

The Gathering Tank

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

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May 2020

NHMPA Summer Meeting

Based on the current restrictions on gathering size, a date for the NHMPA summer meeting has not yet been set. In the event that an in-person gathering can be held, the Board is looking for a location. If you would like to volunteer a location for the meeting, contact Sue Folsom at mpsugar@icloud.com or 603-887-3672.



New Hampshire Farm Products Map

NH Farm Products Map

Because of the COVID-19 pandemic, many residents are avoiding or limiting trips to crowded supermarkets. Connecting farmers directly with consumers allows for curbside pick-ups or delivery methods that maintain physical distancing, while providing local, nutritious food to New Hampshire communities.

In addition to food essentials like meat, produce and dairy, farmers can list other offerings like cut flowers, hay, compost, seedlings, soap, candles and more. UNH Extension's online map includes farm locations and contact information, farm-preferred methods for relaying product, marketing updates to the public (websites and social media accounts), payment options, alternative purchasing locations, purchasing incentives/food access programs (such as SNAP, senior discounts or veteran discounts) and product category listings.

Farms and related companies that want to be included on the map should use the entry form on the website, <https://extension.unh.edu/resource/new-hampshire-farm-products-map>. Those already appearing on the map can make changes by using the update a listing form.

Fair Season Planning

As many have probably heard some of the fairs have canceled for this year. Some are waiting to announce at a later date. With that said we still have to plan that the others may still go on.

The NHMPA Board of Directors has decided to change the format for syrup sales for The Big E this year. NHMPA Fair contact, Darrell Fisk would like to start a list of producers that have syrup to sell to the NHMPA. We will also be looking for other products like candy, cream, sugar and any other products we normally carry, plus, other products that you as producers may have.

We hope many of you consider volunteering at the fairs, especially at The Big E as we only had a few members volunteer last year at The Big E. It really is a great way to learn about our members. If you have any questions, please call Darrell at 603-554-4392.

Anyone interested in being a manager at one of the fairs, if the fairs go forward, should email the NHMPA Board of Directors at info@nhmapleproducers.com.



**THE
BIG E**

A Message from the Board

We're all facing challenges during the pandemic that none of us have seen before. Despite this we continue to look toward the future, near and far, to come up with old and new ways to support you, our members. While the future is uncertain we are working to position ourselves to be able to take advantage of our NH Fairs if the state opens social distancing by the fall. We're also exploring and planning a fall statewide event on the scale of Maple Weekend so that we can try and gain back those sugar season sales we lost.

You, the members, are the most important part of this association and we are always delighted to hear from you on any topic. Your help is always wanted and needed in all things we do together. It is impossible to stop a group of people striving towards the same goal. Please considering volunteering at a NHMPA-sponsored event or even being a board member.

Stay safe and be well.

NHMPA Board of Directors

2020 NAMSC/IMSI Convention Canceled

During this difficult time of the COVID-19 pandemic we hope you and your families are safe and healthy. The Wisconsin Maple Syrup Producer's Association (WMSPA), NAMSC and IMSI have made a very difficult decision. We have decided for the health, safety of convention attendees and uncertainties lying ahead of us, it is in everyone's best interest to cancel the NAMSC/IMSI Convention October 21-24, 2020 in La Crosse, WI. Massachusetts has so graciously offered to allow the WMSPA to take their spot in 2022; and hosts slated for 2023 and beyond have offered to advance one year. WMSPA is thankful for this opportunity and felt this would be the best approach, not knowing what each day brings. *From the notice by Theresa Baroun,*

Fall Maple Event

On behalf of the NHMPA, Nick Kosko has been in contact with representatives from most of the maple producing states and provinces about a new fall promotion. New York has offered to come up with a motto/logo for the event which is hoped will be coordinated throughout the Maple belt.

Things are still in the development phase. Each state/province would do their own advertising. The target timeline is around Columbus Day Weekend.

The NHMPA Board has voted in favor of supporting this should conditions allow.

NHMPA Board of Directors

President - vacant

Vice President- vacant

Treasurer -Sue Folsom
mplsugar@icloud.com, 603-887-3672

Secretary - vacant

Advisor to the Board - Nick Kosko
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Bill Cheney - VLSS708@yahoo.com, 603-254-5507

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Win van Mourik - win@foursapssugarshack.com

Chris Olsen - chris@syrupybythesea.com, 603-988-6174

Editor, The Gathering Tank - Brenda Noiseux

A Message from the NH Dept of Agriculture

Many Options for NH Farm Businesses to Promote Themselves

The NH Dept of Agriculture, Markets & Food (NHDAMF) offers several online directories where farms can list, for free, which are widely promoted by the Dept. and used by consumers. Choose any and all the options that fit what your business offers (if your maple business has a retail store choose, farm stand).

Current directories are:

- Farm Stand:

<https://www.agriculture.nh.gov/publications-forms/documents/farm-stand-directory.pdf>

- Harvest Your Own:

<https://www.agriculture.nh.gov/publications-forms/documents/harvest-your-own.pdf>

- CSA: <https://www.agriculture.nh.gov/publications-forms/documents/csa-directory.pdf>

- Livestock:

<https://www.agriculture.nh.gov/publications-forms/documents/livestock-directory.pdf>

- Wholesale:

<https://www.agriculture.nh.gov/publications-forms/documents/nh-wholesale-food.pdf>

All of these directories can be viewed on the NHDAMF website at:

<https://www.agriculture.nh.gov/publications-forms/agricultural-development.htm>

A registration form is located on the same page or contact Gail McWilliam Jellie .

There are also several regional farm promotion directories and activities though organizations such as Seacoast Eat Local, Vital Communities and Monadnock Farm and Community Coalition. Also efforts organized by County Conservation groups such as in Merrimack County and Belknap County.

The more your farm name gets out to potential shoppers, the better. Take advantage of these free marketing opportunities.

Gail McWilliam Jellie

NH Dept. of Agriculture, Markets & Food

gail.d.mcwilliamjellie@agr.nh.gov

603-271-3788

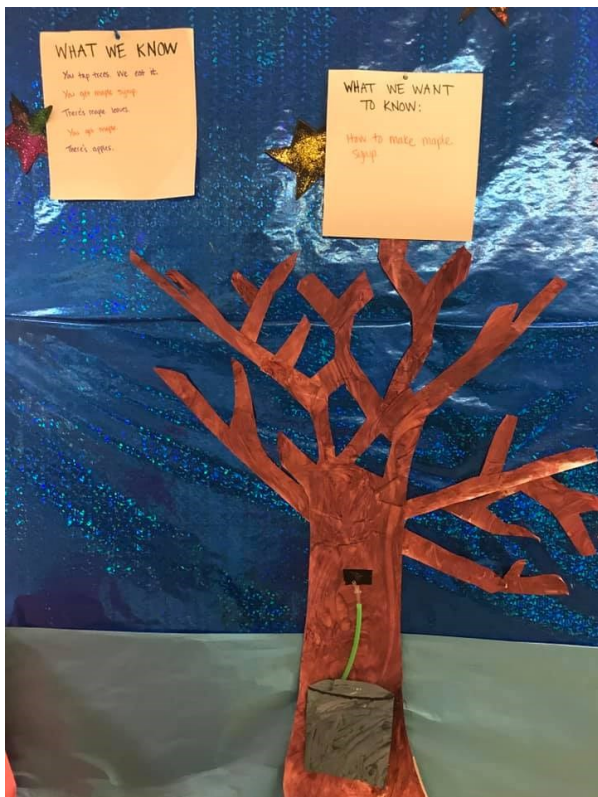


Partnering on Maple Education with NH Ag in the Classroom

Tucker Mountain Challenge

Maple education is a key part of the NHMPA's mission. In partnership with NH Agriculture in the Classroom (NHAITC), the NHMPA sponsors the Tucker Mountain Challenge, a program that gives hundreds of NH school children a hands-on maple sugaring experience each year. In 2020, 14 schools, representing approximately 1,500 students, registered for the challenge; 5 of these schools are new to the program. With the transition to online learning, NHAITC coordinator, Debbi Cox, reached out to the teachers to see if they would be able to submit their pint of syrup; 8 said yes, 2 said no and 4 did not respond.

In an effort to help teachers continue incorporating maple sugaring in their classes, NHAITC created the Peterson Project where students could participate remotely. This is essentially the same as the Felker Award, but open to classes and small groups. Their deadline for entries is June 1st, so participation numbers are not yet available.



Classroom Maple Equipment Grants

For the 3rd year in a row, NHAITC offered maple equipment grants to schools that wanted to participate in the Tucker Mountain Challenge. Many teachers pay the cost of their class's maple sugaring out of their own pockets, so these grants are critical for reaching more schools and more students.

NHAITC works on a very tight budget and does not have the funds to sustain the average \$1,700 annual cost of the grant program on their own; the first 2 years of the program were funded through a grant that NHAITC was able to secure. This year, thanks to Treat's Sugarhouse, NHAITC was able to offer 6 equipment grants: 4 reverse osmosis buckets and 2 basic tapping supply packages. In order to continue the program, NHAITC is asking NH sugar houses and others donate. To get involved, contact Debbi Cox at nhaitc@nhfarmbureau.org. A hands-on maple sugaring experience creates lifelong maple fans!

Carlisle Award Presentation at the Winter Meeting



At the Annual Meeting on January 25, 2020, the following producers were honored during the Carlisle Award Presentation. Thanks to all who participated!

The Carlisle Award was awarded to
Scarinza's Sugarhouse.



2nd Place: Hunt's Sugar House

3rd Place: Journey's End Maple

4th Place: Atkins Family Sugarhouse

5th Place: Beaver Meadowbrook Farm
Sugar House

Carlisle Award Qualifier

Under usual circumstances, entries for the Carlisle Award must be qualified during the NH fair season, by being judged in a participating NH state fair and placing in the top 3 from NHMPA members at each fair.

With to the uncertainty of this year's fair season, the NHMPA Board of Directors is watching the situation and considering alternative options for contest qualification if the fairs are canceled.

Container Update

The end of May is usual the time to take orders from the container dealers and have those orders to Bacon Jug the first week of June to receive the NHMPA 10% discount. NHMPA container contact Bill Cheney will be working on that in the upcoming weeks.

Candy boxes are available at Sunnyside Maples, Somero Maple Farm, and Ben's Sugar Shack. The association will be ordering more of the maple cream tubs in the pound and 1/2 pound sizes. The order size will be reduced somewhat as association will not carry as much inventory as we have in the past because we have carried them in inventory more than we need to.

Occasionally Directors get a request to have an inventory of glassware for members but we have stayed away from dealing with glassware because there is such a diverse selection of glass shapes and sizes that not all dealers would have storage area to handle and store. We also have a consideration of having to distribute stock to dealers as the maker would not deliver to numerous places within the association dealer network.

Union, NH 03887

141 Wakefield Rd



Get Social!

Did you know you can find the NH Maple Producers Association on Facebook, Twitter and Instagram?

Follow us for news, recipes, contests and more that you can share with your own sugar house followers!



The NHMPA is dedicated to raising awareness of NH's maple sugaring industry and proud maple tradition. With articles in The Maple News, press releases, social media, and more, the NHMPA works throughout the year to keep NH maple on the minds of the public.