

# The Gathering Tank

*A Newsletter of the New Hampshire Maple Producers Association, Inc.*

Volume 22, Issue 1

June 2017

## Sign up for the Summer Meeting at Sunnyside Maples

Join maple syrup makers from all across the state for a day of learning. The Summer Meeting of the NHMPA takes place on Saturday July 22, 2017 at Sunnyside Maples in North Loudon, NH (across from the NH Motor Speedway.)

President Jim Fadden will open the meeting at 9:00am. Throughout the day, speakers will cover topics affecting the maple industry as well as important to the continued growth and success of the NHMPA and its members.

Since there is no cost to attend the Summer Meeting, it is a great chance for NH sugar makers to get-to-know the NHMPA. Invite those you know those who are new to sugar making to attend the meeting.

Registration begins at 8:00 am. Although there is no charge to attend the meeting itself, a catered lunch is available for those interested. An agenda and details on how to sign-up are in the back of this newsletter.

## 2017 NH Maple Month Highlights



- More than 100 NH maple producers open their doors throughout the month
- Gov. Chris Sununu brought his son to the Governor's tap highlighting the family tradition of maple syrup making
- More 12,000 people viewed the website, while social media posts to our Twitter had 31,800 views and Facebook over 54,000 views



*Sunnyside Maples featuring NH maple syrup in the NH Motor Speedway's "Maple Gas" video*

## Supply Syrup for the 2017 Fair Season

The NHMPA holds exclusive rights to sell maple products at several summer and fall fairs, including the Big E. All maple syrup and maple products need to come from NHMPA members.

If you're interested in putting your maple products for sale at the fairs in the 2017 fair season, you will need to follow the fair's vendor agreement.

For more information, contact the NHMPA Fair Committee members (Jeff Moore, [jeff@windsweptmaples.com](mailto:jeff@windsweptmaples.com), Bruce Treat, [brucetreat@gmail.com](mailto:brucetreat@gmail.com)) or your nearest NHMPA Director.

## President's Comments

New Hampshire is blessed to have generational sugaring families and new comers to maple production in our mix. Both take great pride in producing high quality maple syrup and maple products while working hard to further the NH maple industry. Please take a moment to congratulate yourselves for your part in this mission. Thank you for your continued support of the NHMPA and hopefully you'll take advantage of all the upcoming opportunities to showcase what makes the NH maple tradition unique. - Jim Fadden

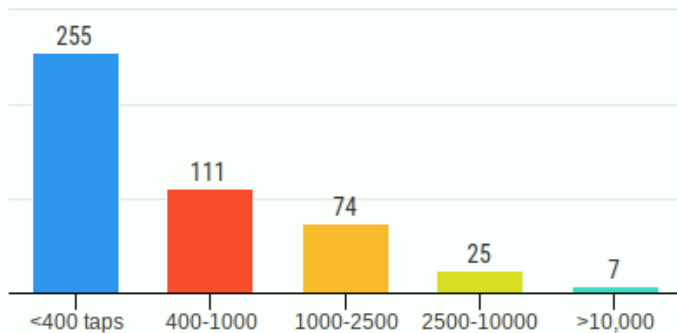
## Who Makes Up the NHMPA?

Preliminary demographic information from our 2017 membership database is presented for your review. It shows the complexity in collecting dues and, more importantly, the range of needs within the membership when more than 50% have fewer than 400 taps.

### Member Tap Info

483 members reported a total of 525,800 taps with an average of 1089 taps but over 50% of members have less than 400 taps.

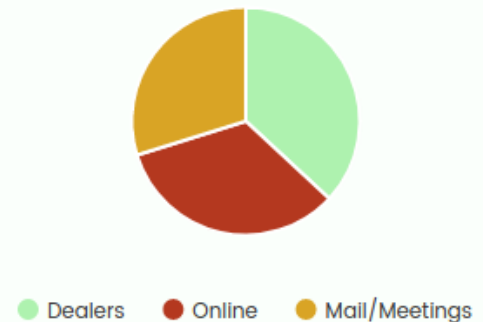
Total # of Taps by Member



### Membership Dues

There are currently 407 members paid up-to-date but a total of 581 listed. Dues are paid through dealers, online and mail/meetings.

% of Where Members Pay Dues



### NH Maple Producers Association

3 Hop Kiln Road  
Bow, NH 03304

[www.nhmapleproducers.com](http://www.nhmapleproducers.com)

Editor, The Gathering Tank—Brenda Noiseux

### NHMPA Board of Directors

Jim Fadden - President  
Dale Smith - Vice President  
Bruce Treat - Treasurer  
Steve Roberge - Secretary

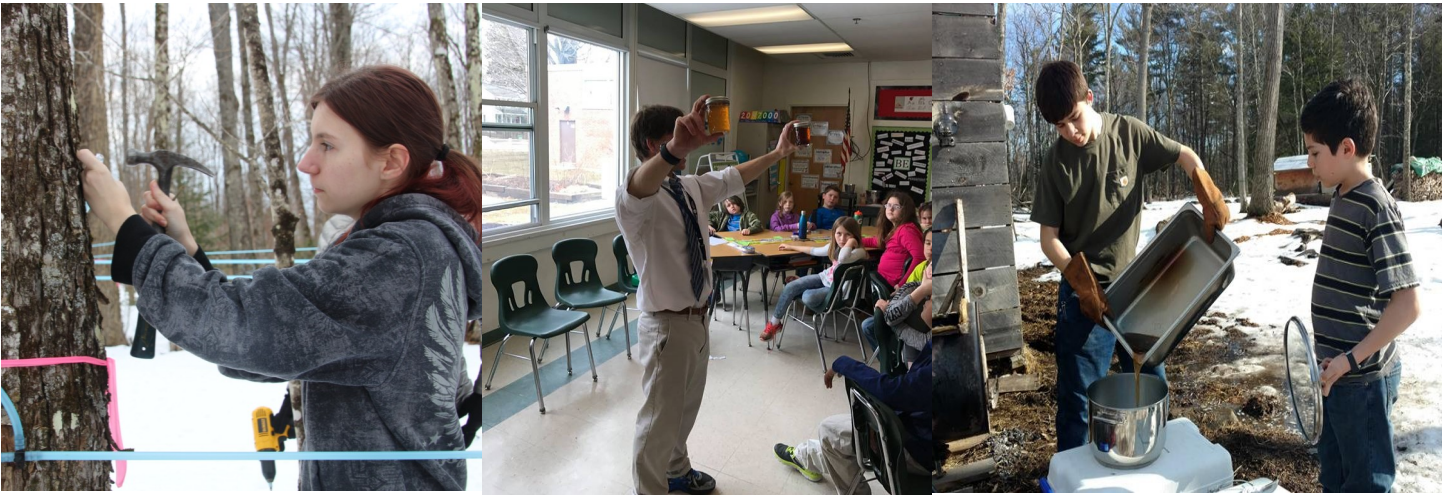
Nick Kosko  
Chris Olsen  
Ben Fisk  
Jeff Moore  
Sarah Fisher

# Felker Award

The revised Felker Award is off to a good start with 16 school applicants and 12 individuals. The program and the prize aim to encourage interest by New Hampshire youth in the production of our great maple sugaring tradition. The award is named for Walter Felker, a founder of the NHMPA in 1943.

Contestants were creative in their syrup making using gas-fired turkey fryers, wood fired barrel evaporators, half pints and a couple big evaporators roared. Several schools are looking at building sugarhouses as a result. A few schools had minor problems and we did not have enough mentor volunteers to help.

The Felker helps expand the NH maple brand through education. Mentoring a school or individual contestant is a rewarding experience! If you're interested in mentoring for 2018, let a director know.



*We have lots of great photos on our Facebook page [www.facebook.com/nhmapleproducers](http://www.facebook.com/nhmapleproducers)*

## Website News You Can Use

Since the relaunch of the website in November, there have been more than 20,000 website views, the majority of the views leading up to and including NH Maple Month.

We are aware of the Maple Weekend website issues and apologize for the frustration it caused. We have been working hard to make sure they do not happen next year.

The NHMPA has also increased its online visibility posting regular updates to our Facebook and Twitter with success. We've grown our audience to over 2100 page likes on Facebook and almost 500 followers on Twitter.

Although we've made good progress, the work continues to make the website easier to use for NHMPA members and consumers.

## Fair Committee Update

This spring a membership-wide communication was sent seeking managers for the state fairs we participate in and the Big E, as well as vendors to supply those fairs. Although the response was low (only 4 responses total), fair managers have been located with a few details to work out.

The directors are pleased to announce that association candy containers, and dry sugar shaker labels will be available to use for the 2017 fair season. It is anticipated that association maple cream containers will arrive in time for the fairs.

Finally, in early May the fair committee and last year's Big E manager sat down and met with UNH Professional Development + Training program to discuss possible future partnerships with our fair system.





## 2018 NAMSC/IMSI Conference to be Hosted in NH

The North Americana Maple Syrup (NAMSC) and International Maple Syrup Institute (IMSI) Annual Meeting and Maple Conference is scheduled for October 2018 at the Marriot in Concord, NH. As host state, the NHMPA can showcase what NH has to offer in addition to our overall contributions to maple industry. When NH hosts, we're also known for making it special.

The conference hosts approximately 300 guests. By hosting the conference, equipment dealers set up displays, there are special technology sessions, fundraising event for the American Maple Museum, and, of course, meeting and entertaining the maple producers from across North America.

The committee is looking for all-types of volunteers. At the moment, a need for advertising expertise exists. To volunteer, please contact Dale Smith. Whatever amount of time you can offer we will use it wisely.

### 2017 Crop Report

The 2017 maple season proved to be a challenge to many sugar makers. Some producers in the southern part of the state tapped in early January and boiled during the mid-January thaw, ending the first week of April. The majority of the producers reported making mostly darker syrup with exceptional taste.

The northern part of the state had a typical starting date and had finished mid-April. Many reported multiple smaller, high sugar content, continuous sap runs versus the fewer larger sap runs we have become accustomed to.

Yields in the south ranged from 50% average to the exception reporting a record crop. Many producers using vacuum systems reported 80% yield. The producers with the exceptional year had southern-facing sugar bushes and vacuum the lower yield group were typically gravity fed systems. Northern New Hampshire reported normal to slightly lower yields, again referring to the similar continuous sap runs the southern part of the state experienced.

### Farm Bill Funds

We have been notified by U.S. Sen. Shaheen's office that the 2014 Farm Bill maple allocation has been funded with one million dollars in 2017. There is no word yet on how these funds will be available, but we think it will be in the form of grants. Stay tuned for more information.



### NHMPA Citizen Scientists Collect Sap Samples

Over the past few years, local scientists have been studying whether maple sap chemistry can be used to monitor tree health.

To help with the effort this year, twenty-four NH sugar makers volunteered to collect sap samples from their first three runs. Paired with information from their journals they contain vital observations about sap flow, sugar content, and weather conditions.

Dr. Martha Carlson interviewed the volunteers to capture their thoughts on this year's sugaring season. The research was funded in part by a grant from the NHMPA grant helps cover the cost of the collection of the samples and the analysis of the results.

Dr. Carlson will be presenting the results from the sap sample study at the NHMPA Summer Meeting.

## Recap of the International Maple Syrup Institute May Meeting

The NHMPA is a proud member of the International Maple Syrup Institute (IMSI). The mission of the IMSI is to promote the use of pure maple syrup and protect the integrity of the product while encouraging cooperation among all persons or groups involved in any aspect of the maple industry. The NHMPA sent delegate representative David Kemp to the May meeting in Croghan, NY.



Based on verbal reports by attending members, overall producers who tapped early fared better than those who had not. Buckets and gravity tubing systems did poorly. In the US, producers with tight tubing systems and high vacuum produced the most per tap. Flavor was good but production of Golden syrup was down. Golden syrup that was only produced early in the season with many producers reporting none made at all. In Canada, producers had above-average production particularly North and East. The official crop report is due out in June.

Maple syrup prices in Canada are stable because of two years of fixed pricing at \$2.95 Lb. Packer David Marvin reported US prices down because of the exchange rate. The \$9. Per Qt. syrup was bad for the industry and didn't expect that all of this spring's crop would be sold, but that maple is still one of the most profitable agricultural endeavors with eleven years in a row of profitability. Equipment Manufactures Leader, La Pierre and CDL, reported continuing growth in Canada but expected slowing in US.

Only 2 full-time extension maple specialists are left in the country, Mark Isslhart and Steve Childs. As extension maple specialists retire there appears to be reluctance to replace them. If all the part-time positions were added together there are only 5.5 positions total left (for example our own Steve Roberge would be a .5 or less.)

On the regulations front, work continues with regarding the Nutrition Facts Panel and the FDA. The process has slowed, and the FDA has requested a formal letter be sent them requesting extension of implementation. The FDA has relegated maple syrup into the "empty calories" category. It is possible with documented scientific proof of nutritional benefit the category could be changed which would be beneficial for maple. Additionally, work is being done to classify maple as a carbon-neutral or carbon-negative industry.

With regards to maple promotion, the ISMI continues to work on the "maple slogan" and "maple month" verbiage. For social media, like Facebook, Twitter, Instagram, and Pinterest, the ISMI is working on pre-approved themes on the uses of maple, putting a spotlight to move it from the back of the fridge to the front.

Additionally, IMSI Exective Director David Chapeskie will be presenting at the NHMPA Summer Meeting.



The American Maple Museum was started in 1977 to preserve the history and the evolution of the North American Maple syrup industry. The Museum hosts the American Maple Hall of Fame which honors men and women who have given of themselves to the advancement of the maple syrup industry. Gordon Gowen, Charlie Bacon, Ken Bascom, Roy Hutchinson, Hank Peterson, and Bruce Bascom are NH sugar makers who are honored members. For more info on the maple museum and the hall of fame go to [www.americanmaplemuseum.org](http://www.americanmaplemuseum.org).

## From the Treasurer

Our tax year 2016 tax returns and required 1099s were filed in a timely manner. An electronic file of the return is available for inspection. Please remember our tax-exempt status is granted in return for providing a needed and beneficial mission and, as a 501(c)6, any individual donations are not tax deductible.

Our income statement for the first half of 2017 shows a slightly larger loss than the previous year. With our income up slightly, this is the result of shifting expense money from promotion to container purchases and member services. Our level of Fair income will be the hurdle that determines how the year end will look. However, I expect we will be in good shape and close to the approved budget.

Container sales for 2017 are average; 1247 cases May YTD vs. 1703 cases in 2016 and 1736 cases in 2015. (Historically, 75% of sales are in the 1st half of the year and 25% in the 2nd half.) In order to keep NHMPA containers competitively priced in the market, the Directors have agreed to change the container model from consignment sales to entirely invoiced sales to the dealers. Additionally, a strategic reserve, purchased on discount, will be kept at Sunnyside Maples. FW Webb will be a new dealer.

### NEW HAMPSHIRE MAPLE PRODUCERS ASSOCIATION Profit & Loss January through June 2017

	Jan - Jun 17	Jan - Jun 16	\$ Change
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>Container Sales</b>	98,240.18	94,670.61	3,569.57
<b>Donations</b>	596.63	513.00	83.63
<b>Membership</b>	16,196.49	17,240.08	-1,043.59
<b>Other Sales</b>	3,134.47	2,522.00	612.47
<b>Total Income</b>	118,167.77	114,945.69	3,222.08
<b>Gross Profit</b>	118,167.77	114,945.69	3,222.08
<b>Expense</b>			
<b>Association Management</b>	291.07	1,024.02	-732.95
<b>Awards</b>	100.00	0.00	100.00
<b>Big E</b>	7,266.50	186.21	7,080.29
<b>Containers</b>	86,063.74	77,351.04	8,712.70
<b>Education</b>	1,532.50	0.00	1,532.50
<b>Fair Expenses</b>	0.00	375.00	-375.00
<b>Member Services</b>	17,109.57	10,413.13	6,696.44
<b>Promotion</b>	16,955.48	34,066.92	-17,111.44
<b>Total Expense</b>	129,318.86	123,416.32	5,902.54
<b>Net Ordinary Income</b>	-11,151.09	-8,470.63	-2,680.46
<b>Net Income</b>	<u>-11,151.09</u>	<u>-8,470.63</u>	<u>-2,680.46</u>



#### Did you know?

During 2017 NH Maple Month, the NHMPA held a weekly photo contest via social media to encourage the public to share photos of their NH sugarhouse visits. Winners received a copy of the NHMPA Maple Recipes cookbook.



## Summer Meeting Agenda

**When:** Saturday, July 22, 2017

**Time:** 9am - 2pm

**Where:** Sunnyside Maples, 1089 Route 106 North  
Loudon, NH (across from the NH Motor Speedway)

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**8:00- 9:00    Registration**

**9:00            Welcome & Meeting Opening**

Host remarks - Moore Family  
Felker Presentation & Awards  
Facebook & Social Media education presentation  
Treasurer Report  
Website Report & Education  
Fair Report  
Sap Samples Study Results - Martha Carlson  
Container Report  
2018 North American Conference Report  
Carlisle Awards

**12:00 Catered Lunch** -\$10 per person pre-paid or \$20 per person at-the-door \*

International Presentation - Dave Chapeskie  
Door Prizes & Adjournment

\* To ensure enough food for everyone, we encourage you to reserve your lunch in advance for \$10/person. A limited number of lunches will be available the day of for \$20/person. Checks to be made out to NHMPA and mailed to Bruce Treat, 3 Hop Kiln Road, Bow, NH 03304.

## Visit a New Hampshire Sugar House Today

New Hampshire is home to over 400 maple sugaring families  
dedicated to the high quality NH Maple Tradition.

Many sugar houses are open year-round selling  
world-famous maple syrup and other maple products.

Find a sugar house near you at [www.nhmapleproducers.com](http://www.nhmapleproducers.com)



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