided much needed transition funding to bridge the gap between the departure of the former ED and the arrival and mentoring of the incoming ED. That transition has been completed.

The commission made a recommendation that the IMSI target to achieve a sustainable annual operating budget of \$100,000 U.S. funds beginning in 2020. (Budget was around \$45,000 to \$50,000 in 2018) A breakdown of emphases and priorities was also recommended. The IMSI board approved a framework for an increase in fees at this meeting. Most affected have been consulted and there is support for moving ahead as recommended. A few more details are being worked on now by the task team assigned to make specific recommendations. The IMSI has not made any fee changes for membership for up to 20 years. While there may be lots of arguments why that has not happened, the current situation necessitates a different approach. Most agree that the complexities and ever changing regulatory initiatives need a more concerted and strategic approach to managing.

The goal is to have a final a final membership fee package ready for the October meeting in Duluth Minn. for ratification and implementation.

Next meeting of the IMSI: October 21st 2019
Duluth Minnesota.

Ray Bonenberg
Director for Ontario
President, International Maple Syrup Institute



OMSPA SUMMER TOUR 2019

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



Left to Right: Brian Bainborough, Susanne and Bill Robinson

Thank you to all who participated in the Grey-Bruce Summer Tour. We trust you learned new things, made new friends and had some fun! We were delighted to welcome you to Kincardine!

We are grateful to the vendors who set up wonderful displays and were very generous in supplying auction items and advertising in the Tour Book.

We hope everyone enjoyed the sugar camp stops. Thank you to our nine sugar camps for opening their doors and for their hospitality. Freedom Syrup is very grateful for your generous donations both at their sugar camp and at the silent auction.

To the speakers who gave their time and expertise to enlighten and entertain us, many thanks!

Congratulations to the Award Winners and to the Maple Syrup contest/Maple Butter Tart contest

winners!

The OMSPA Summer Tour & AGM is an event like no other. Every year, it brings maple people together from across Ontario, Québec and the U.S. to learn, network and enjoy a different part of our province. This event should be a “must attend” for all Ontario maple producers!

Many thanks to all!

The Grey-Bruce 2019 Summer Tour Organizing Committee

Awards presented at the Summer Tour

Once a year, at the Summer Tour, we get a chance to honour those who have made significant contributions to our industry. Our president, Brian Bainborough, presented three awards at this year's banquet:

Lifetime Achievement Award

Bill and Susanne Robinson

Both the Robinsons are well known for their contributions to the Maple industry in Ontario and beyond. Bill is a member of the Maple Syrup Hall of Fame. Susanne is known for her marketing prowess. With 21,000 taps, they are always innovative in their production and marketing. This is a well-deserved recognition.



Left to Right: Brian Bainborough, Paul Bailey

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Award of Merit

Paul Bailey

Paul recently retired from the Ontario Ministry of Agriculture Food and Rural Affairs Food Inspection Branch. He is known for his dry wit and sensible approach to food regulation and will be missed. He continues to work in the industry as a consultant. Thank you Paul, for your many years of work supporting the maple industry in Ontario.



Left to Right: Brian Bainborough, Eloise Gowan

Junior Achievement Award

Eloise Gowan

Eloise is a grade 4 student at Riverforest Montessori School in Owen Sound. She completed a school cultural fair project on maple syrup. Her father, Sean, completed the same project when he was her age. She enjoyed learning about tubing collection systems and how to grade syrup.

Summer Tour Syrup Competition Results

- Golden
 - First: John Williams
 - Second: Dwight James
 - Third: Darryl & Marylou Klein
- Amber
 - First: John Williams
 - Second: Ivan Cranston
 - Third: Peter Lorrigan
- Dark
 - First: Ivan Cranston
 - Second: Clapperton's Maple
 - Third: Wendy Davidson
- Very Dark
 - First: Paul & Dale Martin
 - Second: Dan Howard
 - Third: Marc Curle
- Best in show: John Williams for the Golden

COMMUNICATIONS COMMITTEE REPORT

In a previous Mainline we discussed setting up an Editorial Board to direct any changes to the Mainline look and feel and content. The Provincial Board of Directors has approved a terms of reference for this board at a previous board meeting. We hope that many of you completed the specific questions in the recent producer survey which is just being summarized now.

We did hear some feedback at the Summer Tour that many wanted some changes and that they would like to see articles of a more technical nature as well as producer profiles. Ongoing issues like Forest Health (insects and diseases) as well as climate change related mitigation suggestions were also shared. We agree that the process of sharing

how many meetings occurred or how hard everyone is working is probably not that relevant to most readers, so we need to provide a healthy balance of what is happening, why, and what OMSPA is proposing to do about it.

We are looking for Editorial Board team members; contact either myself or John Williams at the office if you are able to contribute.

Ray Bonenberg
Communications Co-chair
maplesidesugarbush@gmail.com
613 735 2366

MARKETING & PROMOTIONS COMMITTEE REPORT

Exciting News!

We shared with you earlier that we received matching funding through Ontario Ministry of Food & Rural Affairs(OMAFRA) for marketing Maple Weekend and general social media exposure. This was a \$9,000 grant through the Rural Economic Development(RED) program, administered by OMAFRA. With the OMSPA contribution, this project is seeing \$18,000 put towards overall marketing of Ontario Maple Syrup. This does not include any in kind and/or out of pocket expenditure expenses by maple producers or any Locals within OMSPA; those are extra.

Maple Weekend has grown to over 75 producers which saw approximately 15,000 visitors visit sugar houses over the 2 day weekend event. Annual estimated economic benefits of this event is calculated at around \$1 million. (source, TREIM 2017)

Recently, OMSPA applied for a grant to the Canadian Experience Fund, under the Federal Economic Development Agency for Southern Ontario for increasing tourism activity in the shoulder season and winter time. A key focus is

increasing visitation to Rural Ontario by urban dwellers looking to experience a sugarbush and to purchase maple products. As well, the program is designed to increase the partnerships the maple community presently enjoys with restaurants, stores, gift shops and tourism organizations throughout rural Ontario.

This grant of \$75,000 was approved on Aug 9th and a task team under the M&P committee is already at work developing a work plan for this project which will be spread out between now and December 2020. This is very exciting news and will benefit all maple producers in Ontario in their quest to have more Ontario maple syrup available to consumers. Website updates and upgrades are planned, earned media will be explored and social media platforms will be enhanced. We will be communicating with you on our progress and how you can get involved, participate, or partner on this initiative.

What do you need to do...you ask? Produce high quality maple syrup and present it in a professional manner. We will work to bring interested consumers to OMSPA members...be ready!

Marketing and Promotion Committee

WHOLESALE MAPLE SYRUP AUCTION

October 24, 2019 (Sale starts at 1:00 pm)

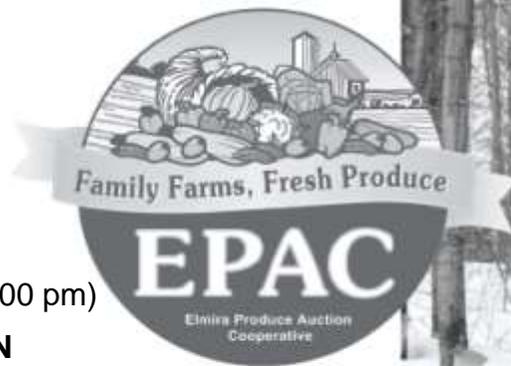
7400 Reidwoods Drive, Elmira ON

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..



WEBSITE TIPS FROM OUR NEW WEBMASTER

You Need a Website!

Here's Why and How To Do It.

By: Jennie Hoekstra, WRENWebDesign.com

Before we visit a restaurant, call a plumber, or buy a new car most of the population does the same thing: we Google it. Google has become the first stop for consumers on the search for any product or experience. In fact, 93% of online experiences begin with a search engine and 91% of those searches are done via Google. What does that mean for maple syrup producers? It means that you need to have an online presence if you are going to drive people to your business. You can't do business with people who don't know you exist, and in this day and age people won't know you exist unless they can Google you.

The opportunity for growth for businesses with an online presence is huge. We know that almost 80% of consumers research a company online before they buy from them and almost half of Google searches are done with local intent. So if you have a website that people can find when they search for maple products in your area, you're already way ahead of the game. I mean that seriously. In 2018, only 50% of small businesses even had a website. Just by having a site, you're already more visible than half of your competitors right out of the gate.

Many businesses fear that they're too small to warrant a website or that websites are too expensive. In fact, the initial investment for a small business website designed by a professional can fall under \$1500, with about \$250 maintenance fees annually thereafter. As a small business you need to view your website as an investment. Your business cannot grow without growth to your customer base. Your customer base can't grow without people knowing about your business. And the vast majority of people will not know about your business unless you have an online presence. Your website is your face to the world.

If you've decided to take the plunge and get your website designed, consider a few things:

Your site should be designed with your users' needs in mind. What information will most people come to your site seeking? Give that information a place of prominence on your homepage.

Your site should be pleasing to the eye. A site that is beautiful, current, and easy to read and navigate is a tribute to your business. You have only a few seconds to draw your audience in. If the site is jarring or hard to follow, they won't stay.

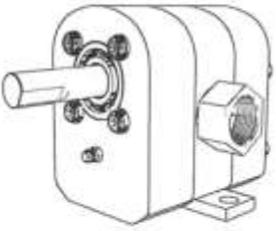
Choose a memorable and logical domain name. Optimize the site for mobile phones. Most people will access your site, for the first time, from a smart phone. It has to read well on that medium.

If you'd like to try building the site yourself, Wix, WordPress and Squarespace are all good options for platforms that are user-friendly with built-in tutorials. YouTube is also filled with how-to videos when it comes to building sites with these web builders.

Or, you can simplify your life and have a professional build your site for you! The key is to get you online and help you grow!

Jennie – jvhoekstra@gmail.com

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>



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maple@squirrelcreek.ca
www.squirrelcreek.ca

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705-282-8758 (Manitoulin Island)
brian.bainborough@sympatico.ca

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www.elapierre.com | info@elapierre.com

FOOD SAFETY

As many of you are aware, food safety is a topic of increasing importance with our customers, regulators, and events. In the past few years, several large festivals we attend have tightened their food safety permit process. Any items we make outside of traditional maple products, for example maple butter tarts, now must be made in an inspected kitchen. When sampling these products we must have a temporary permit showing we are handling food safely. Farmers' Markets still have some exemptions, but who know how long these will last? For these reasons we are planning to tighten our food safety preparedness.

An easy step in this process is an Ontario approved food handler certification course. Under Ontario law, food premises must have at least one person with their certification present during hours of operation. If you are not visited by the food inspector you aren't a food premises. However, any food permit process will go easier if you can list people that have the course. It also shows you are doing due diligence to protect your customers. In any legal or food safety issue you will have a leg up.

Courses are available in person, through self study, or on-line.

In person courses: They take a day and cost around \$50. Check your health unit's website for dates and cost. Certified providers can also offer them in person. See the link below for a list.

Self Study: You can also get the manual, study on



your own and pay to write the test all for about \$20. Online: There are many certified providers. The cost around \$30.

For certified providers follow this link: <http://health.gov.on.ca/en/pro/programs/publichealth/enviro/>

Our health unit, the Simcoe Muskoka District, advertises In Good Hands' online courses.

This is the easiest, most cost effective step you can take to improve your food safety!

JW

Classified Ads

\$12.00/for first 15 words. \$0.80/additional word

Cast Grates For Sale: 2 - flatsided and 5 - standard cast iron arch grates, \$200
FOB Campbellford Contact: Marc Curle, landline 705 653 2519, cell 705 653 8013

Limited Quantity of Bulk Syrup Available: Golden - \$3.15/lb., Amber - \$3.00/lb.,
Dark - \$2.90/lb., Contact: Brian Bartley, Norland, 705 454-8950.

UPCOMING EVENTS

International Plowing Match

September 17 to 21 at Verner, ON

Volunteers needed!

Our Algonquin District local is creating an educational booth at this years IPM. OMSPA is paying half of the booth fees and it would be great if Algonquin could get some volunteer support from other locals too.

Contact Tracy Seguin at the OMSPA office.



Maple Judging Workshop

Featuring: Kathryn Hopkins of UMaine

Sandy Flat Sugar Bush and Pancake House

Friday, October 4th, 9:00 am - 4:00 pm
500 Concession Road 3 West, Warkworth, K0K 3K0

Fee - \$50 Lunch will be provided

For more info. And to register: Chris Koopmans

616-961-9304 or koopy_176@hotmail.com



Maple Competition

Entry Closing Date: Monday, September 17, 2018

Entry Fees: \$5.00 per entry

Exhibit Arrival: Between Monday, October 15, 2018 and
Sunday, October 21, 2018 12:00 pm

Interactive Educational Event

Wednesday November 6th

Volunteers needed!

OMSPA will participate in this one day event at The Royal. We'll be working with school groups and other visitors to the fair, teaching them in a fun and interactive way about maple.

Contact John Williams at the OMSPA office.



DULUTH, OCTOBER 21-24 2019
"Celebrating Superior Sweetness"
Duluth Entertainment Conference Center (The DECC)



IMSI/NAMSC Board of Directors and Annual Meetings Fall 2019

October 21st - 24th, 2019 at Duluth Entertainment and Convention Center, Duluth, Minnesota

Wednesday Oct. 23, workshops, seminars for large producers and small producers

Thursday Oct. 24th, Tour of bushes and local attractions

Oct. 24th & 25th Maple Grading School

www.mnmaple.org for information and registration

OMSPA Promotion Store
Contact the Executive Director at :
Phone: 613-258-2294
Fax: 613-258-0207
Email:
admin@ontariomaple.com

Maple Mainline Deadlines

Winter
November 15, 2019

Spring
February 15, 2020

Summer
May 15, 2020

Fall
August 15, 2019



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:

2193 Wood Road, Wyebridge, ON, L0K 2E0 • admin@ontariomaple.com

www.omspa.ca

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