



NHMPA 10/14/2025 Monthly Meeting Minutes 7:00 pm - via Zoom

Board Members Present: Andrew Chisholm, Shawn Atkins, Ryan Sheehy, Kate Ziehm, Christa Campbell (Secretary)

Board Members Absent: Chris Olsen, Chris Hicks, Dave Kemp, Gene Chapdelaine

Members Present:

The meeting was called to order at 7:04 pm by Andrew Chisholm.

Approval of Prior Meeting Minutes/Upcoming Meeting Dates

- A. September 9, 2025 meeting minutes – A motion to approve the meeting minutes from the previous meeting by Ryan, seconded by Shawn motion carried.
- B. Next monthly meeting – Tuesday, November 11, 2025, via Zoom, 7 pm

Old Business

- A. **Fairs** - Andrew talked about the success of the Deerfield fair, which had \$82,000 in total sales, down 4.8% from last year, and distributed 21,500 samples over three and a half days. Shawn was praised for coordinating the fair's logistics, including securing new suppliers who contributed three staff members. Shawn reported on the Big E event, noting \$43,000 in gross sales with potential for \$44,000 once James's numbers are received, which Andrew estimated would result in a small loss of about \$3,000 for the association. They discussed that the event typically

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requires \$52,000 to cover expenses, and both Shawn and Andrew noted that foot traffic and sales were down compared to previous years, with Shawn mentioning that a significant amount of product was brought back compared to the previous year. Andrew suggested that the lower sales might be due to the potential onset of a recession or economic factors, and both agreed to adjust expectations accordingly for future events. Andrew mentioned an ongoing issue with mixed syrup labels from four producers that needs to be resolved.

- B. Container Update** - There have been container production and packaging challenges, they are in production now. Andrew reported that the Natively New Hampshire logo was included in the container design, though he found it a bit prominent. Rebecca at the Dept of Ag thought it looked amazing. CDL is working on finalizing cap designs and pricing, with Holly taking on the task of improving the caps. The team is also facing issues with case sizes, as CDL is reluctant to change the current packaging dimensions. Andrew suggested using existing bacon boxes for packaging, which CDL will consider. Andrew confirmed that production on containers has started with a January target
- C. Membership 2026** - Christa mentioned all that is needed for the roll out of the 2026 membership is Andrew's president's letter. Christa will review the letter for appropriate language, format and punctuation.
- D. 2026 Annual Meeting** - The deposit has been made for the Grappone Center, Glen Goodrich has confirmed he will be there as the keynote speaker, with his wife potentially presenting on marketing or cooking with maple. The board was encouraged to suggest topics for Glenn's presentation, and Kate supported including a session on off-flavors, which Andrew will pursue with UVM. Kate suggested that the off-flavors would be excellent, are educational, and well received.

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- E. Website Update- Ryan-** Ryan and Andrew discussed website updates, focusing on content development and a potential e-commerce feature for container dealers. Andrew proposed a password-protected tab for dealers to order containers directly, which Ryan agreed to investigate further. They also explored options for selling apparel and gear through the website, considering partnerships with companies like Orca and Fanatics for dropshipping. Ryan mentioned that the board had approved the "Maple Map" project, and Andrew agreed to verify the approval details. Ryan reported that design work is beginning once content approval is received, with visuals expected for the next meeting.

New Business

- A. Charitable T-shirt Fundraising Initiative -** The board approved using the association logo on t-shirts for a charitable cause, with Deb Locke taking the lead on design and distribution. They discussed setting up a donation table at the annual meeting with easy donation options like GoFundMe and QR codes. The board also agreed to help raise awareness for Maggie's situation, acknowledging the fine line between privacy and public support. A motion to approve the logo on t-shirts for this charity, created by Deb Locke, by Andrew, seconded by Ryan; motion carried. Christa will send the NHMPA logo to Deb Locke.

Motion to adjourn the meeting by Andrew with a second by Shawn; motion carried. The meeting adjourned at 8:56 pm.

Respectfully Submitted,
Christa Campbell, *NHMPA Secretary, Morning Ag Communications*

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