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Superior Sweetness

October 21-24, 2019

Duluth, Minnesota



North American
Maple Syrup Council



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Annual Meetings**





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Carl Vogt: Forester, Author, Educator, Leader and Mentor

We have chosen to dedicate this NAMSC/IMSI Convention Program to Carl Vogt — Minnesota's "Mr. Maple".

Carl has been active in forestry and related fields for over 40 years. He started his career in Minnesota as a District Forester for the Minnesota Conservation Department (DNR) in the mid 1960's. He worked in all parts of Minnesota advising land owners on everything from tree planting to tree harvest to maple syrup production. He later joined the University of Minnesota Extension Service where, among other endeavors, he annually conducted his very popular maple syrup clinics throughout the state.

Carl has long been active in both the Minnesota Maple Syrup Producers Association (MMSPA) and the North American Maple Syrup Council (NAMSC). He served as editor of the Minnesota Maple News and was involved in organizing the three prior Minnesota NAMSC Conventions (1976 Hill City, 1987 Duluth, 2001 St Cloud). He served many years on the Board of Directors of the MMSPA and represented Minnesota as both the Delegate and as an Alternate to the NAMSC. At the NAMSC level, Carl served as Secretary-Treasurer from 1989 - 2004. He was inducted into the North American Maple Museum Hall of Fame in 2011.

Carl's guidance, advice and example have served those who have followed him well. It is only fitting that we recognize Carl with this program dedication at the 2019 NAMSC/IMSI convention, ***Celebrating Superior Sweetness***, back here in Duluth, Minnesota.



STATE OF MINNESOTA

Office of Governor Tim Walz

130 State Capitol ♦ 75 Rev. Dr. Martin Luther King Jr. Blvd ♦ Saint Paul, MN 55155-1611

October 7, 2019

Dear Maple Sugar Makers and Industry Professionals,

As Governor of the State of Minnesota, it is my sincere pleasure to welcome you to our state for the annual meetings of the North American Maple Syrup Council and the International Maple Syrup Institute. It has been 18 years since this convention was last held in Minnesota and we think it's sweet of you to come back. I am confident that the Minnesota Maple Syrup Producers Association will roll out the welcome mat with lots of Minnesota Nice!

With all the maple syrup and maple confection competitions, it makes sense that your convention has most appropriately adopted the slogan: Minnesota Maple: Celebrating Superior Sweetness.

The trade show and technical sessions promise the latest in maple equipment, while research and business sessions will set the course for the maple industry in the years ahead. Your visit to Duluth, special events, and tours of the surrounding Lake Superior north shore region promise memorable sites and unforgettable experiences.

Please enjoy your time in Minnesota. We hope you will extend your stay to see more of the state and return in the future as well. Safe travels to you all.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Walz".

Governor Tim Walz

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October 21, 2019

Welcome from the Minnesota Maple Syrup Producers Association!

First of all I would like to extend a warm welcome to all of our maple friends from Canada and the US. Minnesota is on the northern and western fringe of the commercial maple producing world and we truly appreciate that you have travelled to the frontier to be with us! Our goal is to help you and to delight you. Thank you for being our guests.

The business meetings of the NAMSC and IMSI are a focus of this convention and we hope that we've given the leadership of these two organizations a comfortable and productive space to debate and conduct business.

For those who are here for the speakers, technical sessions and tradeshow, we have topics ranging from local history, to forest management, to maple nutrition and you can attend technical sessions on a myriad of topics. And, we are proud to say, we have organized the greatest maple tradeshow in Minnesota history.

And, what would the convention be without food and activities? Harbor and city cruises, curling club, interesting special activities, maple syrup and photo contests, banquet – all designed to delight and make your visit memorable and enjoyable. Of course, we want to show off at least this little corner of the state and have included many opportunities for you to experience Duluth and parts of the north shore.

We especially want to acknowledge and thank our convention sponsors, trade show vendors and program advertisers. Without their generous support and involvement this event would not be possible nor financially feasible. A complete listing of these firms and individuals are listed towards the end of this booklet. Please support and thank them!

Our convention planning committee started organizing this program in 2013. These volunteers have all worked diligently and single-mindedly under the leadership of Stu Peterson and Shelly Carlson to put together this event. I want to thank the entire committee for their hard work and crazy-busy schedule.

Lastly, we also want to thank both the DECC and Visit Duluth for guidance and introducing us all to the right people who have helped make this all possible,

Chris Ransom
President, Minnesota Maple Syrup Producers Association

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Do you tap maples in Minnesota? Are you looking to find more customers interested in buying local? Join Minnesota Grown today! You will be able to use our widely recognized branding, including our maple syrup logo. You can also list your business in our annual local foods directory, which reaches 150,000+ people in print and 375,000+ people online each year.

Learn about joining, member resources, and how we promote members like you at www.minnesotagrown.com/members-retailers.



Meeting Schedule

NAMSC/IMSI Annual Convention

Duluth, Minnesota – Celebrating Superior Sweetness

Note: Meeting room assignments subject to final changes. (As of 9-15-19)

Sunday- Day Before 10/20/2019

Afternoon/Evening	IMSI Task Team Meetings	2:00-4:30 PM Inn on Lake Superior
	IMSI /NAMSC Joint Executive Committee Meeting	6-8:00 PM. Inn on Lake Superior
	Dinner on own.	Numerous choices nearby.
	Limited Registration Desk Open	5:00-7:00 PM Inn on Lake Superior Lobby

Monday – Day 1 10/21/2019

Morning	Breakfast	Served at Hotels
	Registration Desk Opens at DECC	7:30 AM - 4:30 PM DECC 2 nd Floor Skywalk Level
	Contest Entries Received at DECC	9:00 AM – 4:30 PM DECC Harbor Side 2 nd Floor Skywalk
	Trade Show Set-up:	8:00 AM-Noon DECC Harbor Side Ballroom 3 rd Floor
	IMSI Board Meeting	8:30 AM-2:30 PM DECC Harbor Side Room 205
	NAMSC Committee Meetings	9:00 AM-2:00 PM DECC Harbor Side Room 202
	Special Event Duluth City Tour (Hosted by Visit Duluth)	9:00-11:00 AM Bus Boards at Hotels
Noon/Afternoon	Lunch - NAMSC and IMSI Delegates & Board Members only - Registrants: Lunch on own.	Noon-12:30 Buffet Skyway Foyer Room 204 Numerous choices near hotels & DECC
	Trade Show Open	1:00 PM-5:00PM DECC – Harbor Side Ballroom 3 rd Floor
	NAMSC Board Meeting	3:00-6:00 PM DECC Harbor Side Rm. 203
	Special Event Duluth Harbor Cruise Boards at 2:30, Departs 3:00 Sharp!	2:30-5:00 PM - Boarding at DECC Cash bar and snacks, Narrated Tour.
Evening	Celebrating Minnesota Dinner & NAMSC Research & Educ. Fund Raiser “Going To Be Fun”	6:00 PM 9:00 PM DECC 2 nd Flr. City Side Lk. Sup. Ballroom J Reception, Dinner, Research fund raiser. Free Will Donation- Drawings, Raffle, Calcutta.

Tuesday – Day 2 10/22/2019

Morning	Breakfast	Served at Hotels
	Registration & Contest Entries Continue	8:00 AM – 4:00 PM 2 nd Flr. Skywalk
	Trade Show Open	9:00 AM – 5:00 PM DECC Harbor Side Ballroom 3 rd Floor
	NAMSC Opening Ceremony	8:00-8:30 AM-DECC <u>City Side</u> Lake Superior Ballroom - O Delegates Grand March Welcome by Duluth Mayor Emily Larson
	NAMSC Annual Meeting Session and Key Note Speaker: Dr. Joseph Orefice	8:30 AM to Noon <u>City Side</u> Lake Superior Ballroom – O
	Break	9:30-10:00 AM (Trade Show area)

Noon / Afternoon	Group Luncheon Luncheon Speaker:	Noon-1:00 DECC 2 nd Flr. <u>City Side</u> Lake Sup. Ballroom J Thom Holden: <i>"Shipwreck History in the Twin Ports"</i>
	IMSI Annual Meeting and Key Note Speaker	1:15 PM- 3:30 PM 2 nd Flr. <u>City Side</u> Lake Superior Ballroom- O Speaker: Dr. Navindra Seeram, U of Rhode Island, <i>"Maple Nutrition and Health Benefits Research Update."</i>
	Special Event Duluth Curling Club – Reception/Mixer Observation Level Club Room	4:00-5:30 PM Located at the DECC. Cash Bar. Snacks provided. Competitive curling on 8 sheets of ice viewed from the observation level.
Evening	Dinner on Your Own	Numerous choices nearby.
Wednesday – Day 3 10/23/2019		
Morning	Breakfast	Served at Hotels
	Registration / Information Desk open	8:00AM - 3:00 PM 2 nd Floor Skywalk
	NAMSC Closing Session and NAMSC Workshop	8:00 - 10:00 AM <u>City Side</u> Lake Superior Ballroom- O <i>"Judging Syrup-How to make better syrup"</i>
	Education Maple Specialists Meeting	8:00AM - 10:00AM, DECC City Side - French River Room 2
	Trade Show Continues	9:00AM - 3:00PM Harbor Side 3 rd Floor
	NAMSC Strategic Planning (Delegates and Alternates)	10:00AM-11:30 AM <u>City Side</u> Lake Superior Ballroom- O
	Manual Editors and Contributors Meeting	10:00 AM- Noon, DECC City Side – French River Room 2
	Technical Sessions	Rooms: Harbor Side - 202,204,205 10:30 AM - Noon
Noon / Afternoon	Group Luncheon	Noon-1:00 2 nd Flr. <u>City Side</u> Lake Superior Ballroom J
	Special Event: Cirrus Aircraft Plant Tour	11:00 AM to 3:00PM Includes Lunch. Bus boards at hotels.
	Technical Sessions - Continue	1:00-5:00 PM DECC Rooms 202, 204
	Trade Show Tear-Down	3:00-6:00 PM
Evening	Social Hour at the DECC	5:00-5:45 PM 2 nd Flr. <u>City Side</u> Lake Superior Ballroom
	Banquet /Program /Awards /Entertainment	5:45-9:00 PM 2 nd Flr. <u>City Side</u> Lake Sup. Ballroom J Entertainment: Harbormaster Chorus
Thursday – Day 4 10/24/2019		
Full Day	Coach Bus Tours 7:45 AM-5:30 PM <i>Do not be late! Busses depart at 8 AM sharp!</i>	Two tours. Duluth area and north shore sugaring wild rice and other local attractions. Busses load at hotels. Cooking with Maple demo and Lunch.
Full Day	IMSI Grading School	Inn on Lake Superior Organized by Kathy Hopkins, U of Maine
	Dinner On Your Own	Numerous choices nearby.
Friday – Day 5 10/25/2019		
Full Day	IMSI Grading School - Continued	Inn on Lake Superior

Technical Sessions

Speaker Schedule & Presentation Abstracts

Wednesday, October 23, 2019

Speaker Schedule			
Time	Rooms		
	205	202 – 'Technical' Sessions	204 – 'Practical' Sessions
10:30 – 11:15	Maple Syrup 101: Beginners Clinic – <i>Jim Adamski</i>	Reduced Sap Yields From Tapping Into Stained Wood – <i>Mark Isselhardt</i>	An Effective Defoamer For Organic Maple Syrup Production – <i>Abby van den Berg</i>
11:30 – 12:15	Maple 101 – <i>continued</i>	Maple Business Trends 2019 – <i>Mark Cannella</i>	Hydrometers – Are Yours Accurate? – <i>Gary Graham & Henry Marckres</i>
Lunch			
1:00 – 1:45		Buddy Maple Syrup: Characterization, Origin And Remediation – <i>Martin Pelletier</i>	Keeping It Safe In The Sugarhouse: Tips For Accident Prevention And Emergency Preparedness – <i>Jason Lilley</i>
2:00 – 2:45		Proctor Center Update – <i>Dr. Tim Perkins</i>	Opportunities For Maple Soda, Sports Supplements And Fermented Products – <i>Aaron Wightman</i>
3:00 – 3:45		Cornell Maple Program Update – <i>Stephen Childs</i>	Flavor Grading – <i>Kathy Hopkins</i>
4:00 – 4:45		Guzzler® diaphragm vacuum pumps and sapcheck® remote monitoring for small sugarbushes – <i>Douglas L. Reilly</i>	Chainsaw Maintenance, Cutting, and Felling Techniques – <i>Ben Carlson</i>



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Technical Session Summary

MAPLE SYRUP 101: BEGINNERS CLINIC — GETTING STARTED IN MAPLE

Jim Adamski — *CDL Wisconsin / Roth Sugarbush; Cadott (WI); cldadamski@gmail.com*

Summary: This presentation is designed for the beginning maple syrup producer and will provide an overview of the entire syrup making process from selecting trees to bottling syrup. Topics covered will be which trees to tap, tree ID, how to tap, how many taps per tree, collecting sap, processing sap into syrup, and bottling. This presentation will last for two periods.

MAPLE BUSINESS TRENDS 2019

Mark Cannella — *University of Vermont Extension, University of Vermont Proctor Maple Research Center, Underhill (VT); Mark.Cannella@uvm.edu*

Summary: This presentation will include maple financial benchmark research, regional trends observed from a northeast maple business survey and an introduction to new maple business resources now available to producers. UVM Extension has been conducting the Maple Benchmark project since 2013. Cannella will share average cost of production figures for producers from 3,000 – 20,000 taps and discuss the business factors influencing profitability. UVM is conducting a northeast maple business survey in the summer of 2019 and preliminary results on production, marketing and key business factors will be discussed. Finally, this presentation will include an overview of new legal templates and business planning resources available to US maple producers.

CHAINSAW MAINTENANCE, CUTTING, AND FELLING TECHNIQUES

Ben Carlson — *MN Maple Syrup Producers & The Nature Conservancy; cbc corp@gmail.com*

Summary: Chainsaws are a common tool in the sugarbush. Like all tools, proper maintenance and use of your chainsaw is necessary for safe and efficient operation. This presentation will discuss what needs to be done to care for your chainsaw as well as tips on how to properly fell and buck trees.

CORNELL MAPLE PROGRAM RESEARCH UPDATE

Stephen Childs — *NY State Maple Specialist, Cornell University, Ithaca (NY); slc18@cornell.edu*

Summary: This presentation will feature maple research conducted by the Cornell Maple Program over the last couple of years. Topics will include taphole sanitation, identifying the yield loss issues of 3/16" tubing, ropy syrup, syrup flavor as influenced by sap oxygen levels, improving quality and efficiency of traditional maple value added products, development of other maple value added products and our attempts at enhancing maple regeneration.

HYDROMETERS – ARE YOURS ACCURATE?

Dr. Gary Graham — *(Ohio State University Extension, Extension Specialist Maple Syrup Production and Holmes County Extension Educator)* & **Mr. Henry Marckres** — *(Maple Grading and Training Consultant, The Sugarman of Vermont & Retired Chief of Consumer Protection Programs, Vermont Department of Agriculture, Food and Markets)*

Summary: Hydrometers are a critical tool for every sugarmaker. Hydrometers can read incorrectly leading to lost sugar and income from your efforts. Setting the finishing density improperly can lead to moldy or fermented syrup to sugar crystals in your containers. Any of these situations are unpleasant to find and could lead to lost customers. This talk will cover the tools/materials and protocols of developing a hydrometer testing program within your State/Province to assist your producers. A simple practice to undertake that assures your producers start the season using an accurate tool.

FLAVOR GRADING

Kathy Hopkins — *University of Maine Cooperative Extension*

Summary: How does one grade for flavor? What makes a “good” syrup versus a “bad” syrup? This is an opportunity for you to taste the good, the bad, and the ugly!

REDUCED SAP YIELDS FROM TAPPING INTO STAINED WOOD

Mark Isselhardt — *University of Vermont Extension, University of Vermont Proctor Maple Research Center, Underhill (VT); (Mark.Isselhardt@uvm.edu)*

Summary: Anyone who has tapped trees knows that new holes must be drilled each year, but why? How does staining help a tree survive injury? What is the impact on sap production when you tap into an old wound? Tubing systems have helped producers significantly increase yields while significantly decreasing labor costs. One negative of having all trees sap combined in one system is that it is almost impossible to know how much sap is collected from an individual tree. This matters since it is generally known that hitting stained wood reduces sap production but by how much? This presentation will cover two years of sap yield data from individual trees with clean tap holes versus holes that hit stained wood. The presentation will also cover the basic physiology of how trees compartmentalize wounds such as tap holes and provide sugar makers with suggestions of how to avoid significant loss in production through tapping practices and good forest management.

KEEPING IT SAFE IN THE SUGARHOUSE: TIPS FOR ACCIDENT PREVENTION AND EMERGENCY PREPAREDNESS

Jason Lilley — *University of Maine Cooperative Extension*

Summary: Maple sugaring is rewarding work, often involving working beside family members, neighbors and friends. At the same time, there are several dangerous aspects of the industry that put you and your crews at risk. Taking time to identify those risks, develop plans to mitigate them, and ensuring that everyone involved in the operation is aware of them (training) are important steps towards risk reduction. In this talk, we will identify risks in the sugaring operation, tips for preventing accidents, and how to develop emergency preparedness plans. Specific topics include fire prevention and hazards, chemical use and storage, sugarbush safety, ergonomics, and more.

BUDDY MAPLE SYRUP: CHARACTERIZATION, ORIGIN AND REMEDIATION

Martin Pelletier — *Centre ACER, St-Norbert d'Arthabaska (Québec); martinpelletier@centreacer.qc.ca.*

Summary: Sometimes, maple syrup can have a taste defect known as “buddy”. This taste defect greatly decreases its commercial value even though the nutritional value and purity of the product is still good. In Quebec, some producers have seen up to half their crop classified as buddy; this has lead some of those producers to near bankruptcy. In this context, center acer has been tasked to study the buddy defect under many different angles. The presentation will brush an overview of the different results that have been found during those researches, many of which appear in scientific papers in peer-reviewed journals. We will talk about the chemical characterization of the defect and what generates the production of buddy maple syrup. We will also discuss the remediation techniques that can be applied to minimize buddy maple syrup and we will conclude by an explanation of why we do not encourage any prevention techniques at this time.

PROCTOR CENTER UPDATE

Dr. Tim Perkins — *University of Vermont Proctor Maple Research Center, Underhill (VT); Timothy.Perkins@uvm.edu.*

Summary: The University of Vermont Proctor Maple Research Center is engaged in a number of projects examining sap yields and tapping sustainability, as well as methods of efficiently processing sap into maple syrup. This presentation will briefly outline and update the findings of several of those projects, as well as provide information on current and planned outreach efforts.

GUZZLER® DIAPHRAGM VACUUM PUMPS AND SAPCHECK® REMOTE MONITORING FOR SMALL SUGARBUSHES

Douglas L. Reilly — *The Bosworth Company, East Providence (RI)*

Summary: This talk will focus on the use of Bosworth Guzzler diaphragm pumps for creating vacuum for maple sap collection at small sugarbushes (up to 1000 taps), and introduce the use of the Sap-Check cellular-based remote monitoring and control system for small sugarbush operations.

Diaphragm pumps offer several advantages for maple sap collection, and it is helpful to understand how they work in order to appreciate these benefits. For example, by their nature, diaphragm pumps can run “wet or dry”; consequently, they do not require the added expense or complication of a re-leaser in the vacuum system. We will review the “first principles” of how Guzzler diaphragm pumps work, showing how their capabilities derive from their design and operation, including the possible vacuum levels that they can achieve and the throughput or capacity they are able to deliver.

Guzzler diaphragm pumps also have some important limitations. We will discuss such issues as the effect of ice on the pump, diaphragm lifetime and the ability of the pump to maintain vacuum in the presence of leaks. We will review some of the ways to mitigate the effect of these issues, as well as “best practices” used to get the best possible vacuum out of the pump.

Introduced for the 2019 sap season, the **SapCheck cellular-based remote monitoring and control system** provides an effective and affordable means of remotely monitoring and controlling vacuum operations at a sugarbush without requiring an Internet connection. Using simple SMS-based text communication, SapCheck provides real-time alerts for loss of vacuum and for sap collection level, as well as the ability to remotely start/stop a vacuum pump, or auto-start based on temperature thresholds.

AN EFFECTIVE DEFOAMER FOR ORGANIC MAPLE SYRUP PRODUCTION

Abby van den Berg — *University of Vermont Proctor Maple Research Center, Underhill (VT);
avan@uvm.edu.*

Summary: The predominant defoamers currently available for use in organic maple production are certified organic cooking oils. However, because these products aren't engineered to prevent, control, or reduce foam, they have relatively low efficacy. This not only results in increased difficulty in preventing or controlling foam, but also requires that large quantities are used to control foam effectively, resulting in frequent occurrences of defoamer off-flavors. Laboratory experiments identified a commercially available organic defoamer with increased foam control efficacy in maple processing relative to standard organic vegetable oils. Controlled experiments in commercial-scale maple equipment and accompanying sensory experiments were subsequently conducted to determine if this candidate organic defoamer was significantly more effective at controlling foam and resulted in less frequent defoamer off-flavor than standard organic vegetable oil under actual maple processing conditions. Results of this research will be presented.

OPPORTUNITIES FOR MAPLE SODA, SPORTS SUPPLEMENTS AND FERMENTED PRODUCTS

Aaron Wightman — *Cornell Maple Program, Cornell University Department of Natural Resources*

Summary: As the maple industry continues to grow, the Cornell Maple Program works to develop new value-added maple products. Work in this area includes product formulation, sensory evaluations, certified processes, regulatory guidance and market analysis. This presentation will discuss recent work with maple based sports gel, wine, soda and kombucha.

Poster Session

(Located in the Vendor Hall Area)

EDUCATIONAL PROGRAMMING FOR MAPLE SYRUP OPERATIONS

Sarah Gainey, Kyle Rauch & Stephen Saupe — *Saint John's Maple Syrup, College of St. Benedict/ St. John's University, Collegeville (MN); sgainey@csbsju.edu, krauch@csbsju.edu, ssaup@csbsju.edu*

Summary: Every year, the Saint John's Maple Syrup Operation provides maple-related programming for approximately 1,500 students from pre-K to post-college. This presentation will feature some of the educational activities done in our sugarbush.

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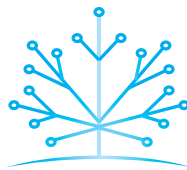
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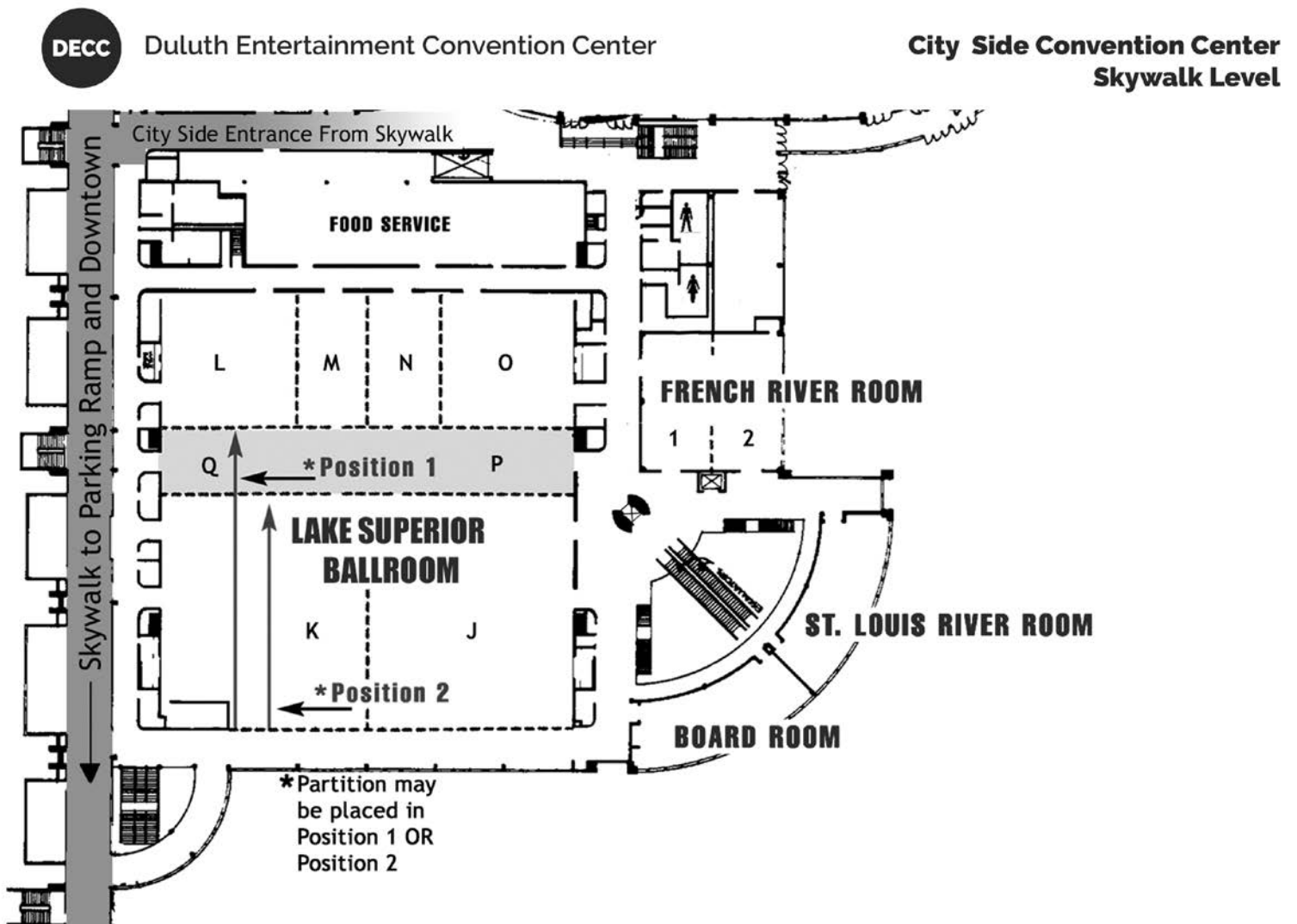


SHUTTLE BETWEEN HOTELS AND THE DECC

The two official hotels are a very easy and pleasant walk to the DECC... if the weather cooperates. As there are no guarantees, shuttle bus service arrangements have been made for convention registrants between the hotels and the DECC during the busy times of the convention schedule. Shuttle bus service made possible with grant assistance from Visit Duluth.

Shuttle Bus Schedule	
Between Hotels and the DECC	
Monday, 10-21	7:30-9:30 AM
	2:30-6:30 PM
	8:30-10:00 PM
Tuesday, 10-22	7:00 AM- Noon
	3:00-6:00 PM
Wednesday, 10-23	7:00-Noon AM
	4:00-10:00 PM

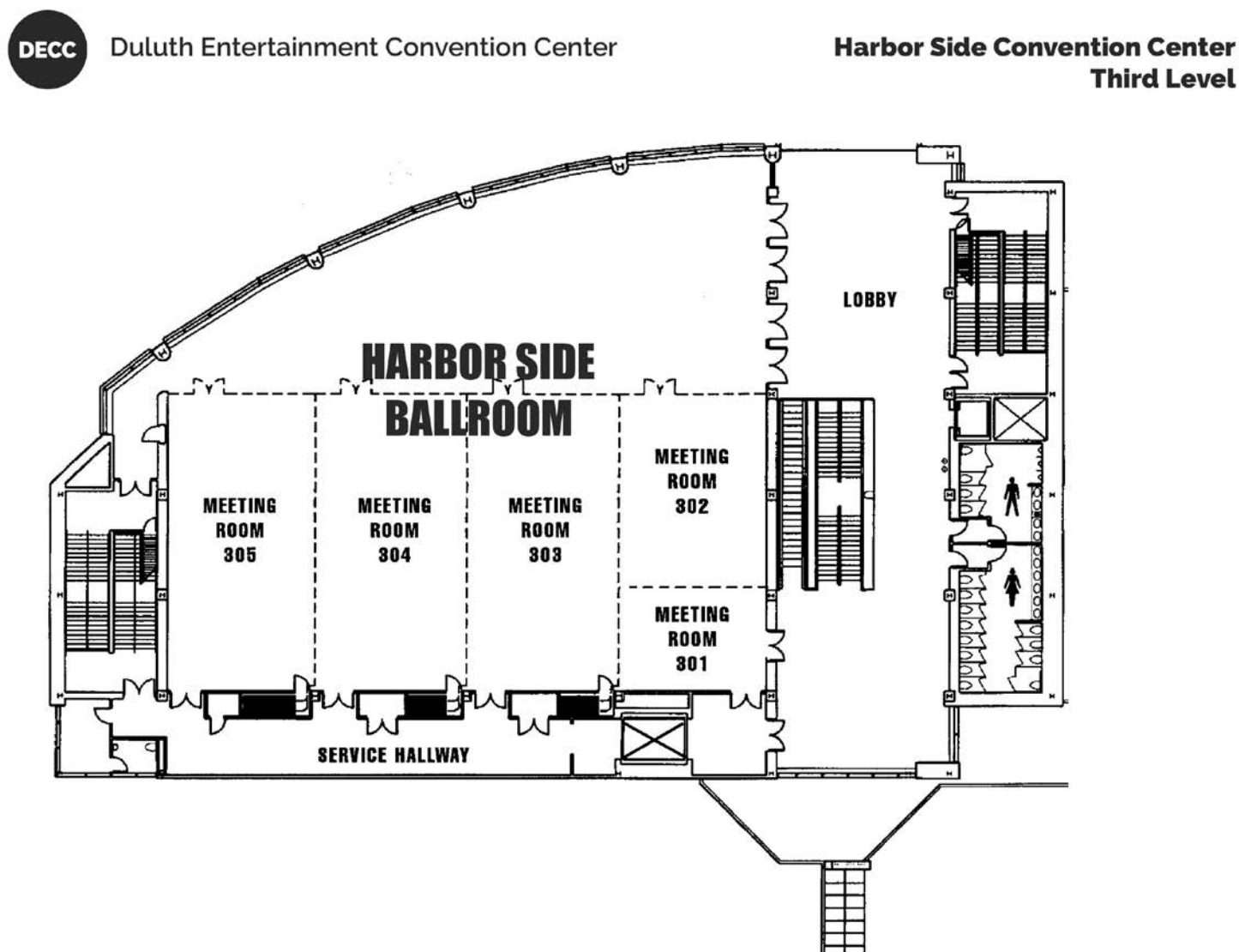
For those with a personal vehicle for transportation, parking at the DECC is \$5 per day. Free parking is provided for registered guests at both the Canal Park Lodge and the Inn on Lake Superior.



FINDING YOUR WAY AROUND THE DECC

From the outside, the Duluth Entertainment Convention Center (The DECC) may look daunting. But visitors quickly become acclimated once they enter the facility! The DECC has two sides, referred to as “City Side” and “Harbor Side”. All NAMSC/IMSI convention sessions will be held on the second floor Skyway Level, using rooms on both “sides”. The trade show will be on the Harbor Side, third floor directly up the escalator from the meeting rooms. Break refreshments will all be served in the trade show area overlooking the Duluth harbor.

The Duluth Curling Club, site of our Tuesday afternoon Mixer, is also in the DECC facility on the Skyway level, just down the hall from the meeting rooms. All levels are accessible by escalator or elevators, in addition to conventional stairways. Please refer to DECC floor plans on pages 16 and 17 for room names and numbers.





North American Maple Syrup Council, Inc.

October 2019

Welcome one and all to Minnesota,

On behalf of all the Delegates, Alternates, Officers and Members of the NAMSC I would like to take this opportunity to welcome you to our annual meeting in Duluth Minnesota.

I will take this opportunity to thank all those involved in putting these annual meetings together, it is not an easy task. Thank you to the Minnesota Maple Syrup Producers' Association and to all the many volunteers and family members who worked behind the scenes. When I was first asked to represent New Brunswick at these meetings many years ago, it was being held, I believe, in St Cloud Minnesota. I was asked on such very short notice that I had to decline and missed out on, I am sure, a great opportunity to see the maple world in the extreme northwestern side of the maple belt. I know with the discussions we have had over the last twelve months that I am again very fortunate to be given this opportunity to experience this area and look forward to seeing this area of the maple industry front and center. There has been an extreme amount of work put into this conference and I trust that you will enjoy your time here.

Over these next few days we will meet, discuss and share, important issues, with our fellow colleagues, regarding the maple industry. We will collaborate with members of IMSI. We will see and experience new and innovative equipment and technology. Hopefully take in a few or all of the many industry-oriented presentations that will be provided. Rekindle old relations and hopefully form some new ones. Most importantly we will come away from these meetings better understanding, where our industry is, where it is headed and how we should proceed.

This being my second year as your president has been a very busy and productive year. Our Maple Syrup Producers Manual continues to be revised by the Proctor Maple Research Center under the guidance of Winton Pitcoff and we now have results from our very first Education grant that was provided to the Ontario Maple Syrup Producers Association. We met again for our biannual meeting/teleconference, in Croghan NY, in May and we continue to do our teleconference calls with our delegates to keep them more active throughout the year. The Maple Digest continues with its success with some issues providing full colour, specialty topic inserts.

I would like to officially welcome the new Executive Director for the IMSI, Mr. Jean Lamontagne, from my area of the maple world, Saint John New Brunswick. I am sure the IMSI Executive Committee and their directors have welcomed him with enthusiasm and open arms. I trust that he has gotten to know a lot of the industry people and has had a chance to get his feet wet. I know with the many projects the Institute has on the go he will not become bored anytime soon.

It has been an honour and pleasure to represent and serve as the President of the North American Maple Syrup Council over these last two years and I look forward to working with the incoming President and her team in the years to come. Thank you, Mike, Joe and Winton, for your continued dedication to this organization. The work that you do does not go unnoticed and it has been a privilege in working with you. Thank you to all the Executive Committee for your support, patience and guidance. Thank you to all the Delegates and Alternates for your commitment to serving your province or state and for representing them at the industry level, without your continued support we would cease to exist. I look forward to seeing and meeting with you all.

Enjoy the next few days, take in as much knowledge as you can, improve where ever possible and strive to make the best maple syrup that you can.

Sincerely,

David Briggs,

President, NAMSC

Serving the Maple Industry Since 1959

KEYNOTE SPEAKER:

Joseph Orefice, Ph.D., Director of Forest & Agricultural Operations, School of Forestry and Environmental Studies, Yale University

Topic: “Silviculture, and why it belongs in a sugarbush”

Joseph Orefice, Director of Forest & Agricultural Operations at the Yale School of Forestry & Environmental Studies, will discuss why silviculture should be a high priority for maple syrup producers. Forest succession, unpredictable climate patterns, and forest health concerns will require maple producers to take an active role in growing their trees if they want to maintain production over time. Silviculture provides a basis for ensuring that the forest resource which supports our industry is able to weather the challenges of the future while still optimizing production for today.



Bio: Joseph Orefice, Ph.D. serves as a Lecturer and Director of Forest & Agricultural Operations at the Yale School of Forestry & Environmental Studies. He teaches courses in agroforestry and forest management and he also oversees forestry operations and applied educational opportunities on the 10,880 acre Yale School Forests system. His research focus is in temperate agroforestry and applied forest management. Joe's most recent work has been in maple syrup production systems and temperate silvopasture. His passion outside of academia is farming, where he integrates agroforestry research into Hidden Blossom Farm, which he owns and operates in Union, CT.



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North American Maple Syrup Council, Inc.

60th Annual Meeting
October 21st – 24th, 2019,
Duluth, Minnesota



ANNUAL MEETING AGENDA

Tuesday, October 22nd, 2019

8:00 am – 12:00 noon

Opening Session

- 8:00 a.m.** Welcome to Duluth Minnesota & Call to Order
- North American Maple Syrup Council David Briggs, President
 - International Maple Syrup Institute Ray Bonenberg, President
 - Minnesota Maple Producers Assoc. TBA
 - Minnesota Guests TBA
- 8:30 a.m.** Announcements David Briggs, President
- 8:35 a.m.** Roll Call of Member States and Provinces Joe Polak, Secretary
- 8:40 a.m.** Secretary's Report Joe Polak, Secretary
- Minutes — 2018 Annual Meeting
 - Minutes — Conference Call Meetings
- 8:50 a.m.** Treasurer's Report — NAMSC Financial Reports Joe Polak, Treasurer
- Digest Financial Report
 - Research & Education Fund Financial Report
 - Report of Reserves and Memorial Funds
 - NAMSC Budget 2019-20. James Adamski, Chair / Joe Polak

Committee Reports: *(Topics can be moved on the Agenda):*

- 9:10 a.m.** Research Fund Committee Report Winton Pitcoff, Chair
- Research Proposals / Proposed Funding
- 9:20 a.m.** Education Committee Report Missy Leab, Chair
- Education Grant Proposals and Funding
- 9:30 a.m.** Break (30 minutes). David Briggs, President
- 10:00 a.m.** Maple Digest Report Editors Report Winton Pitcoff, Editor
- 10:10 a.m.** Website Report Karl Zander
- 10:20 a.m.** Convention Planning Committee Report. Joe Polak, Chair
- 10:30 a.m.** North American Maple Syrup Producers Manual Report. TBA
- 10:35 a.m.** Executive Directors Report Mike Girard, Exec. Director
- 2019-20 Strategic Plan Update
- 10:40 a.m.** Appointment of Nominating & Audit Committees David Briggs, President
- 10:45 a.m.** Other Committee Reports or Discussion Items. David Briggs, President

(Other presentations or continue discussion on earlier reports if needed and as time allows)



Minutes of the 2018 Annual Meeting

October 26th – 29th Grappone Conference Center, Concord New Hampshire

The 59th annual meeting of the North American Maple Syrup Council (NAMSC) was hosted by New Hampshire Maple Producers Association, Inc., Concord, New Hampshire.

The conference was held in conjunction with the 44th annual meeting of the International Maple Syrup Institute (IMSI). Meetings began on Thursday October 25 with the NAMSC and IMSI Executive Committees discussing issues facing their respective organizations and industry as a whole. Discussion centered on the topics of ACER grants, IMSI survey of members, Canadian Roundtable, Canadian investment in advertising of \$2.9 Million, NAMSC Communication and Education committees, Maple Museum updates, maple tariffs, and search for an IMSI Executive Director.

October 26 consisted of NAMSC committee meetings: Finance, Executive, Education, Communications, Strategic Plan and Research Committees

There was a large equipment trade show and ten technical sessions including: **University of Vermont-Proctor Maple Research Center Overview**, presented by Dr. Timothy Perkins; **Update of the Asian Longhorned Beetle Infestation and Response**, Ryan J Vazquez; **Strategies to Mitigate Climate Change Impacts on Sap Yield**, Dr. Abby van den Berg; **Tread Lightly-the Effect Soil Compaction Can Have on Sugar Maple**, Kyle Lombard; **Time in a Bottle: Three Generations of an Old-Time NH Sugarhouse**, Eric Aldrich; **Tasting for Off Flavors and Grading Maple Syrup**, Kathy Hopkins; **What Does the Food Safety Modernization Act Mean for Your Business?** Mary Choate and Heather Bryant; **2018 Cornell Maple Program Research and Extension Update**, Stephen Childs; **Agritourism, Risks and Liability Concerns**, Michael N. Bertolone; **Maple Finances and Business Viability**, Mark Cannella; and **Overview of Regional Climate Change Projections and Impacts to the Spring Season**, Dr. Elizabeth Burkowski.

David Briggs (NB), president of NAMSC opened and welcomed all to the 2018 Annual Meeting. Ray Bonenberg, (ON) president IMSI and Dale Smith, (NH) New Hampshire Maple Producers Association welcomed everyone to New Hampshire.

Secretary's Report: Joe Polak, secretary, read the roll call of states and provinces. The delegates introduced their respective alternates.

Delegates (D) and Alternates (A) included:

- Maple Syrup Producers Association of **Connecticut**: Ron Wenzel, (A)
- **Indiana** Maple Syrup Association: David Hamilton (D), Ron Burnett (A)
- **Maine** Maple Producers Association: Lyle Merrifield (D), Kevin Brannon (A)
- **Massachusetts** Maple Producers Association, Inc.: Winton Pitcoff (D), Howard Boyden (A)
- **Michigan** Maple Syrup Association: Debbi Thomas (D), Larry Haigh (A)
- **Minnesota** Maple Producers Association, Inc.: Ralph Fideldy (D), Stu Peterson (A)
- **New Brunswick** Maple Syrup Association, Inc.: David Briggs (D), George Roirdon (A)
- **New Hampshire** Maple Producers Association: David Kemp (D), Susan Folsom (A)
- **New York** State Maple Producers Association: Dr. Eric Randall (D), Helen Thomas (A)
- Maple Producers Association of **Nova Scotia**: Avard Bentley (D), Kevin McCormick (A)

- **Ohio** Maple Producers Association: Dave Hively
- **Ontario** Maple Syrup Association: Brian Bainborough (D), Bob Grey (A)
- **Pennsylvania** Maple Syrup producers Council: Larry Hamilton (D), Matt Emerick (A)
- Maple Syrup Producers Cooperative of **Quebec**: (Cooperative de Producteurs de Sirop D'erable du **Quebec**) Cecile Brassard Pichette (D), Michel Labbé (A)
- **Rhode Island** Maple Syrup Producers Association: Thomas Buck (D), Robert Burdick (A)
- **West Virginia** Maple Syrup Producers Association: Mike Rechlin (D) Jamie Schuler (A)
- **Wisconsin** Maple Syrup Producers Association, Inc.: James Adamski (D), Joe Polak (A)

Secretary J. Polak reported 17 member states and provinces were present and 0 absent.

The minutes of the 58th Annual Meeting held at Levis, Quebec were presented as written by J. Polak. M/S D. Hamilton/C. Pichette. Passed. The minutes of January 24, 2018 conference call were presented as written by J. Polak. M/S E. Randall/L. Merrifield. Passed. Minutes of meeting Croghan, NY May 11, 2018 presented as written by J Polak. M/S R. Wenzel/D. Kemp. Passed. Minutes presented conference call September 5, 2018 presented as written by J. Polak. M/S L. Merrifield/R. Wenzel. Passed

Financial Report: The report of the NAMSC General Fund FYE August 31, 2018 was presented by J. Polak, as follows:

- Funds in checking account \$30,739.06.
- Cash receipts of \$86,487.46 including transfers from other accounts and disbursements of \$82,899.89, leaving a net gain of \$3,587.57.
- Income is based solely on dues from member states and provinces.
- Maple Syrup Digest receipts \$31,373.57 and disbursements of \$26,329.35 with a net gain of \$5,044.22.
- Balance of investment accounts (dedicated for special projects) \$88,801.12.
- NAMSC Research Fund balance in savings account: \$68,558.37. Receipts \$39,341.93 and disbursements were \$50,040.08.

Motion made to accepted treasurer's report pending review of Audit Committee. M/S E. Randall/D. Thomas. Passed.

Research Committee Report: W. Pitcoff reported the money to fund research projects comes from voluntary contributions from individuals and businesses. The majority of the funding is received through the NAMSC Research Alliance Partner Program and the *penny per container* program.

The NAMSC Research Fund committee received four (4) proposals. One (1) proposal was chosen for funding totaling \$33,418.00: **An Effective Defoamer for Organic Maple Syrup production**, Dr. Abby van den Berg, University of Vermont Proctor Maple Research Center. One year funding.

Research funding is made possible through voluntary contributions made to the penny per container program or flat fee. Contributions are made by individual producers, businesses, associations and Alliance Partners. Currently we have **16 Alliance Partners**: 3 Container Manufacturers (Sugarhill (MA), D&G USA (VT), Inovaweld (QC)), 3 Dealers (Maple Hollow (WI), Haigh's (MI), Sugarbush Supplies (MI)), 3 Equipment Manufacturers (Lapierre (QC), CDL (QC), Sunrise Metals (IN)), 1 producer (Randall's Maple LLC (NY)), 6 Associations (**Vermont** Maple Sugar Makers Assoc., **Massachusetts** Maple Producers Assoc., **New Hampshire** Maple Producers Assoc., **Indiana** Maple Syrup Assoc., **Wisconsin** Maple Syrup Producers Assoc., and Maple Syrup Producers Assoc. of **Connecticut**).

Motion made to create a line 307 in the NAMSC Budget to establish an “Education Fund.” The new fund will provide resources for funding educational projects through a formal request for proposal process. The NAMSC member associations must be in good standing to apply. The funds proposed for this fiscal year was \$10,000, with \$5,000 coming from the Education line and \$5,000 from the Maple Digest line. A committee will be established to develop the RFP, which will include requirements that materials produced through these grants be made available to all NAMSC member associations and that NAMSC be credited as a supporter / funder. Applicants associated with the state or provincial association must recuse themselves from submitting or considering proposals. The RFP will be developed in time for posting in the December 2018 Maple Syrup Digest. A committee will be established to review and propose grants for review and vote of the Council. Awards will be disbursed by March 1, 2019. M/S W. Pitcoff/D. Hamilton. Passed.

Motion made to rename the NAMSC Maple Research Fund the NAMSC Maple Research and Education Fund. Develop an RFP process to allow Council members to apply for education grants. Allow financial donors that grow the fund indicate whether they would like their contributions be dedicated to education or research or at the Council’s discretion. M/S W. Pitcoff/D. Hamilton. Passed.

W. Pitcoff reported maple associations or individuals can subscribe online to the **Maple Syrup Digest** at maplesyrupdigest.org. Editor is looking for photos, articles, advertising, classifieds and other printable information. Color supplements that are being distributed to the Digest have been received well. Copies are available to member associations and are available for purchase. The Digest is posted online one year after date of publication.

Strategic Plan: M. Girard reported the Strategic Planning initiative began at the year 2000 Annual Meeting in VT with Luc Lussier (QC) chairing the first planning committee. There have been annual updates to the strategic plan over the past 18 years including a change of meeting structure approved in 2018. Five meetings were held in 2018 including the annual meeting in October, delegate’s conference call in January, a meeting at International Maple Museum Centre opening in May, a conference call meeting in September, and a formal board meeting the day before the annual meeting. We have added a keynote speaker to the annual meeting agenda and workshops. M/S to accept Strategic Plan as presented D. Thomas/J. Adamski. Passed.

International Maple Museum Centre: One of the large rooms on the second floor of the museum has been renovated with help of a \$5,000 donation from NAMSC in 2018. A total of \$15,000 has been donated from NAMSC for the renovations and audio visual equipment. The new “*North American Maple Syrup Council Room*” houses placards, photos and memorabilia from the present and future inductees to the Maple Hall of Fame. The initial funds were provided equally from the *Richard G Haas Memorial Fund* and the *Elmer and Mary Kress Fund*.

Convention Committee: J. Polak stated information of previous conference committees is available by contacting J. Polak or M. Girard.

ACER Grants: Dr. Jesse Randall has moved from Iowa State to **Michigan State University**. First grant provided is for six Midwestern states and is centered on producer education. Second grant received is “Moving the Maple Syrup Producers Manual into the Modern World with an online module Based Platform of Accessible, Updateable Videos and Trainings that Replaces the currently out of date Maple Syrup Producers Manual.”

Steve Childs, **Cornell University:** received grant to create “Efficient, Profitable and Sustainable Maple Production through Applied Research, Education and Innovative Technologies” This is a Sugarbush Management Notebook. Sap quality issues, marketable alcohol, oxygen levels in syrup and quality, vacuum to cool added value products and efficiency of value added products will be part of this.

Dr. Abby van den Berg, **University of Vermont**, Proctor Research Center: the Center's first grant was for a series of videos on high yield sap production. There will be 12 videos by the end of this season. Second grant is to study how to mitigate disastrous seasons, mapleresearch.org is site of quality research results that can be searched by author, Another grant is "The North American Maple Producers Manual: A Comprehensive Resource for Maple Sugar Makers: This is to revise the NAMSC Maple Manual in printed and pdf form.

Mark Isselhardt, **UVM Extension** awarded grants for developing silviculture guidelines for maple, finances for maple producers and legal implications and developing sap buying policies.

Dr. Sereem, **University of Rhode Island**, Ray Bonenberg reported a grant for "Collaborative Maple Benefits to Help Producers Promote Maple Products to Consumers" this to study nutrition and health benefits of maple with social media used to communicate with consumers.

Jamie Schuler, **University West Virginia**, received financial help to disseminate knowledge to producers, marketing for WV maple, reeducate landowners of value of maple, and food safety/business management for maple producers.

Education Committee: Missy Leab reported on Maple Syrup Digest supplements, Maple Manual updates, off flavor kits, mapleresearch.org, translations of information, train the trainer programs and maple video game available on our phones.

Commander Joseph Frost of USDA presented "Understanding the Food Safety Modernization Act for Sugarmakers." He spoke about conducting field inspections of food facilities and working with producers and processors to navigate the Preventive Controls Rule of the Food Safety Modernization Act (FSMA). If you need to register with FDA, this must be done every even year between October and December. This can be done online at no cost.

Specialists report: Steve Roberge, University of NH reported discussions centered on forest tent caterpillar, food safety, 3/16" tubing life span, and loss of extension support for maple industry. Issues: 1. Request producers contact universities to support maple. 2. Tubing disposal. 3. Delivery of content. 4. Forest Tent Caterpillar infestation - consult forester about tapping. 5. General business management. 6. Leverage sources for research. 7. Schedule specialists meeting close to tech sessions at annual conference.

Audit Committee: D. Thomas reported committee reviewed all financial accounts of NAMSC. All accounts are in order. M/S E. Randall/D. Thomas Passed

Budget was presented by **Finance Committee**, J. Adamski, chair. Income and expenses of General account and Maple Digest will remain about the same. Research Fund will spend less than last year. Budget shows an increase of \$4,860.00.

OMSPA's Maple Grading Module: Ontario Maple Syrup Producers Association would like to develop a training course for maple syrup producers on how to evaluate the quality of maple syrup. The course will be configured with the maple judging school that has been established by maple extension specialists and researchers at the University of Maine, Vermont USDA and Cornell University NY. OMSPA will collaborate with course instructors from the annual school and judging competition. The University of Maine has offered to assist Ontario in development of a suitable course for producers. Ontario will compensate the Grading School in the amount of \$2,500. The OMSPA course will be delivered at upcoming fall and winter maple Information Day meetings in 2018 and 2019, and provide a slide deck in .pdf format to be used as a "Train the Trainer" tool that can be also presented in Duluth, MN. Motion to provide \$5,000 from Education Fund with all materials to be available to NAMSC member associations and credit to go to NAMSC M/S L. Merrifield/T. Buck Passed

NAMSC Website is being redesigned with a new focus report by K. Zander. The new site will better reflect the work of NAMSC for local associations. There will be a “member’s only” section.

J. Polak reported on **waste water** issues developing in Wisconsin and in other states. It is an issue that needs to be addressed. The EPA has rules in place for discharging waste water that are being applied by some state inspectors to sugarhouses without an understanding of the industry and the implications of the rules on maple syrup production. J. Polak reported that the EPA has rules governing this in a number of places, none address maple specifically. The maple industry should be proactive and develop guidelines for inspectors.

Gary Keogh, NASS, New England Agriculture Statistics Service, reported worldwide production was down \$2.6 in 2018. Most states reported a longer season than average. Total value of crop is ½ billion dollars (including Canada) Refer to nass.usda.gov for more information

A presentation was given by Dr Gary Graham on **“What Makes a Successful Volunteer Maple Association?”** The presentation included the attributes of a strong volunteer maple association. The presentation stressed the need for strong leadership, an active membership, quality meetings, member benefits, etc.

Committees appointed by President D. Briggs:

Audit Committee: Debbi Thomas, chairman, Jim Adamski, Mike Rechlin, and Fred Hedmark.

Convention Planning Committee: Joe Polak, chairman, Ralph Fideldy, Michael Girard, and Michel Labbe.

Education Committee: Missy Leab, Chairman, Brian Bainborough, Winton Pitcoff, Steve Childs, Jesse Randall, Karl Zander, Dave Hamilton, and Debbi Thomas.

Finance Committee: Jim Adamski, chairman, Mike Girard, and Joe Polak.

Maple Hall of Fame Committee: Richard Norman, chairman, Gary Gaudette, Avarad Bentley, Roy Hutchison, Norman Anderson, Steve Selby, and Dave Chapeskie.

Nominating Committee: Eric Randall, chairman, Stu Peterson, Cecile Brassard Pichette, and Tom Buck.

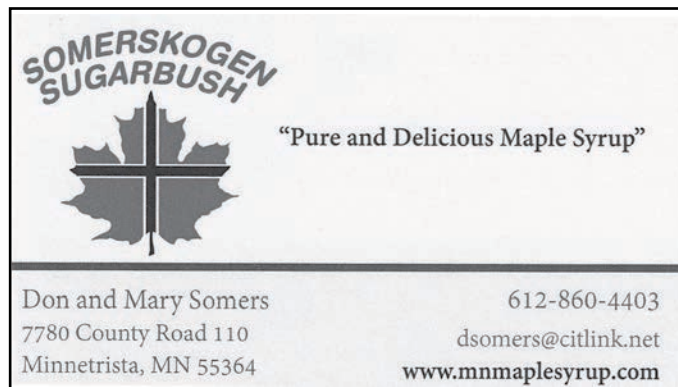
Research Committee: Winton Pitcoff, chairman, Eric Randall, Jacques Couture, Tom McCrumm, Henry Marckres, Joe Polak, Mike Girard, Ron Wenzel, Martin Plante, and Tim Wilmot.

Strategic Planning/Policy Committee: Mike Girard, chairman, Winton Pitcoff, David Briggs, Jim Adamski, Lyle Merrifield, and Joe Polak.

Executive Director: Mike Girard.

Maple Digest Editor: Winton Pitcoff.

Associate members appointed: Terms expire 2021. Angie Considine, Jacques Couture, Kathryn Hopkins, Danial Lalanne, Eric Prudhomme, Todd Leuty, Helen Thomas, John Kuhn, Rick Fogle, Peter Gregg, Mark Cannella, Navindra Seeram, Loise Poitras, Jamie Schuler, Peter Smallidge, Missy Leab, Fred Hedmark, Thomas Spink.



Motion made to accept the request by Ontario Maple Syrup Association to host the NAMSC/IMSI conference 2025. M/S D. Thomas/J. Adamski

Future Host States and Provinces:

2019: Minnesota, 2020: Wisconsin, 2021: New York, 2022: Massachusetts, 2023: Maine, 2024: Michigan, 2025: Ontario.

2019 Minnesota: Invitation was extended to attend the NAMSC/IMSI conference in Duluth, Minnesota, October 21-24, 2019.

Motion made to adjourn. E. Randall.

Annual Banquet was held and the NAMSC presented the **NAMSC Special Recognition Award**, presented to Dr. Eric Randall. Eric's family has documents of his family making maple syrup since 1848. He earned his PhD in Botany from SUNY-Buffalo State in 1973. A plant taxonomist/anatomist by training, he has taught, authored or reconstructed nearly two dozen plant science and forestry courses at both undergraduate and graduate levels.

He was awarded a research grant from NAMSC 30 years ago to study the impact of ultrafiltration of maple sap prior to reverse osmosis. Much of his work is now used by the industry. Today he serves as a consultant to US Department of Interior, Federal Invasive Species Council. He conducts research on invasive plant species within Finger Lakes Region of New York and participates in educational outreach programs.

Submitted by, Joe Polak, Secretary/Treasurer NAMSC



The advertisement is set against a light gray background with a large, faint maple leaf watermark. At the top center, the text "sugarhill" is written in a large, bold, sans-serif font, with a registered trademark symbol (®) to its upper right. Below it, the word "CONTAINERS" is written in a smaller, bold, sans-serif font. In the center of the advertisement is a white plastic jug with a black cap and a handle. The jug's label features the text "Pure MAPLE SYRUP" and an illustration of a small house. Below the illustration, it says "946 mL One Quart 32 FL. OZ.". To the left of the jug, the text "WELCOME TO NAMSC & IMSI 2019" is written in a bold, sans-serif font. To the right of the jug, the text "The most widely recognized plastic Pure Maple Syrup container in the industry." is written in a bold, sans-serif font. In the bottom left corner, there is a logo for "Plastic Industries Inc." which includes a stylized "P" inside a square and the tagline "The bottle solution people". In the bottom right corner, the website "www.plasticind.com" is written in a sans-serif font.



North American Maple Syrup Council, Inc.

Who we are:

The North American Maple Syrup Council, Inc. is an international network of maple syrup producer associations representing seventeen (17) commercial maple producing States and Canadian Provinces within North America. Each member state or provincial association appoints a Delegate and Alternate Delegate to represent their local interests at the Council.

The NAMSC or Council, as it is commonly referred to, is a non-profit organization established with the purpose of bringing together industry leaders, researchers and affiliated industry groups to share common interests, experience and knowledge for the betterment of the maple syrup industry. The NAMSC began as the *National Maple Syrup Council* in October 1959 and has grown and expanded over the years to serve the needs of its membership and industry.

What we do:

Communication & Education

The NAMSC communicates and collaborates regularly with officials of the International Maple Syrup Institute (IMSI) in coordinating efforts and resolving current industry issues. The mission and purpose of these separate organizations vary in what they offer the maple industry. The NAMSC is primarily involved with maple research, production issues and education, and the IMSI focuses more on marketing and promotion of maple products. Both organizations interact regularly with outside supporting organizations such as the FDA and forest related associations that lobby for continued funding of government programs targeting eradication of non-native forest pests and the Asian Longhorned Beetle.

NAMSC – IMSI Conference & Annual Meetings

The NAMSC and IMSI share the same venue each October at their annual conference where they each hold their annual meetings. Here the NAMSC Delegates and Alternate Delegates from the different States and Provinces actively participate in discussion planning and resolution of current maple industry issues. At the meetings NAMSC Delegates and Alternate Delegates receive updates on active maple research, new technology and education. This information is intended to flow back to the membership of their local maple association or co-op through the Delegates and Alternate Delegates.

Promote the Development and Funding of Maple Research & Education

The NAMSC Research and Education Fund is a volunteer managed fund established in 1987 and is a major activity of the Council. This program raises funds and disperses them through a competitive grant process as seed money for universities, institutions and member associations that perform maple research or education, as well as through grants made to member associations to develop programs and materials to help disseminate best practices and practical skills trainings. The Council facilitates communication between producers and the research community with regards to the needs and issues of the maple industry. Funding for this program is generated through a voluntary collection of a “penny per syrup container sold” and through an industry-wide network of container manufacturers and distributors, syrup packers, co-ops and producer associations. Participating companies and organizations who make the commitment to support and promote the NAMSC Research & Education Fund are known as *Alliance Partners*.

What we provide the industry:

Publications

The Maple Syrup Digest is a familiar periodical to maple syrup producers throughout the maple producing region. It was established in January 1962 and is the official publication of the North American

Maple Syrup Council. This quarterly publication provides dependable information including industry reports, research findings, state and provincial events, and information on products and services through its advertisers. All of the past issues of the *Maple Syrup Digest* can be found online at www.maplesyrupdigest.org.

The North American Maple Syrup Producers Manual is “everything you need to know from tree to table.” For more than fifty years maple producers have depended on and have been well served by five editions of this publication which guides the industry in forestry, production, technology, maple markets and more. An NAMSC committee is working on the newest version of the Manual which should be available in 2021.

The Council also manages mapleresearch.org, a curated online resource for sugarmakers to find the most current and scientifically accurate information for maple production, to help all producers make the best products possible using the most current and most sustainable practices.

Recognition of Maple Industry Leadership

The *Richard G. Haas Distinguished Service Award* is presented at the NAMSC annual meeting to a leading maple research organization, research professional or Maple Research Alliance Partner in appreciation for their work and/or contributions to the industry. The NAMSC established this memorial fund in 2011 in the name of Richard G. Haas of Sugarhill Containers in recognition of his support of the goals of the Council, efforts of the Research Fund and overall advancement of the maple syrup industry.

The NAMSC Maple Hall of Fame Award

This prestigious award is presented in recognition of the recipients’ commitment and contributions to the North American maple syrup industry and it is the highest honor the Maple Industry offers. Nominations are received by the *NAMSC Hall of Fame Committee*. Awards are presented annually at a maple celebration in May at the International Maple Museum Centre (*Formally the American Maple Museum*) in Croghan, NY. The inductees’ plaques, photos and their biographies are on display at the Museum in the North American Maple Syrup Council Room.

Where the NAMSC goes from here:

Planning & Development

NAMSC Strategic Planning Initiatives began in 2000 with the adoption of a comprehensive Strategic Plan in 2004 and is updated each year. The intent was to research and establish a more formal approach to the management of the Council and to better define the future of the organization through planning. The current Strategic Plan covers five key areas: Communications, Finance, Organizational Structure & Operations, Research Fund Focus & Education. The plan is monitored and updated annually with planning sessions every three or four years. This document has proved to be a valuable tool in the management and growth of the Council.

The *NAMSC Mission Statement* states that “The North American Maple Syrup Council is an international network of maple syrup producer associations, business leaders and affiliated groups brought together to share their common interests, experience and knowledge for the advancement and improvement of the maple syrup industry.”

The future of the NAMSC can be best summarized in its *Vision Statement* that says “The North American Maple Syrup Council will provide and maintain a forum for its member States and Provinces, associates, affiliates and other members to exchange information; promote research; protect and improve product standards and production methods; and to enhance the marketing and promotion of quality pure maple syrup products. The Council will continue to enhance its position as a leader in education and general resource for the maple industry in the United States and Canada.”

For more information visit our website at: www.northamericanmaple.org

Maple Hall of Fame at the International Maple Museum Centre

Formerly the American Maple Museum

The North American Maple Syrup Council's Maple Hall of Fame was founded by industry leaders in 1977 in an effort to recognize those who have inestimably contributed their time, talent and leadership to the North American maple syrup industry.

Individuals are nominated annually by the *Maple Hall of Fame Committee* and inducted at a maple celebration at the International Maple Museum Centre on a Saturday in May. The present ninety one (93) inductees of the Maple Hall of Fame were selected from the thirteen (13) member States and four (4) member Provinces which represent the NAMSC. Their photos, plaques and accomplishments are prominently displayed in the North American Maple Syrup Council Room at the International Maple Museum Centre in Croghan, New York.

The following individuals have been inducted into the Maple Hall of Fame:

1977	Professor Fred Winch	Ithaca, NY	1998	Marjorie Palmer	Hinesburg, VT
1978	Robert M. Lamb	Bernhards Bay, NY	1999	Florence Lamb	Bernhards Bay, NY
1978	Dr. Charles O. Willets	Philadelphia, PA	1999	Dr. Melvin R. Koelling	Mason, MI
1978	Verne A. Wicks	Harrisville, NY	2000	Gary J. Gaudette	St. Albans, VT
1979	Dr. James Marvin	Burlington, VT	2000	Richard G. Haas	Turner Falls, MA
1979	Adin Reynolds	Aniwa, WI	2000	Warren E. Wells	Nassau, NY
1979	Samuel Zehr	New Bremen, NY	2001	Avard Bentley	Westchester, NS
1980	Professor Josh A. Cope	Ithaca, NY	2001	Marion Paul	Lenark, ON
1980	Leon Wright	Farmersville, NY	2001	Robert S. Smith	Skowhegan, ME
1980	Edwin Yancey	Croghan, NY	2002	Dr. Randal B. Heiligmann	Dublin, OH
1980	Joseph Yancey	Croghan, NY	2002	Richard P. Norman	Woodstock, CT
1981	Ture Johnson	Burton, OH	2003	George Fogle	Mason, MI
1981	Lloyd Sipple	Bainbridge, NY	2003	Roy Hutchinson	Canterbury, NH
1981	Nelson Widrick	Croghan, NY	2004	Larry Myott	Ferrisburgh, VT
1982	Edward Ferrand	State College, PA	2004	Steve Selby	Swanton, VT
1982	Walter Humphreys	Barrie, ON	2005	Hank Peterson	Londonderry, VT
1982	Everett Valentine	Harrisville, NY	2005	Bill Robinson	Auburn, ON
1983	Gordon Brookman	South Dayton, NY	2006	Ralph K. Curtis	New Foundland, PA
1983	Linwood B. Lesure	Ashfield, MA	2006	Roger Sage	Warsaw, NY
1984	Edward A. Curtis	Honesdale, PA	2007	Luc Lussier	Plessisville, QC
1984	Putnam W. Robbins	East Lansing, MI	2007	David R. Marvin	Hyde Park, VT
1985	Robert B. Huxtable	Lansing, MI	2008	Sam Cutting	Ferrisburgh, VT
1985	Fred M. Laing	Burlington, VT	2008	William (Bill) Brown	Fredericktown, OH
1986	Russell M. Davenport	Shelburne Falls, MA	2009	Norman Anderson	Cumberland, WI
1986	Dr. Robert Morrow	Ithaca, NY	2009	Fred Taylor	South Burlington, VT
1987	Gordon Gowen	Alstead, NH	2010	Bruce Bascom	Alstead, NH
1987	Ronald Shaw	Hawkestone, ON	2010	Bruce Martell	Burlington, VT
1988	Arthur E. Merle	Attica, NY	2011	Earl Parker	West Chazy, NY
1988	Paul S. Richards	Chardon, OH	2011	Carl E. Vogt	St. Paul, MN
1989	Robert Coombs	Jacksonville, VT	2012	Michael A. Girard	Simsbury, CT
1989	A.R.C. Jones	Montreal, QC	2012	Dave Chapeskie	Spencerville, ON
1990	Ray Foulds	Burlington, VT	2013	Jerry Kless	Plessisville, QC
1990	Elmer Kress	Oxford, CT	2013	Dale McIsaac	Amherst, NS
1991	Clarence F. Coons	Kempville, ON	2014	Jacques Couture	Westfield, VT
1991	Dr. Mariafranca Morselli	Burlington, VT	2014	Don Lockhart	Charlotte, VT
1992	Edward Doubleday	Newport, NY	2014	Betty Ann Lockhart	Charlotte, VT
1992	Harold Tyler	Westford, NY	2015	Cécile Brassard Pichette	St. Lin, QC
1993	Charles Bacon	Jaffrey Center, NH	2015	Debbie Richards	Chardon, OH
1994	Kenneth Bascom	Alstead, NH	2016	Yvon Poitras	Beaver Dam, NB
1994	James Bochy	Somerset, PA	2016	Henry Marckres	Brookfield, VT
1995	Wilson (Bill) Clark	Wells, VT	2017	Tom McCrumm	Ashfield MA
1995	Lynn H. Reynolds	Hortonville, WI	2017	John Henderson	Oshawa, ON
1996	John Kroll	Long Prairie, MN	2018	Eric A. Randall, PhD	Alexander, NY
1996	Everett Willard	Derby, VT	2018	Bruce Gillilan	Fletcher, VT
1997	Lewis J. Staats	Lake Placid, NY	2019	Kathryn Hopkins	Skowhegan, ME
1998	Giles Croteau	St. Antoine-de-Tilly, QC	2019	Michael Herman	Sutton, QC
1998	Leslie Lyndaker	Croghan, NY			

History of North American Maple Syrup Council

Meeting Locations, Leadership and Life Members

Year	Annual Meeting Location	President / Chair	NAMSC Life Members
1959	Philadelphia, Pennsylvania	Founding Meeting	1982 Harry Yawney, VT
1960	Newbury, Ohio	Milton Thibaudeau, Luxemburg, WI	1990 Everett Willard, VT
1961	Wausau, Wisconsin	Milton Thibaudeau, Luxemburg, WI	1994 Russell Davenport, MA
1962	Philadelphia, Pennsylvania	Lloyd Sipple, Bainbridge NY	1995 Gordon Gowen, NH
1963	Cooperstown, New York	Lloyd Sipple, Bainbridge NY	1995 Ronald Shaw, ON
1964	Greenfield, Massachusetts	Linwood Lesure, Ashfield, MA	1998 John Kroll, MN
1965	Philadelphia, Pennsylvania	Linwood Lesure, Ashfield, MA	1999 Gilles Croteau, QC
1966	Antigo, Wisconsin	Adin Reynolds, Aniwa, WI	2000 Wilson "Bill" Clark, VT
1967	Belfast, Maine	Adin Reynolds, Aniwa, WI	2000 Dr. Randy Heiligmann, OH
1968	Philadelphia, Pennsylvania	Ture L Johnson, Burton, OH	2001 Robert Bordeau, VT
1969	Burton, Ohio	Ture L Johnson, Burton, OH	2001 Dr. Melvin Koelling, MI
1970	Honesdale, Pennsylvania	Edward Curtis, Honesdale, PA	2001 Richard Norman, CT
1971	Boyne Falls, Michigan	Edward Curtis, Honesdale, PA	2003 Paul Richards, OH
1972	Mount Snow, Vermont	Robert Coombs, Jacksonville, NH	2003 Carl Vogt, MN
1973	Orillia, Ontario	Robert Coombs, Jacksonville, NH	2004 Roy Hutchison, NH
1974	Keene, New Hampshire	Kenneth Bascom, Alstead, NH	2005 Gordon Cunningham, WI
1975	Davis, West Virginia	Kenneth Bascom, Alstead, NH	2006 Aubrey Davis, NH
1976	Hill City, Minnesota	Rex Alwin, Mound, MN	2007 Chris Hauge, WI
1977	Portland, Maine	Rex Alwin, Mound, MN	2007 Luc Lussier, QC
1978	Clymer, New York	Gordon Brookman, South Dayton, NY	2007 Dave Marvin, VT
1979	Deerfield, Massachusetts	Gordon Brookman, South Dayton, NY	2008 Norman Anderson, WI
1980	Wausau, Wisconsin	Ronald Shaw, Hawkestone, ON	2009 Warren Wells, NY
1981	Orillia, Ontario	Ronald Shaw, Hawkestone, ON	2010 Tom McCrumm, MA
1982	Painesville, Ohio	Russ Davenport, Shelburne Falls, MA	2012 Henry Marckres, VT
1983	Traverse City, Michigan	Russ Davenport, Shelburne Falls, MA	2013 Alfred Bolduc, ME
1984	Danbury, Connecticut	Gordon Gowen, Alstead, NH	2014 Mary Ellen Hutchinson, NH
1985	Wellsboro, Pennsylvania	Gordon Gowen, Alstead, NH	2014 Dr. Gary Graham, OH
1986	Rutland, Vermont	John Kroll, Long Prairie, MN	2014 Avarad Bentley, NS
1987	Duluth, Minnesota	John Kroll, Long Prairie, MN	2015 Mary Fogel Douglas, MI
1988	Portsmouth, New Hampshire	Arthur Merle, Attica, NY	2015 Bill Eva, NH
1989	Portland, Maine	Arthur Merle, Attica, NY	2016 Bruce Gillilan, VT
1990	Batavia, New York	Wilson "Bill" Clark, Wells, VT	2017 Bruce Bascom, NH
1991	Eau Claire, Wisconsin	Wilson "Bill" Clark, Wells, VT	2017 Gary Gaudette, VT
1992	Concord, Ohio	Lynn Reynolds, Hortonville, WI	2017 Cecile Brassard Pichette, QC
1993	Truro, Nova Scotia	Lynn Reynolds, Hortonville, WI	
1994	West Springfield, Massachusetts	Richard Norman, Woodstock, CT	
1995	Kingston, Ontario	Richard Norman, Woodstock, CT	
1996	Lansing, Michigan	Bob Smith, Skowhegan, M	
1997	Meriden, Connecticut	Bob Smith, Skowhegan, ME	
1998	Titusville, Pennsylvania	Avarad Bentley, Westchester, NS	
1999	Portland, Maine	Avarad Bentley, Westchester, NS	
2000	Burlington, Vermont	Hank Peterson, Londonderry, NH	
2001	St. Cloud, Minnesota	Hank Peterson, Londonderry, NH	
2002	North Conway, New Hampshire	Luc Lussier, Victoriaville, QC	
2003	Truro, Nova Scotia	Luc Lussier, Victoriaville, QC	
2004	Lake George, New York	Roger Sage, Warsaw, NY	
2005	Trois-Rivieres, Quebec	Roger Sage, Warsaw, NY	
2006	Green Bay, Wisconsin	Beth Collins, Cottonwood, MN	
2007	Akron, Ohio	Tom McCrumm, Ashfield, MA	
2008	Amherst, Massachusetts	Michael Girard, Simsbury, CT	
2009	Bar Harbor, Maine	Michael Girard, Simsbury, CT	
2010	Stratford, Ontario	Rick Marsh, Jeffersonville, VT	
2011	Frankenmuth, Michigan	Rick Marsh, Jeffersonville, VT	
2012	Mystic, Connecticut	Cécile Brassard Pichette, QC	
2013	Moncton, New Brunswick	Cécile Brassard Pichette, QC	
2014	Annapolis Valley, Nova Scotia	David Hamilton, New Castle, IN	
2015	Seven Springs, Pennsylvania	David Hamilton, New Castle, IN	
2016	Burlington, Vermont	Dr. Eric Randall, Alexander, NY	
2017	Lévis, Québec	Dr. Eric Randall, Alexander, NY	
2018	Concord New Hampshire	David Briggs, Hillsborough, NB	



North American Maple Syrup Council, Inc.

RESEARCH AND EDUCATION FUND

ABOUT THE NAMSC RESEARCH AND EDUCATION FUND

The NAMSC Research and Education Fund is a non-profit, volunteer committee of the North American Maple Syrup Council (NAMSC). The fund was established as the NAMSC Research Fund in 1987 by the Council's state and provincial delegates in an effort to promote and support maple research. The Fund provides grants for maple research for the interest and benefit of all producers in the United States and Canada.

The need for maple research continues to increase in areas such as tree health, insect infestation, energy efficiency, syrup production, product quality, packaging, marketing, syrup adulteration and others vital to the future of the maple industry. There are many issues that affect all sectors of the maple industry, and the research we support helps our industry grow and thrive.

The Research Fund is managed by the Council, which annually solicits, reviews, and selects research proposals on topics of importance and concern to the maple industry. Funds for maple research projects are granted to qualified universities, research institutions, or individuals in the United States and Canada. Research results are reported at the NAMSC Annual Meetings and published in the *Maple Syrup Digest* and other industry publications.

In 2018 the Council voted to change the name of the fund to the Research and Education Fund, and to begin making small grants to member associations to help disseminate best practices and practical skills trainings to producers.

CONTRIBUTING TO THE RESEARCH AND EDUCATION FUND

The long-time practice of the Fund has been to generate funding through its voluntary "one penny per container filled" program. Maple syrup producers and packers contribute to the fund directly, through major plastic container manufacturers, or through our member state and provincial maple associations that participate in the program.

In 2009, the Committee augmented the "one penny per container filled" program with the development of the *Maple Research Alliance Program*. This program is designed to increase and maintain consistent funding through an industry-wide network of container and equipment manufacturers and distributors, syrup packers, co-ops, and producer associations. The participating companies and organizations who make the commitment to support and promote the research and educational initiatives of the Council are *Alliance Partners*. *Alliance Partners* can collect a voluntary "penny per container" contribution from their customers at the time of container sales, or make a contribution directly to the Research Fund of a penny for every container that they manufacture or sell.

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Mark & Stephanie Waletzko
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mswaletzko@frontier.com

Bell's Maple Syrup
From the Heart of Minnesota
Tony McGinnity
Chief Sap
1503 Colleen Avenue
Arden Hills MN 55112
651-295-2120
bellsmaple@outlook.com

Our participating *Alliance Partners* are:

Dominion & Grimm U.S.A.
Haigh's Maple Syrup & Supplies LLC
Hillside Plastics, Inc
Indiana Maple Syrup Association
LaPierre Equipment
Maple Hollow
Maple Syrup Producers Association of CT
MA Maple Producers Association

CDL Maple Equipment
NH Maple Producers Association
Sugar Bush Supplies Co.
Sunrise Metal Shop
Technologie Inovaweld, Inc
VT Maple Sugar Makers' Association
WI Maple Syrup Producers Association
Randall's Maple, LLC

Individual syrup producers and syrup packers who purchase containers from a manufacturer or supplier who is not an *Alliance Partner* can send their voluntary contribution of "one penny for every container filled" directly to the NAMSC Research and Education Fund treasurer at the address below.

We extend our sincere thanks to those who support the NAMSC Research and Education Fund through voluntary contributions or assistance as an *Alliance Partner*. It is essential we all participate in this effort and we ask that you consider your contribution of "one penny for every container you fill" a modest investment in the future of maple.

FOR MORE INFORMATION CONTACT:

Winton Pitcoff, Chairman, PO Box 6, Plainfield, MA 01070-9768 Phone: 413-634-5728, Email: winton@mass-maple.org

Joe Polak, Treasurer, W1887 Robinson Dr., Merrill, WI 54452 Phone : 715-536-7251, Fax 715 536-1295, Email: joepolak@frontier.com

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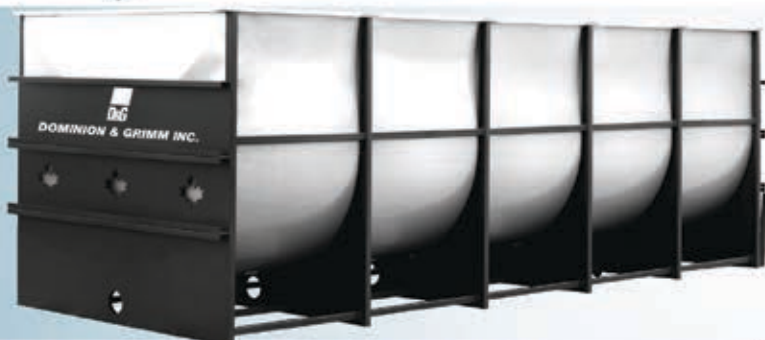
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Delegate — Cecile Brassard Pichette
Alternate — Michel Labbe`

Rhode Island Maple Syrup Producers Assoc.,

(Pending Approval)
Delegate — Thomas E Buck
Alternate — Robert Burdick

West Virginia Maple Syrup Producers Assoc.,

Delegate — Mike Rechlin
Alternate — Jamie Schuler

Wisconsin Maple Syrup Producers Assoc., Inc.

Delegate — James Adamski
Alternate — Joe Polak

NAMSC Associate Members

Associate Members of the North American Maple Syrup Council are elected for three-year terms by a two-thirds (2/3) majority vote of the Council Delegates at the annual meeting. Associate Members are selected based on their active support of the Council, its mission and goals, and their involvement in the maple industry. Although they are non-voting members they are welcome to serve on committees and actively participate in meetings. Associate Members typically include researchers, members of extension and forestry services, equipment and container manufacturers, dealers, suppliers, packers, co-ops, committee members, Research Alliance Partners, and other organizations or providers of professional services for the Council and the maple industry.

Garth Atherton	Equipment Distributor	Vermont	2019
Dr. Brian Chabot	Researcher Cornell University	New York	2019
Steve Childs	Researcher Cornell University	New York	2019
Dr. Gary Graham	Natural Resource Specialist, Ohio State Univ Extension	Ohio	2019
Wes Schoepke	Equipment Manufacturer, WesFab	Wisconsin	2019
Corey Grape	Producer	Wisconsin	2019
Brad Gillilan	Manufacturer, Leader	Vermont	2019
Dr. Michael Farrell	Producer, Forest Farmers	New York	2019
Maurice Giguere	Producer, Citadelle	Quebec	2019
Jean Marie Chabot	Equipment Manufacturer, CDL	Quebec	2019
Bruce Bascom	Equipment Distributor, Packer	New Hampshire	2019
Luc Lugace	Researcher Centre Acer	Québec	2019
Alfa Arzate	Researcher Centre Acer	Quebec	2019
Brian Stowe	Research Specialist Univ Vermont	Vermont	2019
Mark Isselhardt	Research Technician Univ Vermont Extension	Vermont	2019
Dr. Timothy Perkins	Research Professor and Director Univ Vermont	Vermont	2019
Dave Chapeskie	Executive Director IMSI - Retired	Ontario	2019
Bill Robinson	Producer	Ontario	2019
Keith Ruble	Producer	Indiana	2019
Tom Zaffis	Packer, Turkey Hill	Quebec	2019
Frank Vella	Glass Supplier, Vitro Elite	New York	2019
Yves Bois	Executive Director Centre Acer	Quebec	2019
Lyle Merle	Producer	New York	2019
Karl Zander	Webmaster	Wisconsin	2020
Gary Keough	USDA / NASS	New Hampshire	2020
Dr. Natalie Martin	Chemist, Center Acer	Québec	2020
Dr. Abby van den Berg	Research Technician, Proctor Center	Vermont	2020
Tim Wilmot	Equipment Manufacturer, D&G	Vermont	2020
Benoit Pepin	Equipment Manufacturer, Lapierre	Vermont	2020
Ron Wenzel	Producer	Connecticut	2020
Mary Douglas	Equipment Distributor & Alliance Partner	Michigan	2020
Norman Anderson	Packer	Wisconsin	2020
Henry Marckres	Chief Consumer Protection, VT Agency of Agric.	Vermont	2020
Martin Plante	Citadelle	Quebec	2020
Dr. Jesse Randall	Research Professor Michigan State Univ	Michigan	2020
Geoff Picard	Producer	Connecticut	2020
Steve Broderick	Extension Forester	Connecticut	2020
Dr. Joe Oraface	Yale University	Connecticut	2020
Michel Labbe	President Citadelle	Quebec	2020



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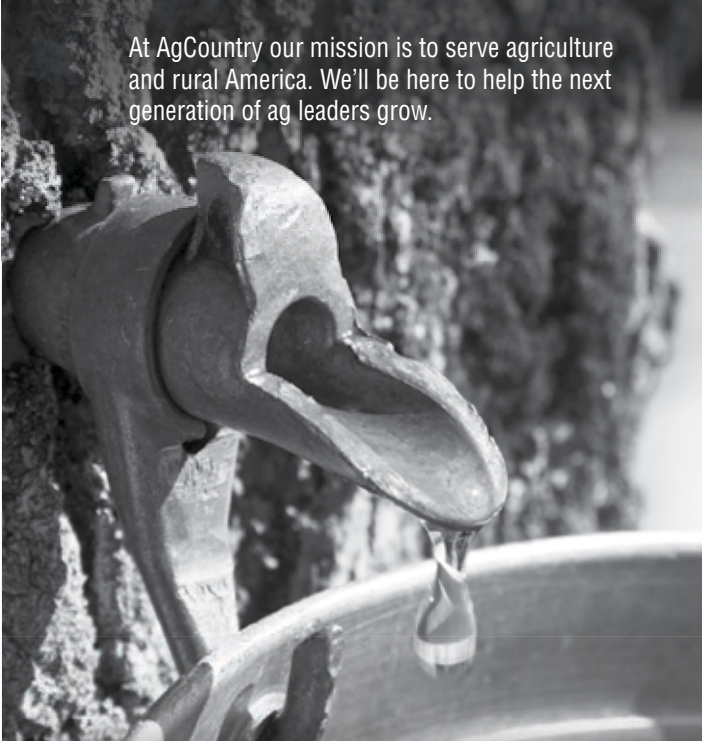
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Jacques Couture
Kathryn Hopkins
Daniel Lalanne
Eric Prudhomme
Todd Leuty
Helen Thomas
John Kuhn
Rick Fogel
Peter Gregg
Angie Considine
Mark Cannella
Navindra Seeram
Louise Poitras
Jamie Schuler
Peter Smallidge
Missy Leab
Fred Hedmark
Thomas Spink



Producer
Extension Educator
Equipment Manufacturer
Agriculture Inspector
Agroforestry Specialist
Executive Director NYSMA
Manufacturer, Sunrise Metals
Equipment Dealer, Producer
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International Maple Syrup Institute

President's Address

Duluth, October 2019

Dear meeting participants and maple industry colleagues,

I want to thank you for being here and for your involvement in our wonderful maple world. In the coming days, the International Maple Syrup Institute and the North American Maple Council will provide an active forum for advancing ideas and issues of importance to your business. In the course of our continued discussions and debates, we will participate in building and articulating a strategic vision and an action plan to ensure our industry's competitiveness and continued success.

The IMSI's role of uniting, informing, mobilizing and representing its members to advance the industry's goals is more important than ever because the business environment is changing much faster now and requires quick and competent responses. For example, we foresee additional government regulations in areas such as food safety, health, and nutrition. Information technology and social media will continue to accelerate changes in nutritional preferences and lifestyle that influence food consumption behaviors. Environmental changes will influence food production and therefore food choices in the future and a more complex global trade network is also at play with implications for our export business and the protection and integrity of our products abroad. These concerns need to be managed actively by individual businesses and also at the industry level because they can affect our ability to go to market and appeal to consumers.

Additionally, we have a sizable industry to protect. In aggregate, maple syrup production alone is valued at more than USD \$540M (CAD \$700M) and supports regional economies, sustaining a large number of rural enterprises and institutions across North America.

The new reality we are facing presents challenges that IMSI members can address effectively together as a united industry. More importantly, it presents opportunities for maple producers and packers to manage change proactively, to take a larger share of the sweetener market and increase maple's relevance as a sustainable and natural food.

Only with your active membership and contribution can the IMSI continue to develop programs that shape our competitive environment to our advantage and proactively address and resolve industry issues.

For these reasons, I strongly encourage organizations of all sizes and individual producers big and small to join the IMSI. You will benefit from a strong and active network of smart and engaged maple industry colleagues and participate in shaping the industry. And you might learn something, have fun connecting with folks like you and share your own knowledge and insights for the benefit of other businesses like yours.

I wish you a pleasant and productive time in Duluth,

Ray Bonenberg, President, International Maple Syrup Institute



International Maple Syrup Institute

Annual Meeting Agenda

44th Annual Meeting of the International Maple Syrup Institute

Date: Oct. 22, 2019, 13:15 - 15:30

1. Welcome to Duluth and call to order — Ray Bonenberg, President, IMSI
2. Review Minutes of 2018 Concord, NH Annual Meeting — All
3. Appoint Financial Review Committee — Mark Harran
4. IMSI Membership Report — David Campbell, Treasurer & Jean Lamontagne, ED
5. Summary of the IMSI Commission Report - Ray Bonenberg
6. Fee Structure — Ray Bonenberg
7. Normandy Group Appointment & Regulatory Monitoring Update — Jean Lamontagne
8. Update FDA Meeting/Label Guidance — Jean Lamontagne
9. Reference Amounts (Serving Size) — Jean Lamontagne
10. International Codex Application Update — Simon Trépanier
11. IMSI Sponsored Awards — Ray Bonenberg
12. Maple Quality Assurance & Grading School Updates — Cathy Hopkins & Yves Bois
13. Report of the Nominations Committee 2019 — Mark Harran
14. IMSI Board of Directors Meetings 2020 — Jean Lamontagne
15. Election of IMSI Directors for 2020
16. Adjournment
17. Call to Order of IMSI 2020 Directors
18. Election of IMSI Executive for 2020
19. IMSI Executive Director Update
20. Acceptance of IMSI Consultants for 2020
21. Other business — All
22. Adjournment

IMSI Key Note Speaker, 14:45 – 15:30

Maple Nutrition and Health Benefits: Research Update

Navindra Seeram, Ph.D., Professor and Chair of the Department of Biomedical and Pharmaceutical Sciences, College of Pharmacy, University of Rhode Island



International Maple Syrup Institute

Activities and Accomplishments 2018-19

The International Maple Syrup Institute (IMSI) is the voice of North America's maple syrup and maple products producers, packers, equipment manufacturers, and scientists, in government, trade and environmental affairs. The IMSI represents both the United States and Canada's producers and manufacturers of maple syrup, from the smallest to the largest.

It provides an active forum for advancing ideas and issues of importance to the maple products industry and the large number of rural enterprises and institutions it sustains across North America. With the help of member companies and institutions, the IMSI works collaboratively to develop programs to advance the industry's leadership in quality management, sustainable forest management and environmental stewardship. The IMSI internalizes 45 years of experience and leverages the vast expertise of its members to proactively address and resolve industry issues.

THE IMSI HOSTED 3 INDUSTRY FORUMS IN 2018-19

The IMSI held three board meetings between 2018/19 maple seasons in Laurierville Quebec, Colchester VT, Lake Placid NY, where members had the opportunity to discuss business and exchange ideas across industry sectors and national borders. The IMSI welcomed the participation of U.S. Maple Industry Alliance (MIA) with participants Amanda Voyer, ED of the Vermont Maple Sugar Makers Association and Helen Thomas, ED of the New York State Maple Syrup Producers' Association. The MIA has members from 8 state associations and will work together with the IMSI toward strategic industry goals.

Representatives from the Canadian Food Inspection Agency (CFIA) presented the new Canadian Food Safety Regulation, detailing the implications and requirements for the maple syrup industry at the IMSI board meeting in Laurierville QC, February 1st, 2019. If you have questions or want a copy of the presentation contact jeanlamontagneimsi@gmail.com.

STATE OF THE INDUSTRY: QUALITY, SUPPLY, DEMAND AND PRICING

Maple production was good in 2019. Quebec produced 159.4 million lbs., about 92% of the Canadian production. Tap yields varied significantly and the southernmost adjoining producing regions Chaudières-Appalaches and Montérégie (southern Quebec) produced 67.8 million pounds (42.2% of the production) with an average yield of 3.35 lbs. per tap. The number of taps in Quebec is estimated at 49.4 million in 2019.

The USDA's National Agricultural Statistics Service (NASS) reported a total U.S. production of 46.7 million lbs., an increase of 1% over last year with Vermont leading at 22.8 million lbs., about 49% of the U.S. production. The number of taps is estimated at 13.3 million, down 4 percent from the 2018 total. Yield per tap is estimated to be 3.5 lbs., up 5 percent from the previous season. Note that NASS has discontinued estimates for 6 States and that production and number of taps are believed to be underestimated.

Quebec reports good export levels and stable sales in Canada and with exports. Efforts to promote local maple businesses such as Ontario's Maple Weekend (April 6 -7) were deemed very good sales and brand building strategies. Packers and vendor members report that margins are under continued pressure as the industry grows and competes more aggressively at wholesale and retail and new players enter the marketplace with aggressive pricing.

There are indications that production costs are going down which is a good strategy when margins are squeezed. To this end, some industry players are consolidating and investing in technology to lower costs and leverage greater economies of scale. Equipment manufacturers reported rising sales in new equipment for expanding production facilities but an overall modest increase in sales.

The industry is innovating by marketing new varieties and blends that reinforce maple syrup's unique and highly appealing taste as well as new packaging assortment options and more compelling branding. This higher-value and broader reaching consumer strategy will help distinguish it from other sugary products in the market place and command high prices.

This year IMSI industry discussions in all three meetings tended to focus on quality and consistency. Overall quality was reported to be good but some issues remain for producers and packers about the inconsistency of product integrity. Some processor members report that some producers try to pass poor tasting syrup on by blending and other methods of enhancement. The poor quality syrup that passes inspection will often deteriorate in storage leaving the buyer with an off-spec product and a loss. The price per tap for new entrants is high and some producers are pressed to sell all their harvest, including poor tasting syrup. It has been reported that poor tasting syrup is also sold for consumption in Canadian and US local markets. Ultimately, the industry pays the price in lost future revenues because consumers who buy bad tasting syrup stop buying and turn to cheaper substitutes instead. These 'lapsed users' are very costly because the money spent to recruit them is lost and many will promote negative word-of-mouth by sharing their experience in conversations and on social media. The maple syrup industry needs to achieve 100% consistent quality in taste in all distribution channels. This is the most important aspect of brand building, essential to growing existing sales and acquiring and retaining new consumers.

This does not mean that maple syrup needs to be all the same, in fact marketing a larger and more interesting assortment of flavor profiles and formats will expand usage occasions and contribute to the product's appeal in common usage and as a more widely and frequently used ingredient.

ENVIRONMENTAL WATCH

The IMSI and U.S. Maple Industry discussed the disposal of permeate. The Vermont Agency of Agriculture has hired an engineer to collect and analyze permeate and pan cleaning discharges for its due diligence. They are currently analyzing the data from this past season, and looking at permeate but also other discharges from the sugarhouse. It appears that the use of phosphorous based acid by VT producers is also a concern. The IMSI will review the outcome of this analysis and inform its members of the process as it unfolds. This could eventually necessitate interventions by the maple industry and a response, for example, developing and educating to internalize best practices processes in order to conform to new norms or regulations. The issue has come also up in Quebec.

IMSI COMMISSION REPORT: ADAPTING TO A NEW BUSINESS ENVIRONMENT

The internal Commission was established to study and report on how the IMSI can remain highly effective and responsive in serving the North American maple industry. It had the mandate to determine what delivery model would be best and to make recommendations to ensure the relevance of the IMSI.

The IMSI realizes that responsible and well organized maple industry stewardship is more important than ever. We have a sizable industry to protect. The industry has grown an average of 5 percent per

year in past 20 years. In aggregate, maple syrup production alone is valued at more than USD \$540M / CAD \$700M and supports regional economies, sustaining a large number of rural enterprises and institutions across North America. Furthermore, the business environment is changing much faster now and requires timely and competent responses. We foresee additional government regulations in areas such as food safety, health, and nutrition. Information technology and social media will continue to accelerate changes in nutritional preferences and lifestyle that influence food consumption behaviors. Environmental changes will influence food production and food choices in the future and will spur environmental regulations that will likely affect the industry. Finally, a more complex global trade network is also at play with implications for our export business and the protection and integrity of our products in-market and abroad. *These factors need to be managed by individual businesses and also at the industry level, because they can diminish our ability to go to market and appeal to consumers. Conversely, a fast-changing business environment will provide growth opportunities for a nimble maple industry that adjusts and competes opportunistically.*

The commission considered whether the IMSI's structure and resources are sufficient to assist the industry to position itself advantageously, for example by challenging and influencing the direction of national regulatory agencies as it did with the added sugar issue. And, are current resources sufficient to retain quality professional management and enlist the services of regulatory monitoring agencies and other specialists when the need arises? Fundamentally, can the IMSI fulfill its role of uniting, informing, mobilizing and representing its members to advance the industry's goals such as the industry's overarching objective for maple syrup to become a versatile, multi-use and superior ingredient (like olive oil) that is more widely-used in larger quantities in households and foodservice venues world-wide.

The report was tabled as a draft at the May IMSI Board meeting and was accepted as presented at the Aug 8th, 2019 meeting at Lake Placid. 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 and proactive approach to address and resolve the issues and opportunities that arise.

IMSI FEE STRUCTURE REVIEW: FULFILLING THE IMSI MISSION

The IMSI conducted a robust search process for a replacement Executive Director in late 2018 and early 2019. This replacement came with a significant fee increase (for IMSI) for the retention of this service. Also, with the movement to retain a lobbying firm to proactively engage with regulatory agencies, the present fee structure is no longer sustainable. The transition fund of 2018/19 provided transition funding to bridge the gap between the departure of the former ED and the arrival 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 (the previous budget was around \$45,000 to \$50,000 in 2018). A breakdown of emphasis and priorities was also recommended. The IMSI board approved a framework for an increase in fees at Lake Placid in August 2019. 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 management approach.

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

JEAN LAMONTAGNE: NEW IMSI EXECUTIVE DIRECTOR

In May 2019 a new Executive Director took office. Jean Lamontagne has 27 years of experience in multinational food companies in general management and senior leadership roles in operations, sales, brand management and food innovation. He has experience and expertise in growing sales and profits through careful and deliberate strategic planning and execution. With an aptitude for identifying business opportunities and aligning enterprise capabilities to achieve its goals, he will provide leadership and support to individual producers as well as larger industry groups. Jean values collaboration, trust and respect for people's individuality and personal and professional goals. Jean obtained an MBA at McGill University and an accreditation in agribusiness from Harvard University. Producers and industry participants from all regions and of all sizes are encouraged to communicate with Jean directly at jeanlamontagneimsi@gmail.com.

DAVE CHAPESKIE: 10 YEARS OF OUTSTANDING SERVICE

Dave will continue to be involved with the IMSI as an active member but he chose to leave the IMSI Executive Director position to concentrate on his agroforestry and maple advisory service. Dave worked ten years for the IMSI providing leadership and expertise and piloting many critical files such as the new grading system, the maple industry's successful response to proposition 65 and the successful conclusion of the FDA added sugar issues. We wish Dave success and we are grateful for his contribution to the industry.

'ADDED SUGAR' RESOLVED: AN IMPORTANT WIN FOR THE INDUSTRY DRIVEN BY THE IMSI

The reader will recall that on May 27, 2016, the FDA published final document rules on the new nutrition facts label. The new label was designed to make it easier for consumers to make better informed food choices. Notably by including the descriptor 'added sugar' and % daily value for sugars and indiscriminately using the wording 'added sugars' for all food products.

The IMSI, member organizations and individual producers expressed strong concern about the 'added sugar' descriptor, claiming that maple syrup is not made with added sugar. The IMSI anticipated that consumers would misinterpret single-ingredient maple syrup as having sugar added, meaning sugar that is not inherent to the product. This would mislead consumers about the true nature of maple syrup and reduce the perceived value of maple syrup, a pure and naturally occurring sweetener with no sugar added.

The IMSI pushed back and challenged the FDA to provide a fair and functional alternative as well as an extension of the new label compliance then set at January, 2020. The IMSI's active three year campaign included numerous government consultations with members of Congress, the FDA and USDA, communications and strategic interventions with the help of a professional lobbyist located in Washington. This resulted in amendments to the new nutrition facts label enacted through the USDA's Farm Bill and reset the compliance date to July 1, 2021, giving packers enough time to make label changes. The food labelling requirements under section 403(q) of the Federal Food, Drug, and Cosmetic Act (21 U.S.C. 343(q)) ... shall not require that the nutrition facts label of any single-ingredient such as maple syrup, that is packaged and offered for sale as a single-ingredient food bear the declaration "Includes X g Added Sugars".

With this ruling in hand, the IMSI then pressed the FDA to issue more specific guidance on the added sugar delineation. In May 2019, the FDA issued their non-binding guidance where the 'added sugar' descriptor was removed from the nutritional facts panel (NFP) and suggested the use of a clarifying descriptor at the bottom of the NFP explaining the contribution of one serving to the daily value of sugar in the diet. Furthermore, maple syrup is not required to declare the number of grams of added sugars in a serving of the product on the nutrition facts label but still must include the percent

daily value for added sugars to the diet. The FDA advised the IMSI and manufacturers of containers of pure maple syrup products of its intent to exercise enforcement discretion until July 1, 2021 for complying with the labelling changes outlined in the Nutrition Facts label rule and the Serving Size rule.

Currently, the IMSI has requested a follow up meeting with FDA officials to discuss some NFP options and determine the most favorable way to comply with this guidance. The IMSI will inform its members ASAP of the FDA discussion and in accordance with the meeting outcome, will provide specific guidance to member packers and producers regarding the nutrition facts panel.

IMSI PROPOSAL TO FDA: AMEND THE DEFINITION OF MAPLE SYRUP

The IMSI provided specific recommendations to implement an amendment to the definition of maple sugar. The PPAQ has done good work on that front with CODEX.

The Codex Alimentarius is a repository of internationally recognized standards, codes of practice, guidelines, and other recommendations relating specifically to foods, food production, and food safety. Tolerances for pesticide residues, contaminants, and food additives developed by Codex offer an opportunity for countries to harmonize country requirements and thus improve international trade. It is a useful registry for importers and exporters because it facilitates trade. There remains work to be done to harmonize US and Canadian definitions.

The objective is to have maple syrup uniformly recognized as a pure product from sap with no additives and to remove the possibility of preservative use and labelling as this disqualifies 'pure'. Ideally all definitions will be the same for all world markets.

MAPLE SAP WATER: GROWING THE MAPLE PRODUCTS CATEGORY

The IMSI submitted a recommendation to the FDA about language and definition of Maple Water. Industry members see the potential to market maple water and for many more similar products such as energy drinks. Some are on the market now. Follow-up action is planned.

REGULATORY MONITORING: FORWARD LOOKING AND ACTION ORIENTED

At the Lake Placid meeting, board members had a substantial and informed discussion on the FDA guidance, Declaration of Added Sugars. Anticipating more regulatory issues in the future, the focus shifted to determining what the IMSI should be monitoring.

Members agreed on the importance of being in contact with the FDA and having strong relationships with U.S. congressional representatives through active monitoring in order to deal with future issues proactively. For example, although the outcome of the 'added sugar' issue is probably the best the industry could get, had the direction the FDA took on added-sugar been identified earlier, we could have influenced the outcome more effectively prior to its adoption and at a lesser expense. Also discussed was the potential for additional food safety and environmental regulations that could impact the industry.

Members concluded that going forward, a proactive approach and continued active scrutiny of the regulatory bodies and government processes regarding health, the environment, food safety and nutrition such as the USDA Dietary Guidelines Consultation & FDA Food Safety Modernization Act (FSMA) is required and appropriately channeled through the IMSI and its specifically designated collaborators.

REGULATIONS AFFECTING THE POSITIONING OF MAPLE SYRUP TO CONSUMERS

This year IMSI members expressed interest to continue to position maple syrup as more than just sugar within the boundaries of the regulatory environment. The end goal is for maple syrup to become distinct in the sugary products category by promoting the attributes that make maple products healthier, having a unique and highly appealing taste profile and being natural, much as the olive oil industry

did to achieve its status as a superior ingredient. This will require communication and collaboration with regulatory bodies to promote maple syrup's nutritional attributes. This project will be initiated by the executive director and a task team will be formed.

United States - Reference Amount (Serving size) Nutrition Facts Panel. IMSI members discussed changing maple syrup's reference amount to be the same as honey. In the United States, current FDA regulation puts the maple syrup serving size at 2 tbsp. (approx. 30ml or 1/8 cup or 24 gr.). One serving adds 24 grams of sugar to your diet and represents 48% of the Daily Value for Added Sugars'. Honey is in a different category, with the reference amount of only 1 tbsp. (half that of maple syrup), it contributes (roughly) only 24%, or half of the daily added sugar.

Canada – Reference Amount (Serving Size) Nutrition Facts Panel. IMSI members and directors also discussed the need to harmonize the serving size between both countries. The U.S. serving size is 30 ml while in Canada the serving size is 60 ml. This is a large quantity which is not representative of average current usage and usage trends. Harmonization would be favorable for import/export requirements and ease and clarity of the information on Nutrition Facts Panels. It would also present a more favorable nutritional picture. Consider that if the current U.S. daily value for sugar was adopted in Canada, it would represent 98% of the Daily Value for Added Sugars, an obvious disincentive for consumers. Also consider that in Canada, honey (molasses, bread spreads) serving sizes are 20 grams (15ml). The Canadian maple syrup serving size is 4 times larger than honey.

It was agreed that the IMSI would further define a reduction goal for the Canadian serving size and explore the method and request changes with Canadian regulatory agencies with the twin objectives of harmonizing with the U.S. and having a more realistic serving size for consumers.

Rationale. For both Canada and the United States, members agreed that having a smaller serving size is a clear advantage because sugar percentage is the most obvious nutritional reference for maple syrup. There are strong supporting arguments for this change. Maple syrup is increasingly used as an ingredient, much like honey. Similarly, it is used in tea, coffee and other beverages, baking, salad dressings and sauces thus increasing its usage occasions beyond breakfast. As consumers become more aware of their sugar intake, they will be more discriminating about the sources of sugar in their diet. *Smaller and more appropriate label serving sizes will help maple syrup to differentiate itself and compare more favorably with alternative and substitute sweeteners.*

THE INTERNATIONAL MAPLE SYRUP INSTITUTE MAPLE GRADING SCHOOL

The International Maple Syrup Institute Grading School began in 2004 when Kathryn Hopkins, Extension Professor at the University of Maine Cooperative Extension with colleagues, Henry Marckres of Vermont and Sumner Dole of New Hampshire, created the maple grading school to provide hands-on and experiential grading and judging training. Remarkably, the school is now going into its 16th year, training over 500 participants. The maple industry and the IMSI and its members have benefitted greatly from the school's expertise and we are very grateful to Kathryn and her colleagues who continue to lead the IMSI Grading School and have advanced grading teaching methods and tools to a very high standard.

The international standardization of the maple syrup grades, an increased emphasis on quality control, food safety concerns, and the marketing of maple products as premium quality food has led to continued interest in the school by producers, regulators, equipment manufacturers, chefs, and high school, vocational school, and college instructors. The school was designed to incorporate multiple learning strategies: active thinking, learning by doing, group work, problem solving, reflection and assessment. Engaging participants in a variety of learning modalities provides a richer experience that transfers well from classroom to practical application in real life.

The continued success of the school and its participants helps promote the exceptional image of both

the maple industry and its producers. Fifteen years of evaluation results show that 82% of participants (508) have increased their knowledge about five syrup grading techniques by 2 to 6 steps on a seven-step scale. The perpetuation of the school provides an excellent platform for industry discussion and education about maple products and quality issues concerning pure maple syrup.

Comments from 2018 and 2019 school participants include:

“Syrup needs to meet grading standards! It’s very important to have consistency of maple syrup so consumers are confident in their purchase of a quality product.”

“Very effective for me. I have a much better understanding of how and why off flavors occur and now I can effectively help educate producers on ways of eliminating or minimizing off-flavor issues.”

This year, three sessions of the grading school were planned: Fredericton, New Brunswick held June 6-7, 2019; Proctor Maple Research Center in Vermont, September 17-18, 2019; and Duluth Minnesota October 24–25. For more information about the program please see <https://extension.umaine.edu/maple-grading-school> or contact Kathryn Hopkins at khopkins@maine.edu.

CENTRE ACER: R & D AND MAPLE TECHNOLOGICAL TRANSFER

IMSI member Yves Bois, General Manager of the Centre Acer reports having a productive year conducting applied research, working on technological development and on new ways to transfer knowledge and technology to producers.

The Centre’s extension department was very active in 2018, giving 77 conferences and courses to an estimated total attendance exceeding 6100 participants. The grading school courses were well liked with 41 classes attended by 562 producers. The most popular course addresses flavor defect detection and identification during which participants taste 60 syrup samples. Other courses focus on the correct use of measuring equipment and the calibration of maple syrup. Additionally the extension team published 14 articles directed at maple producers, providing practical guidance to solve problems ranging from maple syrup density adjustment with refractometer and hydrometer to the effect of sap aeration on buddy maple syrup taste defects.

On the research side, the Acer team published 5 scientific articles in 2018, including a scientific report about the sap constituent leading to buddy maple syrup in the renowned scientific journal Nature. The team also conducted 29 private research projects and 27 public ones.

The advertisement features a background image of industrial maple processing equipment. The 'h2o innovation' logo is in the top left, with a maple leaf icon. Below it, the text 'COMPLETE LINE OF MAPLE EQUIPMENT' is displayed. In the top right, a black box contains the text 'FOLLOW US ON SOCIAL MEDIA' and icons for YouTube, Facebook, and Instagram. The bottom left corner includes a 'HIGH BRIX' logo and the text 'CREATOR OF THE HIGH BRIX TECHNOLOGY' and 'PATENTED TECHNOLOGY'. The bottom right corner lists 'AUTHORIZED DEALERS IN 11 STATES' followed by the state abbreviations 'ME / MA / MI / MN / NH / NY / OH / PA / VA / VT / WI'. A black banner at the bottom lists various equipment types: 'SPOUTS & FITTINGS / MAIN-LINE & TUBING / H2O-SMARTREK™ / TOOLS / SAP EXTRACTORS / PUMPS / TANKS / ROs / EVAPORATORS / FILTRATION & BOTTLING / PVC FITINGS & ACCESSORIES'. The contact information '127 Grand Avenue, Swanton, VT 05488 | (802) 868-6732' and the website 'www.h2oinnovation.net' are at the very bottom.

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Centre Acer offers its services to individual producers, packers, equipment manufacturers and other maple businesses who want to attend courses or get technical assistance and resources to develop new maple products and services. Find out more at <http://centreacer.qc.ca/> Transfert/formation or direct your inquiry to Martin Pelletier at martinpelletier@centreacer.qc.ca.



International Maple Syrup Institute

IMSI Commission Report - Summary

The Commission was established following a discussion paper, entitled “Ensuring the Sustainability and Continued Effectiveness of the IMSI”, presented by the President of the IMSI which framed the background and purpose of the process. The report is based on extensive discussions among Commission members, numerous phone interviews with maple industry stakeholders and the results of an opinion survey of IMSI members.

The report was tabled as a draft at the May IMSI Board meeting and was accepted as presented at the Aug 8th, 2019 meeting at Lake Placid.

IMSI Commission Members:

Tom Zaffis — Co-chair Canada
Brian Bainborough — Ontario
Yvon Poitras — New Brunswick

Mark Bigelow — Co-chair U.S.
Mark Harran — Connecticut
Jacques Couture — Vermont

RATIONALE FOR COMMISSION:

The purpose is to ensure that the IMSI remains fully relevant and highly effective in serving the future needs of the North American maple industry. Three major challenges need to be addressed:

The issues facing the maple industry are becoming more complex and resource intensive, requiring a lengthy period to reach resolution.

The departure of our existing Executive Director; need to maintaining a strong leadership.

The funding is not sustainable at the current level of membership fees.

The Commission proposed 9 recommendations aimed at continuing the work IMSI does with the present model of an Executive Director with enhanced focus on a more strategic and proactive approach to address and resolve issues and leverage opportunities.

RECOMMENDATIONS AND RATIONALE:

Recommendation #1

Maintain the current IMSI organizational structure with a new Executive Director.

Rationale: *The consensus was of maintaining the IMSI in the current structure and hire a new Executive Director and provide executive leadership and services needed to advance the IMSI in the years ahead.*

Recommendation #2

Continue to operate the IMSI separate from the NAMSC organization. The IMSI will strive to provide strong leadership for the entire North American maple industry on all matters that impact the future of both U.S. and Canadian maple industry stakeholders. It is recommended that the IMSI work cooperatively with the North American Maple Syrup for the advancement of the maple industry.

Rationale: Some IMSI members think that the North American maple syrup industry would be better served by having a single trade association representing the North American maple industry. However, some industries have two trade associations representing different groups. The Commission decided that such options would not be pursued at this time. The IMSI should continue to work cooperatively with the NAMSC to avoid any duplication. The objective is that scarce resources be invested in the most efficient manner to fulfill the IMSI's mandate of advancing the industry's goals.

Recommendation #3

It is recommended that the IMSI achieve a sustainable annual operating budget of a minimum of \$100,000 U.S. funds beginning in 2020 to cover expenses such as an annual salary and expenses of the Executive Director, IMSI operating and other services.

Rationale: It has now been confirmed that the IMSI will require \$30,000 U.S. funds to pay the salary for the new Executive Director as well as funds to hire specialists to monitor, lobby and maintain relations with government agencies and occasionally hire consultants to help advance high-priority initiatives. The value and need for professional assistance beyond the capacity of the IMSI itself has been clearly demonstrated in recent years.

Recommendation #4

Review and revise the membership dues structure with a goal to increase revenue in a fair and equitable process for all IMSI members. It is essential that the new membership dues structure and fees be in place by January 1st, 2020.

Rationale: The membership fees need to increase to fund the budget requirements of the IMSI beginning in the 2020 calendar year.

Recommendation #5

Explore additional funding sources to provide a viable long term operating budget for IMSI that does not require an unreasonable financial burden to current members.

Rationale: Several good potential revenue generating ideas have been discussed by IMSI and the Commission that will require further investigation.

Recommendation #6

It is recommended that the IMSI operate strategically and focus on the following categories:

Maple syrup and other single-ingredient maple products - product quality and safety regulations.

Product labelling regulations and standards (both re-active and proactive).

Promote and support maple research and education.

Continue to scan the maple operating environment to identify, anticipate and take action on matters that may significantly impact the maple industry (i.e., invasive species, climate change, waste management).

Rationale: The majority strongly supported the need for a strategic emphasis, as outlined in this recommendation. It is important that the IMSI Board of Directors be fully engaged in prioritizing work and allocating financial resources now and in the future.

Recommendation #7

Continue to play a leadership role in marketing strategy development and assist in the organization and coordination of marketing plan executions.

Rationale: *The IMSI should maintain a strategic role in supporting the promotional and marketing efforts of its membership. The IMSI does not have the financial resources to assume a larger role in promotion and marketing of maple products. This responsibility is best left to maple producers, maple producer associations and packers/processors, some of whom already invest heavily in programs to promote and market maple products. The IMSI's responsibilities include maintaining a strategic marketing plan with established goals and objectives as an important reference for IMSI membership. Providing information related to the nutritional and health benefits of real maple to help ensure consistent and scientifically-based messaging as well as modeling maple promotion partnership initiatives (i.e., OMNI Hotels). IMSI members would have the opportunity to voluntarily contribute funding to promote products which they see as beneficial and as high priority, as has been the case in the past.*

Recommendation #8

The IMSI should strive to maintain and enhance relationships with state and provincial associations to demonstrate that the IMSI is the problem solver for industry issues. This will serve to strengthen support for the IMSI at the grass roots level and may also encourage the associations to modify their dues structures to generate more revenue for the IMSI.


Rationale: *The IMSI needs to communicate its successes in resolving critical industry issues in order to be valued by individual producers. The active collaboration of state and provincial organizations is needed to reach and inform individual producer members of the positive impact the IMSI has on their business. Ideally, IMSI Board representatives, all state/provincial associations and IMSI members should be active in helping disseminate information regarding the IMSI's mission, initiatives and accomplishments on an ongoing basis.*

Recommendation #9

Refine the IMSI mission statement and goals. It is recommended that the IMSI refreshes its mission and objectives to ensure that they reflect the priority areas outlined in this Commission report.

Rationale: *The Commission reviewed the current IMSI mission statement and objectives. They had been updated in 2012*

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Minutes of the IMSI Annual Meeting

Date: Saturday, October 28th, 2018

Location: Courtyard Marriot Hotel, Grappone Conference Centre, Concord, NH



Call to Order:

The meeting was called to order by IMSI President Ray Bonenberg at 1:15 pm. and a quorum was determined. Meeting attendees were welcomed. Ray mentioned that the IMSI had convened meetings of the IMSI Successional Planning and Social Media Task Teams on Friday, October 27th in advance of the IMSI Board meeting in Concord. Ray also advised the Board that the IMSI Executive Committee met with the North American Maple Syrup Council in advance of the IMSI Board meeting in Concord, NH.

The meeting agenda was approved as presented.

Motion: Moved by Tom Zaffis and seconded by Pam Green that the IMSI Board of Directors meeting agenda be approved as presented. Motion carried unanimously.

Motion: Moved by Richard Norman and seconded by Lyle Merle to accept the minutes of the IMSI Board of Directors Meeting held on Wednesday, July 18th, 2018 at the Public Library in Saratoga Springs, NY. Motion carried unanimously.

Financial Review Committee Appointment for 2018:

The meeting attendees were advised that IMSI Past President Mark Harran would serve as Chairman of the IMSI Financial Review Committee for 2018. Gary Gaudette, Steve Selby, and Daniel Lalanne were confirmed to be members of the Committee.

IMSI Treasurer's Report:

IMSI Treasurer David Campbell presented financial statements for January 1st to October 24th, 2018 for both U.S. and Canadian funds. Balances in IMSI's accounts as of October 24th, 2018 are shown below:

\$37,816.79

US Funds General account:

US Funds Money Market account: \$ 4,871.72

US Funds Cal Prop 65 account: \$16,207.46

CDN Funds account: \$ 4,306.69

Motion: Moved by Gary Gaudette and seconded by Daniel Dufour that the IMSI Treasurer's Report be accepted without amendment. Motion carried unanimously.

IMSI Membership and IMSI Membership Dues for 2019 Update:

IMSI Treasurer David Campbell and Executive Director Dave Chapeskie updated the IMSI Board regarding the status of IMSI membership. There are a total of 64 members covering the different IMSI membership categories. This is about double the number of IMSI members from about a decade ago. There is still a very good opportunity to further increase IMSI membership, especially in the packer/processor and individual membership categories. For example, if each current IMSI member pledged to recruit one member in 2019, IMSI would have double the membership. Membership recruitment in the IMSI should be a shared responsibility between the IMSI Executive office and individual IMSI members. The IMSI has relied heavily on membership dues to help support its ongoing operations to date.

The IMSI Treasurer and Executive Director completed some preliminary work focused on the need to

raise additional revenue from IMSI membership dues in the future. After discussion, the IMSI Board of Directors accepted a recommendation of the IMSI Executive Committee that there be **no IMSI dues increase for the 2019** calendar year. However, a dues increase will be considered for the 2020 calendar year so that the IMSI can continue to service its members, while absorbing increasing costs of operation. Additional fund raising options to support ongoing operations of the IMSI will also be considered.

Report from the IMSI–NAMSC Executive Committees Meeting in Concord, NH:

IMSI President Ray Bonenberg provided the Board with a short synopsis from the joint IMSI–NAMSC Executive Committee Meeting which was held just in advance of the IMSI Board Meeting in Concord, NH. The main item discussed at the meeting was the plan to put in place a Commission to review and make recommendations regarding mandates, programs and priorities which will best meet the needs of the North American Maple Syrup Industry in 2020 and beyond. The remainder of the discussion involved a reciprocal sharing of information on programs and activities of the two organizations.

IMSI Activities and Information Transfer:

IMSI Executive Director Dave Chapeskie highlighted some of the important initiatives and accomplishments of the IMSI in 2017/2018. Dave mentioned that the full Annual IMSI Report on Activities and Accomplishments leading up to October 2018 was published in the 2018 Annual NAMSC–IMSI Program Booklet (pages 46 to 51 inclusive).

IMSI Commission to Review the IMSI’s Mandate and Best Service Model to Service the North American Maple Syrup Industry:

An IMSI Successional Planning Task Team led by IMSI President Ray Bonenberg proposed that the time was right to review the IMSI’s mission, objectives and priorities in order to ensure that IMSI U.S. and Canadian member needs remain aligned with IMSI initiatives and activities in a changing environment in 2020 and beyond. They recommended that a Commission with representation from both the United States and Canada be put in place to both assess and recommend what service and service priorities are needed at the North American level. The operating environment of the IMSI has become far more complex and demanding in recent years and it is very important that scarce human and financial resources be focused towards the most pressing needs. Opportunities to streamline member services at the North American level will be explored as part of this review.

The IMSI Board of Directors adopted a motion at the IMSI Board of Directors meeting on Friday, October 26th, 2018 to accept an IMSI Executive Committee proposal to proceed with the proposed IMSI Commission review.

Footnote Prepared Following the IMSI Executive Director Meeting - from the IMSI Executive Director (November 2018):

Following the IMSI Annual meeting, it was confirmed that the following people are represented on the above referenced IMSI Review Commission:

Canadian Commission Members:

Tom Zaffis, Commission Co-Chair, Vice President, Turkey Hill Inc. and 2nd Vice President, IMSI Executive Committee

Brian Bainborough, President, Ontario Maple Syrup Producers Association and Ontario Delegate to the NAMSC

Yvon Poitras, Past President of both the New Brunswick Maple Syrup Producers’ Association and the IMSI

U.S. Commission Members:

Mark Bigelow, Commission Co-Chair and IMSI Director Representative, B & G Foods

Jacques Couture, Past President of the IMSI, Past President of the Vermont Maple Sugar Makers’ Association and IMSI Member, Couture’s Bed & Breakfast

Mark Harran, Current Past President of the IMSI, President of the Connecticut Maple Syrup Producers Association and CT Delegate to the North American Maple Syrup Council

IMSI Commission Secretariat:

Ray Bonenberg, President, IMSI and Dave Chapeskie, Interim Executive Director, IMSI and Consultant. Dave and Ray will support the work of the IMSI Commission as needed.

Maple Syrup: Supply, Demand and Pricing:

Growth in maple syrup production capacity in the U.S. is estimated at one million taps. Some believe that the USDA National Agricultural Statistics Service data for production capacity is significantly underestimated in some U.S. States. Canadian official estimates may also be underestimated.

A planned expansion of five million taps in Quebec is underway with about 3 million taps already installed. Production capacity in Ontario and New Brunswick is increasing with a few large start-ups in Ontario.

Maple equipment vendors reported that new maple equipment bookings are extending into 2019. Tariffs imposed by the U.S. on aluminum and steel are putting some upward pressure on prices of maple equipment containing these materials.

Going into the 2018 production season, supply of maple syrup was very good in most areas with about 80 million pounds of maple syrup in the Federation's strategic reserve. In September 2018, production of bulk syrup in Quebec was 106 million pounds, a drop of about 30% from the same period in 2017. Some packers/processors have held an inventory surplus over the past two years. This may be leading to some rebalancing of supply and demand in 2018/19. It is expected that there will be a sufficient supply of maple syrup to meet overall demand through to the 2019 maple production season.

The Federation of Quebec Maple Syrup Producers reported that sales from the strategic reserve were stable when compared to 2017. Canadian exports of maple syrup were about 11% higher in 2018, when compared to 2017.

Maple packers report that the demand for maple syrup and other real maple products remains very good and is gradually increasing both in North America and overseas. Use of real maple syrup in a variety of food products is growing and is noticeable in retail outlets both in the United States and Canada. Profit margins, however, are thin in some circumstances and the marketplace is very competitive. Prices for packaging are increasing significantly.

Canadian Government Imposes Tariff on Maple Syrup:

Tariffs imposed by the United States government on aluminum and steel imports from Canada remain in place despite the announcement of a new U.S.-Mexico-Canada (USMC) trade agreement to replace NAFTA. Counter-tariffs on maple syrup imports to Canada from the United States also remain in place. Hopefully, these tariffs will be removed through further bi-lateral negotiations between the United States and Canadian governments.

FDA Added Sugar Issue:

Following the last round of public consultations, the FDA announced that they had listened to industry and consumer concerns regarding the Added Sugar rule requirement on the FDA's new Nutritional Facts Panel. The Commissioner of FDA announced in August of 2018 that the FDA would be delivering revised draft guidance early in 2019 that would remove the Added Sugar line item requirement from some single-ingredient products such as maple syrup and honey. The IMSI is seeking a further extension to the compliance dates for the maple industry so that there is additional time for such things as producer and public awareness and printing of new labels.

The IMSI also continues to advocate for a permanent fix to the Added Sugar legislation with the assistance of a lobbyist based in Washington, DC. A permanent fix would ensure that the FDA cannot re-open the Added Sugar debate at some point in the future.

The IMSI wishes to extend special thanks to all who expressed their views to the FDA regarding the Added Sugar requirement and to the state maple associations who assisted the lobbying effort to remove the Added Sugar requirement.

For further information regarding the Added Sugar file, contact Dave Chapeskie (agrofor@ripnet.com) or Emma Marvin (emma@butternutmountainfarm.com).

Footnote Prepared Following the IMSI Annual Meeting - from the IMSI Executive Director (January 2019):

A legally binding exemption for single ingredient pure maple products, as well as for honey, has been achieved in the U.S. Farm Bill which has recently been signed into law by President Trump.

Proposal for Codex Certification of Maple Syrup and Petition to Amend the FDA's Definition for Maple Syrup:

The IMSI continues to support a proposal to obtain International Codex Certification for Maple Syrup and has worked in support of a Codex application which was developed by the Federation of Quebec Maple Syrup Producers. In addition to the Certification itself, Codex will help define maple syrup in the global marketplace and ultimately raise awareness regarding real maple products. Obtaining Codex Certification is a long-term initiative which may extend over many years. The website for Codex is www.fao.org/fao-who-codexalimentarius/en/.

As a prerequisite to filing for Codex Certification, it is necessary that the legal definition for maple syrup at the Federal level in Canada and the United State be aligned. Unfortunately, FDA's definition is out of date and currently stipulates that salt and chemical preservatives are ingredients which may be added to the product. Recently, the IMSI filed a public petition to FDA making a case to have FDA's legal definition changed to exclude reference to salt and chemical preservatives. The IMSI's U.S. members are encouraged to express their support to FDA for the amendment. A copy of the petition which was filed can be obtained from the IMSI's Executive Director, upon request.

FDA Review and Consultations on the Definition of Healthy Foods, Including Labeling Implications:

The FDA has initiated dialogue, including public consultations, on the definition of healthy foods. This includes a review of what constitutes healthy foods with potentially broader food labeling implications than the nutritional facts panel requirements. The IMSI has retained a Washington, DC based lobbyist, Dr. John Goldberg, to participate in an FDA sponsored public consultation meeting and to report back to the IMSI Executive Director on specific content and possible implications to the maple syrup industry. Dr. Goldberg prepared a report for the IMSI from this FDA consultation which is available from the IMSI Executive Director, upon request.

USDA Dietary Guidelines Review:

The United States Department of Agriculture is currently embarking on a review of Dietary Guidelines for Food Products. Since this review and new dietary guidelines could ultimately have significant implications for the maple syrup industry, the IMSI has been monitoring arrangements for the review closely. There was an opportunity to have a representative from the maple syrup industry potentially selected to be on a Scientific Advisory Panel for the review. The IMSI officially nominated Dr. Abby van den Berg from UVM Proctor Maple Research Center to serve on the Advisory Panel. We are now waiting to hear if the nomination of Abby has been accepted by USDA.

U.S. Maple Industry Alliance - New Delivery Arm of the IMSI:

A new Alliance Group or Task Team comprised of state maple association representatives has been put in place to help assist the IMSI in monitoring and addressing issues which may emerge from time to time in the United States. A similar Canadian Maple Advisory Group has been in place to help identify and address issues unique to Canada. This group will work closely with the IMSI Executive Director and will operate similarly to any other Task Team or Committee of the IMSI. Recommendations from the Alliance Group will be addressed by the IMSI Board of Directors to ensure that all U.S. Industry Stakeholders are in support of proposed initiatives and actions of the group. The Alliance forum will also provide an excellent opportunity to share information on challenges and issues being addressed

at the state level such as the Food Safety Modernization Act. The overall intent is to have a cohesive group or unit in the U.S. which can support the IMSI in addressing future issues through advocacy and garnering support at the state level. Membership is voluntary but all U.S. Maple Producer Associations are encouraged to participate.

Confirmed members of the U.S. Maple Industry Alliance, as well as others who are considering membership, met face-to-face in Concord, NH at the Annual Maple Industry Conference in October. This was a first meeting of the group, providing participants from different maple producing states an opportunity to meet one another and finalize the Terms of Reference for the Group. Amanda Voyer, Executive Director of the Vermont Maple Sugar Makers' Association and Helen Thomas, Executive Director of the New York State Maple Syrup Producers' Association have agreed to Co-Chair the Alliance Group.

Health Canada — Canadian Food Inspection Agency Update:

Over the past two years, the IMSI has also been very active in reviewing proposed new labeling rules north of the border. This review has been conducted in collaboration with the Maple Industry Council (CIE), which represents packers and processors, as well as with the Federation of Quebec Maple Syrup Producers. The IMSI's input to Health Canada was provided through the formal government consultation process. The IMSI is strongly opposed to putting what would be the equivalent of warning labels, because of its sugar content, on the front-of-package labels of maple syrup. The IMSI also advocated for labeling which does not in any way mislead the consumer.

It is anticipated that the new Canadian Food Labeling Regulations will be announced in December of 2018.

IMSI Social Media Initiative:

The IMSI Social Media Task Team met in Concord, NH in advance of the IMSI Board of Directors Meeting. Brad Gillilan, Task Team Chair, subsequently reported to the IMSI Board of Directors. The IMSI Social Media Initiative and website was launched in September 2017 under the leadership of Brad Gillilan, IMSI Director and President of Leader Evaporator. While there have been some growing pains in the initial year, it has been a very good initiative and one worth continuing. All are encouraged to monitor and utilize content from the IMSI Facebook postings to support their own maple information sharing, promotion and marketing initiatives. Brad advised the Board that he can no longer chair the Task Team due to other work pressures, but that he will continue to support the initiative from the wings. Andrew Schmidt, IMSI Director from Massachusetts, agreed to pick up the reins and chair the initiative going forward.

Follow-up postings on the IMSI Facebook page over the November 2018 to March 2019 period will primarily align with the following themes:

November-December 2018 — Holidays and Gift Giving

January-March 2019 — Processing and Use of Real Maple Products

Note (1): Messages regarding the nutritional and health benefits of maple syrup can be interwoven throughout.

Note (2): Other important and timely information may be included as well at the discretion of the IMSI's Social Media Task Team Chair.

You are encouraged to reach out to Andrew if you have a message or information which you think may resonate with consumers and producers across the maple industry.

Maple Research, Awareness and Education Update:

Researchers and educators in attendance from both Canada and the United States provided updates regarding the maple program initiatives which they are engaged in. NAMSC-IMSI Annual Meeting participants are strongly encouraged to attend the IMSI's keynote presentation by Nathalie Langlois focused on the marketing initiatives of the Federation of Quebec Maple Syrup Producers. Participants should also take in the excellent technical program which is part of the NAMSC-IMSI Annual Meeting event following the IMSI Board Meeting in Concord, NH.

IMSI Maple Grading School Report:

Kathy Hopkins, coordinator for the IMSI sponsored grading school, provided a report on the 2018 activities of the school to the IMSI Board in Concord. Kathy and her team delivered a very successful school in Keene, NH just in advance of the NAMSC-IMSI Annual Meeting Conference. A school is planned in conjunction with the NAMSC-IMSI Annual Conference in Duluth, MI in October 2019. One or more additional schools may also be offered in the upcoming year but are not yet confirmed. Please check the grading school website (<https://extension.umaine.edu/maple-grading-school/>) for school offerings and details on registration periodically so that you do not miss an opportunity. The IMSI will continue to support the Grading School financially in 2019.

Yves Bois of Centre Acer in Quebec provided a report on maple grading and quality assurance training in Quebec. The reach and quality of these schools, in the largest maple producing region in North America, is in a word “impressive”.

IMSI Annual Awards (2018):

Dave Chapeskie informed the IMSI Board that the recipients of the 2018 IMSI Awards had been chosen by the IMSI Executive Committee.

Lynn Reynolds Memorial Leadership Award — Recognizes outstanding achievement and contributions to the maple industry by individuals.

Golden Maple Leaf Award — Recognizes achievement and/or innovations in any specialized area of the maple syrup industry by individuals, groups or organizations.

President’s Award— Recognizes periodic and ongoing contributions of individuals to advancing the objectives and initiatives of the IMSI.

The 2018 Annual IMSI Award recipients will be announced at the NAMSC-IMSI Program banquet on Sunday, October 28th, 2018 in Concord, NH.

IMSI Nominations Committee for 2019:

IMSI Nominations for 2019:

The 2019 Nominations Task Team for the IMSI was comprised of Mark Harran (Chair), Ray Bonenberg and Dave Chapeskie. Dave Chapeskie presented the report of the Nominations Committee to the Board.

Tom Zaffis had agreed to join the IMSI Executive Team as 2nd Vice President. Gary Gaudette chose to relinquish his role as a Board member but agreed to have his name stand as an IMSI Consultant. Gary is thanked for his exemplary service to the IMSI and the North American Maple Industry over many years.

The IMSI Board of Directors approved that the Nominations Task Team report be accepted without amendment at the Board meeting in Concord.

Proposed Slate of IMSI Directors for 2019:

DIRECTORS (2019):

Lyle Merrifield (Maine Maple Syrup Producers Association)
David Kemp (New Hampshire Maple Syrup Producers Association)
Steve Anderson (Wisconsin Maple Syrup Producers Association and Anderson's Maple)
Lyle Merle (New York State Maple Syrup Producers Association)
Joe Woods (Michigan Maple Syrup Producers Association)
Mark Harran (Connecticut Maple Syrup Producers Association)
Simon Trepanier (Federation of Quebec Maple Producers)
Ray Bonenberg (Ontario Maple Syrup Producers Association)
Louise Poitras (New Brunswick Maple Producers Association)
Avard Bentley (Nova Scotia Maple Syrup Producers)
Tom Zaffis (Turkey Hill Sugarbush Ltd.)
Stephane Vachon (Citadelle Cooperative)
Philippe Breton (Équipements-Lapierre-Equipment)
Daniel Lalanne (CDL Inc./MaplePro Inc.)
Eric Cote (L.B. Maple Treats)
David Campbell (Mapleland Farms)
Pam Green (Vermont Sugarmakers Association)
Jacques Couture (Couture's Maple Shop/B&B)
Richard Norman (Norman's Sugarhouse)
David Marvin (Butternut Mountain Farm)
Steve Selby (AEC Specialty Products)
Brad Gillilan (Leader Evaporator, Inc.)
Yves Bois (Center Acer)
Kathy Hopkins (University of Maine Cooperative Extension)
Mark Bigelow (Maple Grove Farms)
Martin Disilets (Dominion and Grimm)
Bruce Bascom (Bascom Maple)
Andrew Schmidt (Windsor Hill Sugarhouse)
Daniel Dufour (Maple Industry Council (CIE))

The IMSI Nomination of Directors for 2019 was accepted without Amendment. No other nominations of Directors was received from the floor.

Motion: Mark Bigelow moved and seconded by Richard Norman that the slate of IMSI Officers for 2019 be accepted without amendment. Motion carried unanimously.

The Meeting was adjourned.

Motion: Moved by Steve Selby and seconded by Richard Norman to adjourn the meeting.

Proposed Slate of Executive Officers for 2019:

EXECUTIVE:

President — Ray Bonenberg (Ontario)
1st Vice-President — Pam Green (Vermont)
2nd Vice-President — Tom Zaffis
Treasurer — David Campbell (New York State)
Past-President — Mark Harran (Connecticut)
Executive Director — TBD

Motion: Moved by Jacques Couture and seconded by Tom Zaffis that the proposed slate of officers for the IMSI Executive Committee be accepted without amendment. Motion carried unanimously.

Proposed Listing of IMSI Advisors/Consultants for 2019:

IMSI MAPLE INDUSTRY CONSULTANTS/ADVISORS:

Various Staff (CFIA)
Cheri Shorter (USDA)
Janesia Robbs (FDA)
John Henderson (Maple Consultant)
John Garwood (Marketing Consultant)
Henry Marckres (Maple Consultant)
Tim Perkins (UVM Proctor Maple Research Centre)
Abby Van den berg (UVM Proctor Maple Research Centre)
Mark Isselhardt (UVM Proctor Maple Research Centre)
Gary Graham (Ohio State University)
Yves Bois (Centre Acer)
Steve Childs (Cornell University) (Interim)
Michael Farrell (The Tree Farmers)
David Lapointe (MAPAQ)
Kathy Hopkins (University of Maine-Cooperative Extension)
Dave Chapeskie (Maple Consultant)
Gary Gaudette (Maple Consultant)
Michal Herman (Maple Consultant)

The above listing of IMSI Consultants/Advisors for 2019 was accepted by meeting attendees. This list is not intended to be exclusive since other Consultants/Advisors could be added in 2019.

IMSI Executive Director for 2019:

Dave Chapeskie will continue in his role as IMSI Executive Director until a suitable replacement candidate has been confirmed to assume the Executive Director role in 2019.

Upcoming IMSI Board of Directors and Annual Meetings in 2019:

Winter IMSI Board of Directors Meeting — Friday, February 1st in Quebec (Location to be confirmed)

Spring IMSI Board of Directors Meeting — Wednesday, May 15th in Burlington, Vermont

Summer IMSI Board of Directors Meeting — To Be Determined

Fall IMSI Board of Directors and Annual Meetings — October 21st-24th, 2019 at Duluth Entertainment and Convention Center, Duluth, Minnesota

Adjournment:

The Annual IMSI meeting was adjourned at 2:45 pm.

Minutes Recorded by:

Dave Chapeskie, Executive Director, IMSI, agrofor@ripnet.com, November 2018.



International Maple Syrup Institute

A Forum for International Dialogue & Collaboration

MAPLE'S VOICE: THE CREATION OF THE IMSI

This article is assembled from excerpts of Bill Clark's Memoir "Forty Years and Five Days" and from his article "IMSI Was Born Out of Difficult Industry Times" published in the March, 2015 issue of *The Maple News*. It was graciously transcribed by Betty Ann Lockhart.

In South Burlington, Vermont, the Aiken Maple Research Lab under Dr. David Garrett was booming. Development of a "Sweet Tree" Program, tubing testing and improvements, evaluations of equipment and containers and finally the development of new maple products were all under way.

Then came 1974. Three years of over production of commercial grades of syrup . . . leading to very low prices. At just about this time, the Arab oil embargo went into effect and oil prices began to shoot up. Large blending companies had continued to cut back on their use. Things looked bleak indeed. In August 1974, the Vermont Maple Industry decided to call an emergency meeting in Vermont to evaluate the problem. Canadian Government Officials and some Canadian processors were even invited. Dr. David Garrett led much of the discussion. The Industry needed new markets for dark syrup. But how could this be accomplished? Was there any way to work together for the better of all when you had two countries, two languages and two very different ways of doing business?"

Dr. Garrett offered a bold suggestion, "Form an international group of producers and processors encompassing both the U.S. and Canada". The room fell silent...A totally crazy idea! U.S. and Canadian processors had never worked together. You had two governments, two languages, and producers who had NEVER even sat at the same table with processors!!

Dr. Garrett didn't give up. No one had offered a "Plan B". "Let's give this idea some consideration" (more mediation and discussion). Two hours later, it was agreed to meet in November in Montreal, Canada to see if this indeed would be feasible. Vermont packers were reluctant to get involved in this venture. Nonetheless, come November, Dr. Garrett, Dr. Jim Marvin and I headed north to Montreal for this meeting.

This was my first trip to Montreal. We arrived at the fourth floor of the Quebec Department of Agriculture Building. Around a large series of tables were seated all the top brass of the entire Maple world. A thought went through my mind as to "how did a "peon" like me representing a few Vermont Maple producers ever wind up here?" Around this table sat the maple giants of the world, many ferocious competitors with one another, now brought together as one for a common cause. . .I saw such "Greats" as Gilles Croteau, General Manager of the 4,600 member Plessisville Co-op, the world's largest; Adin Reynolds, owner of Reynolds Sugarbush, then the world's largest sugarbush, tapping 125,000 trees in two States; Don Green, President of Delta Foods, Delta Ontario; Allan Austin, General Manager of Canada Starch in Montreal; Jean-Pierre Potvin, Quebec Department of Agriculture; Dr. David Garrett, Director of the USDA Maple Lab., South Burlington, VT and the list goes on.

A commission of five Canadian members and five U.S. members was created. The committee took it from there. The charge was to create a marketing organization that could work to the benefit of all. It was a mighty challenge. Should Maple producers be sitting around the same table as packers and processors? What involvement should government have? How could all aspects of such a group be formed and fall within the laws of two different governments?

The meetings were long and more were scheduled, alternating between Burlington, VT and Montreal, QC. Every meeting ran into seemingly hopeless deadlocks. Dr. David Garrett led much of the discussion throughout these meetings, continuing to point out that working together was the only good solution.

At each meeting a consensus was forming. Maple producers were to be included, voting powers were weighed, balance of power between the Canadians and the U.S. was evaluated. Gradually, the organization was formed. Articles and bylaws were written, a name was chosen, "The International Maple Syrup Institute" (IMSI). It had to then be chartered as an international organization in both countries. Three of us became the charterees, Adin Reynolds of Wisconsin, Gilles Croteau of Quebec and I, Bill Clark of Vermont. In the U.S., it was chartered in the State of Delaware, in Canada it was in Montreal.

A final meeting of all concerned was held in Plattsburgh, NY on February 20, 1975. The proposed bylaws were accepted and The International Maple Syrup Institute (IMSI) was born. A core Board of eighteen Directors was selected and IMSI, the widest based maple marketing group in the World, became a reality. Later in 1975, IMSI hired Claude Tardif as its Executive Manager, yet much work remained to be done.

Canadian matching funds were available to the group, but would require a one third match by the U.S. side. A hurried plane flight to USDA in Washington, D.C., didn't gain us much on that. In January, several of us flew to Detroit. . . Drs. Marvin, Garrett, and I, to meet with Adin Reynolds and officials of the USDA Northeast Forest Service Division. This proved more fruitful, with the USDA willing to provide matching funds in the form of Maple research monies, to be utilized at the Senator Aiken Maple Lab in South Burlington, VT.

The above is only a very, very brief account of my memories of IMSI . . . it is more crucial than ever that maple folks in both countries work together. Either country's problems are both country's problems.

Our Heriage Is Maple Sugaring...

Call and ask for our maple equipment catalog and current used equipment list. Bulk maple syrup bought and sold. Syrup and equipment may be accepted in trade toward equipment.

Photo: Ken Bascom with Jack and Jerry collecting sap, 1953.



Bascom Maple Farms
56 Sugarhouse Road, Alstead, NH
M-F, 7:30 - 4:30 Saturday, 8 - 12
Tel/603-835-6361 Fax/603-835-2455
E-mail: sales@bascommapple.com

International Maple Syrup Institute

The International Maple Syrup Institute (IMSI) was founded in 1975 to promote and protect pure maple products.

Its mission remains unchanged, today: the IMSI provides an important international framework for communications, information exchange and action on a variety of issues related to the production, sale and marketing of pure maple syrup. In addition, the Institute facilitates monitoring for adulteration in the marketplace and encourages high quality standards to help protect the integrity of real maple products. Please check out the IMSI's website at www.internationalmaplesyrupinstitute.com for further details on the history of the organization and the activities of the Institute.

The IMSI is a non-profit organization funded by membership dues and occasional grants or donations. Its board is made up of Directors representing all facets of the maple industry, including resource people, government and private researchers, equipment manufacturers and distributors, maple syrup packers, state and provincial associations and individual producers. The Board of Directors meets quarterly, typically trading off between the U.S. and Canada, to manage the affairs of the Institute. Annual meetings are held in cooperation with the North American Maple Syrup Council (NAMSC) in a host state or province. The IMSI Executive Committee and Task Teams also meet throughout the year as needed. These meetings help the Executive, Directors and Volunteer committees stay abreast of issues, maintain momentum behind project initiatives and communicate accomplishments and progress to members.

Year	Annual Meeting Location	President	Executive Secretary/Director
1975	Plattsburg, New York	Founding Meeting	
1975	Montréal, Québec	Don Green, Brockville, ON	Claude Tardif, Montréal, QC
1976	Syracuse, New York	Adin Reynolds, Aniwa, WI	Claude Tardif, Montréal, QC
1977	Athabaska, Québec	Gilles Croteau, Plessisville, QC	Claude Tardif, Montréal, QC
1978	Clymer, New York	Wilson "Bill" Clark, Wells, VT	Claude Tardif, Montréal, QC
1979	Sherbrooke, Québec	Allan Austin, Montréal, QC	Claude Tardif, Montréal, QC
1980	Wausau, Wisconsin	Harold Tyler, Westford, NY	Claude Tardif, Montréal, QC
1981	Orillia, Ontario	Andre Breault, Plessisville, QC	Claude Tardif, Montréal, QC
1982	Painsville, Ohio	Charles Bacon, Jaffrey, NH	Andre Breault, St. Joseph, QC
1983	Montréal, Québec	Gilles Croteau, Plessisville, QC	Leo Warner, Fairfax, VT
1984	Danbury, Connecticut	Adin Reynolds, Aniwa, WI	Leo Warner, Fairfax, VT
1985	Magog, Québec	John Hyndman, Brockville, ON	Paul Lamontagne, Montréal, QC
1986	Rutland, Vermont	David Marvin, Johnson, VT	Paul Lamontagne, Montréal, QC
1987	Pembroke, Ontario	Steve Selby, Dunham, QC	Paul Lamontagne, Montréal, QC
1988	Portsmouth, New Hampshire	Dave Scanlan, Canaan, NH	Alice Switocz, Montréal, QC
1989	Levis, Québec	John Hyndman, Brockville, ON	Alice Switocz, Montréal, QC
1990	Batavia, New York	Juan Reynolds, Aniwa, WI	Alice Switocz, Montréal, QC
1991	Eau Claire, Wisconsin	Vito Vescio, Etobicoke, ON	Rachel Monniere, Montréal, QC
1992	Concord, Ohio	Steve Selby, Dunham, QC	Rachel Monniere, Montréal, QC
1993	Truro, Nova Scotia	Lynn Reynolds, Hortonville, WI	Claude Tardif, Montréal, QC
1994	West Springfield, Massachusetts	Lynn Reynolds, Hortonville, WI	Jerry Kless, Plessisville, QC
1995	Kingston, Ontario	Luc Lussier, Plessisville, QC	Lynn Reynolds, Hortonville, WI
1996	Lansing, Michigan	Luc Lussier, Plessisville, QC	Lynn Reynolds, Hortonville, WI
1997	Meriden, Connecticut	Jacque Couture, Westfield, VT	Lynn Reynolds, Hortonville, WI
1998	Titusville, Pennsylvania	Jacque Couture, Westfield, VT	Larry Myott, Ferrisburgh, VT
1999	Portland, Maine	Michael Herman, Waterloo, QC	Larry Myott, Ferrisburgh, VT
2000	Burlington, Vermont	Michael Herman, Waterloo, QC	Larry Myott, Ferrisburgh, VT
2001	St. Cloud, Minnesota	Mary Fogle Douglass, Mason, MI	Larry Myott, Ferrisburgh, VT
2002	North Conway, New Hampshire	Mary Fogle Douglass, Mason, MI	Larry Myott, Ferrisburgh, VT
2003	Truro, Nova Scotia	Gerard Filion, Hawkesbury, ON	Larry Myott, Ferrisburgh, VT
2004	Lake George, New York	Gerard Filion, Hawkesbury, ON	Larry Myott, Ferrisburgh, VT
2005	Trois-Rivieres, Québec	Debbie Richards, Chardon, OH	Larry Myott, Ferrisburgh, VT
2006	Green Bay, Wisconsin	Debbie Richards, Chardon, OH	Larry Myott, Ferrisburgh, VT
2007	Akron, Ohio	Jerry Kless, Plessisville, QC	Larry Myott, Ferrisburgh, VT
2008	Amherst, Massachusetts	Jerry Kless, Plessisville, QC	Dave Chapeskie, Spencerville, ON
2009	Bar Harbor, Maine	Gary Gaudette, Swanton, VT	Dave Chapeskie, Spencerville, ON
2010	Stratford, Ontario	Gary Gaudette, Swanton, VT	Dave Chapeskie, Spencerville, ON
2011	Frankenmuth, Michigan	Richard Norman, Woodstock, CT	Dave Chapeskie, Spencerville, ON
2012	Groton, Connecticut	Richard Norman, Woodstock, CT	Dave Chapeskie, Spencerville, ON
2013	Moncton, New Brunswick	Yvon Poitras, Fredericton, NB	Dave Chapeskie, Spencerville, ON
2014	Wolfville, Nova Scotia	Yvon Poitras, Fredericton, NB	Dave Chapeskie, Spencerville, ON
2015	Seven Springs, Pennsylvania	Mark Harran, Litchfield, CT	Dave Chapeskie, Spencerville, ON
2016	Burlington, Vermont	Mark Harran, Litchfield, CT	Dave Chapeskie, Spencerville, ON
2017	Levis, Québec	Ray Bonenberg, Pembroke, ON	Dave Chapeskie, Spencerville, ON
2018	Concord, New Hampshire	Ray Bonenberg, Pembroke, ON	Dave Chapeskie, Spencerville, ON
2019	Duluth, Minnesota	Ray Bonenberg, Pembroke, ON	Jean Lamontagne, Saint John, NB




International Maple Syrup Institute

Activities and Accomplishments 2018-19


ADMINISTERED AWARDS

Recipients of the Lynn Reynolds Memorial Leadership Award:


Year	Name	Location
1999	Gary Gaudette	St. Albans, Vermont
2000	Luc Lussier	Plessisville, Quebec
2001	Paul Richards	Chardon, Ohio
2002	Wilson Clark	Wells, Vermont
2003	John Hyndman	Brockville, Ontario
2003	Brent Brown	Brockville, Ontario
2004	Russell M. Davenport	Shelburne Falls, Massachusetts
2005	Richard Norman	Woodstock, Connecticut
2006	Jacques Couture	Westfield, Vermont
2007	Larry Myott	Ferrisburgh, Vermont
2008	David Marvin	Morrisville, Vermont
2009	Randall Heiligmann	Ohio
2010	Roy Hutchison	Canterbury, New Hampshire
2011	Avard Bentley	Westchester, Nova Scotia
2012	Hank Peterson	Londonderry, New Hampshire
2013	Steve Selby	Swanton, Vermont
2014	Henry Marckres	Brookfield, Vermont
2015	Dave Chapeskie	Spencerville, Ontario
2016	Genevieve Beland	St-Hyacinthe, Quebec
2017	Gaston Allard	Quebec City, QC
2018	Mark Harran	Litchfield, CT



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Cell : 418 860-7987
m.levesque@inovaweld.com

<u>Year</u>	<u>Name</u>	<u>Theme</u>	<u>Location</u>
2008	UVM Proctor Maple Research Center and UVM Maple Extension	Education	Underhill, Vermont
2009	Citadelle	Marketing	Plessisville, Quebec
2010	Steve Childs, Cornell University	Product Development & Marketing	Ithaca, New York
2011	Kathy Hopkins, Henry Marckres, Sumner Dole	Education – IMSI Grading School	United States
2011	Citadelle Cooperative	Product Development & Marketing	Plessisville, Quebec
2012	Citadelle Cooperative	Unique Maple	Plessisville, Quebec
2013	Donald Lapierre, Lapierre Equipment	Maple Equipment Innovation	Quebec
2013	Pierre Lemieux	Promotion of Maple Syrup	Quebec
2014	Jean Marie Chabot	Equipment Innovation	Quebec
2015	Anderson Maple Syrup Inc.	Promotion of Maple Syrup	Wisconsin
2016	Turkey Hill Sugarbush Ltd	Promotion & Marketing of Maple	Quebec
2017	Citadelle Cooperative		Plessisville, QC
2018	Centre Acer Inc.		St-Norbert d’Athabaska, QC

Recipients of the President’s Award:

<u>Year</u>	<u>Name</u>	<u>Location</u>
2017	Michael Farrell	Lake Placid, NY
2017	John Garwood	Magog, QC
2017	Eric Prud’Homme	Montreal, QC
2017	Nancy Greene Raine	Sun Peaks, BC
2017	Navindra Seeram	Charleston, RI
2018	Dave Chapeskie	Spencerville, ON
2018	Tim Perkins	Newport, VT
2018	Emma Marvin	Morrisville, VT
2018	Roger Brown	Richmond, VT



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Sandberg, Ltd
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Special Displays:

Saint John's Maple Syrup, College of St. Benedict/St. John's University, Collegeville (MN);
Wisconsin MSPA – 2020 Convention Hosts
NAMSC/IMSI Photo Contest
Minnesota MSPA – 2019 Convention Hosts



SPECIAL EVENTS

City of Duluth Tour (Monday morning)

This 2-hour bus tour is sponsored by Visit Duluth, the city's visitor and convention group. The tour will include a local tour guide and visit a number of city historical landmarks and attractions including the Skyline Drive and Enger Tower. Participation is limited to a single bus, approximately 50 people. The bus will return to the hotels in time to explore Canal Park shopping and have lunch on your own.

Duluth Harbor Tour (Monday afternoon)

Boarding a Vista Fleet ship at the DECC, this water front narrated tour will put you close to all the action of the hardworking harbor, while telling you all there is to know about its workings, science and ecology. The ship will have a cash bar and the MMSPA has arranged for snacks and hors d' oeuvres. Participants will enjoy the panoramic views of the North Shore and the largest freshwater lake in North America. The ship will return to the DECC in time to get ready for the evening Celebrating Minnesota dinner and NAMSC research and education fund raiser.

Celebrate Minnesota Welcome Dinner (Monday Evening)

The official start of Minnesota Maple: Celebrating Superior Sweetness will feature a short social followed by an informal dinner of Minnesota specialties prepared by the culinary staff of the DECC. Five separate food stations will offer specialties from Swedish meatballs, to pasta, to marinated veggies, to tater-tot hot dish, to a wild rice chicken soup and a maple dessert. This will be a great opportunity to meet and greet your friends from across the maple states and provinces. Special thanks to the Minnesota Department of Agriculture and its Minnesota Grown program for sponsorship of this event.

NAMSC Research & Education Fund Raiser (Monday following dinner)

The centerpiece of the evening will be Minnesota's version of a Calcutta drawing. For every \$50 cash donation on a Free Will basis, participants will receive one entry into the Calcutta drawing. A total of 98 entries will be available before the drawing begins. It will begin by randomly drawing balls and giving away prizes to some lucky winners. (The number of such prizes will depend on availability of donated items.) The first 90 balls so drawn will be eliminated from winning the grand prize. When only 8 balls remain in play, the remaining 8 participants will be asked to come forward for the top 10 drawing. At that point we will also have a live auction for ball numbers 99 and 100. The winners of 99 and 100 are the last two participants in the top 10. As the drawing continues, the top 10 will be asked if they would like to split the \$1,000 grand prize, or continue to draw for a winner. If one person says to keep drawing, the drawing will continue. Participants in the top 10 are also welcome to sell their ball to someone else at any time.

Net proceeds from the evening's raffles and drawing will be donated to the NAMSC Research and Education Fund. Leader Evaporator's (Convention Superior Level Sponsor) Brad Gillilan will emcee this event and we promise it is "Gonna be fun!!"

“Ship Wreck History and the Twin Ports”, Thom Holden. (Tuesday Luncheon)

Thom Holden retired in 2013 from the Corps of Engineers’ Lake Superior Maritime Visitor Center in Duluth, Minnesota, after 36 years, the last 10 of which he served as its director. He developed his interest in Lake Superior shipwrecks and lighthouses as a youngster, doing his first research project on Isle Royale National Park’s shipwrecks when he was 11 years old. He has written a book on Isle Royale’s shipwrecks and lighthouses called *Above and Below*. He is also the contributing editor for Dr. Julius F. Wolff, Jr.’s *Lake Superior Shipwrecks*, the definitive reference on the subject. Thom has also worked with the National Park Service on shipwreck history at Isle Royale National Park and Apostle Islands National Lakeshore.

Duluth Curling Club Reception and Mixer (Tuesday afternoon)

The Duluth Curling Club (DCC) is located in the DECC and includes 8 sheets of curling ice. The DCC is the home ice of the Olympic Curling Men’s Gold Medal Team skipped by local curler John Shuster. Our time at the Club will be from 4:00 – 5:30 PM. Our mixer will be in their observation level where we will be able to watch regular league curling competition on the ice below. The facility will have a cash bar and snacks/munchies will be provided. From the DECC, participants will have multiple choices for dinner on their own within easy walking distance in the Canal Park commercial area.

Cirrus Aircraft Plant Tour (Wednesday afternoon)

Duluth is the headquarters and assembly plant of Cirrus Aircraft, founded by brothers Alan and Dale Klapmeier in 1983. In 1998 Cirrus became a game changer in the world of general aviation with the introduction of its model SR20, equipped with its Cirrus Airframe Parachute System (CAPS). The tour is limited to 25 participants. The plant tour is only offered on Wednesday afternoons, thus participants will need to choose between this activity and the technical sessions. Departure from the hotels late morning (includes lunch) and returns around 3:00PM.



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Motor Coach Tours

Thursday Motor Coach Tours

The optional Thursday tours will load at the hotels at 7:45 AM and depart from the hotels promptly at 8:00 AM and are scheduled to return at 5:30 PM.

Tour A

Tour A will start with a scenic drive through picturesque Jay Cooke State Park on its way to Spirit Lake Maple Syrup and Wild Rice. Owner Bruce Savage will provide a fascinating tour of his sugaring facilities and wild rice processing operation. Bruce is a member of the Fond du Lac Band of Chippewa and serves on the Tribal Advisory Council. Next stop will be the Burgess Family Sugarhouse, a 2000 tap sugaring operation of Steve and Kathy Burgess. The Burgess family built and purchased all new sugaring facilities and equipment in 2017. After a tour of their sugaring operation the group will gather in their facility for a Cooking With Maple demonstration conducted by Chef John Plante, followed by lunch prepared by Chef John. From there the tour will go to near-by Farmer Doug Hoffbauer's local food operation. Farmer Doug has a small maple sugaring set-up and also raises "apples to zucchini with Christmas trees in the middle". The operation should be in full swing assembling Christmas wreaths during the tour. The last stop of the day will be at Simple Gifts Maple Syrup operated by Dave Rogotzke. They run 4000 taps, making syrup in a unique timber sugar house Dave designed after spending a sugaring season in Quebec. Dave is a commercial salmon fisherman in Alaska during the summer months.

Tour B

The tour will begin at Simple Gifts Maple Syrup operated by Dave Rogotzke. They run 4000 taps and make syrup in a very unique timber sugar house he designed after spending a sugaring season in Quebec. Dave is a commercial salmon fisherman in Alaska during the summer months. The next stop will be Burgess Family Sugarhouse, the sugaring operation of Steve and Kathy Burgess. The Burgess family built/purchased all new sugaring facilities and equipment in 2017. After a tour of their 2000 tap operation and lunch prepared by Chef John Plante we will gather in their facility for a Cooking With Maple demonstration conducted by Chef John. Last stop of the day will be the historic Split Rock Light House at Two Harbors. The horrific shipwrecks of 1905 fueled demand for a lighthouse along Superior's north shore. The amazing construction process was completed in 1910 and the light at Split Rock shone until 1969. Now a state park facility, the complex includes visitor center, exhibits, gift store and the original light house, fog signal building and lighthouse keeper's residence and other buildings.

Cooking with Maple Demonstration

Both tour buses will join up for a combined Cooking With Maple demonstration at the Burgess Family Sugarhouse on the outskirts of Duluth. Chef John Plante, dba Chef Cuisine, is from the Twin Cities of St. Paul-Minneapolis. John's focus is on dishes "that all of us can prepare and serve at home". Recipes for each dish will be available to all tour participants. The Cooking With Maple demonstration has been made possible through a generous grant from the NAMSC Research and Education Fund.



Chef John Plante and sisters Julie Miller and Arlene Hagland.



The Burgess Family Sugarbush sugarhouse.

With maple syrup included in every recipe, the chef will prepare and demonstrate several delicacies including Chipotle Maple Pork Tenderloin, Bacon-wrapped Shrimp, Maple Orange Glazed Salmon, Maple Apple Chicken Breasts, Beet-Avocado-Goat Cheese salad with a maple balsamic vinaigrette dressing, Pear Salad with Pecans and Bleu Cheese.

Each bus will have a separate luncheon seating, one before and one after the cooking demonstration. The buffet lunch prepared by Chef John will include sandwiches, salads and desserts, featuring several items also using maple syrup.

Good Luck

*to the Minnesota Maple Syrup Producers Association
and the 2019 NAMSC/IMSI Annual Meeting!*

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