

THE TERROIR OF MAPLE

TERROIR - is the set of all environmental factors that affect a crop's epigenetic qualities, when the crop is grown in a specific habitat. Collectively, these environmental characteristics are said to have a character.

Maple flavor is affected by soil type, tree genetics, weather conditions during the maple season, time during the season when the sap is collected, and processing technique. Producers in every region consistently are able to produce good tasting, high quality products, but no region is always better than another. Pure maple is a natural product with considerable variation in flavors. Like wines, this variation should be sampled and enjoyed. Around 300 different natural flavor compounds have been found in pure maple syrup, though not all in the same syrup. Your nose detects most of these compounds. There is a compound linked to maple flavor that is present in all pure maple products, but varies in amount between producers and time of year. Other prominent flavors are sugars, caramel, and vanilla. Nutty, buttery, floral (honey), cereal, chocolate, and coffee flavors can be found in some syrups. As is the case for most natural products, maple syrups have complex flavor chemistry to delight your sense of taste and smell.

Pure maple captures the quintessential character of New England. Maple production peaked along with the Transcendental movement of the mid 1800's, which promoted the ideals independence, self-reliance, ingenuity and the observance of nature, as an agrarian counter to the industrial revolution sweeping across America and the globe. It held that bottom up, independent, self-reliant folks made better citizens and stronger communities than the top down political parties and government policies of the time. The Transcendental movement coincided with the apex of the Poor Farms, The Granges, The Farmers Union, The Shakers and a host of agricultural communities, all of which contributed to the enormous 19th century maple production by today's standards.

To ensure the highest quality, maple producers process their sap as soon as possible each day the sap runs. Many of the small independent New Hampshire producers also bottle each day's production separately. Visit a typical NH family sugarhouse and there are always an array of daily production samples lining a window and a character with a ready and detailed explanation of the underlying terroir!

Taste Our Proud Tradition



**New Hampshire
Maple Producers
Association, Inc.**

www.nhmapleproducers.com

