

**UVM Extension
29 Sunset Dr., STE 2
Morrisville, VT 05661**

2007 ~ 3 MAPLE CONFERENCES

REGISTRATION INSIDE

Vermont Maple Syrup Marketing

Vermont maple syrup is receiving a great deal of publicity, thanks to a grant written to the John Merck Fund by Catherine Stevens. This grant is paying for a six month partnership with Goodman Media International, a Manhattan public relations firm. Stories about Vermont maple syrup have run in many magazines, newspaper and on television including the “New York Times”, “New York Newsday” and “New York Daily News”. The project requires a great deal of time working with Goodman to review press releases and provide information about sugaring and maple products but the exposure for Vermont is well worth the effort.

The Vermont maple website, www.vermontmaple.org, continues to increase in hits each month. We are working with a new web designer who is revising the site to include a shopping cart for participation in the VMSMA, the website and annual Ski & Maple Map as well as maple supplies, and the ability to fill out registration forms on line. The Vermont maple website is mentioned in all press releases and in all printed materials for the maple industry.

The new “2007 Vermont Ski & Maple Map” is available through the Vermont Department of Tourism (VDTM), the Vermont Ski Areas Association(VSAA), the Vermont Chamber and at all Vermont Welcome Centers.

Vermont maple producers are represented at all out-of-state trade shows by VDTM and VSAA. Additionally, the mobile sugarhouse was at the Boston Globe Ski & Snowboard Expo in November and we will be sharing a booth with VDTM at the Adventures in Travel Show and the NY Times Travel Show in NYC in January and February. Syrup will be sampled and the Maps and recipe cards will be handed out to consumers at all these events.

Maple School at Mt. Abraham Union High School, Bristol
~ Sponsored by the Addison County Sugarmakers ~
Saturday, January 13, 2007

Operation Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ - _____ - _____
 Email: _____
 Name(s) Attending: _____

Pre-Registration is \$20 per person if **postmarked** by Dec 30; \$30 per person at the door. **Please Note:** Registration fee **DOES** include lunch. (If you wish to just attend the meeting the cost is \$10 if pre-registered; \$15 at the door per person.)

Number of attendees _____ x \$20.00 = _____	Make checks payable to: ACMSA
(meeting and lunch)	Mail to: Barbara Rainville, Sec/Treas. ACMSA
Number of attendees _____ x \$10.00 = _____	598 Browns Rd
(meeting ONLY)	Lincoln, VT 05443
Total Enclosed = _____	

Date Received: ____/____/____	Amount Paid: _____	Check No: _____
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Maple Schools at Bellows Falls H.S. and Lamoille Union H.S., Hyde Park
~ Sponsored by Vermont Maple Sugar Makers' Association ~
Saturday, January 20 & 27, 2007 respectively

Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ - _____ - _____
 Email: _____

Please Circle the site(s) you wish to attend:
 Bellows Falls ~ 1/20 Name(s) Attending: _____
 Hyde Park ~ 1/27 Name(s) Attending: _____

Pre-Registration is \$15 per person if **postmarked** by Jan 8; \$25 per person at the door. \$5 discount for current FFA/4H member/youth (under 18). Lunch is \$15. **Please Note:** Registration fee **DOES NOT** include lunch.

Make checks payable to: VMSMA Mail to: VMSMA, c/o Mary Croft, 491 East Barnard Road,
 So. Royalton, VT 05068

Number of adults _____ x \$15.00 = _____	Credit Cards accepted. Provide information below: CC # _____ CIV # _____ (last 3 numbers on back of card) Circle Type: <u>VISA</u> / <u>MC</u> only Exp. Date: ____/____ Signature: _____
Number of youth _____ x \$10.00 = _____	
Number of meals _____ x \$15.00 = _____	
Total Enclosed = _____	

Date Received: ____/____/____	Amount Paid: _____	Check No: _____
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Vermont Maple Sugar Makers' Association

December 2006

2007 Vermont Maple Schools ~ A Year in Transition

Over the last several years, the old traditional county maple schools have undergone numerous transformations. Efforts have always been aimed at bringing an improved, more comprehensive educational program to Vermont maple sugarmakers. Change is never easy and these programs have been no exception. A new approach has been embarked upon this year, with sugarmakers themselves, assuming a much greater role in the development and production of the annual January "schools".

The 2007 schools are being sponsored and administered by the Addison County Maple Sugarmakers' Association and the Vermont Maple Sugar Makers' Association. The first in the series will be hosted at the Mount Abraham Union High School by the Addison county group. They have put together the entire educational program, bringing together presenters from throughout the maple industry. The other two, one at Bellows Falls Union High School and the other at Lamoille Union High School in Hyde Park will be brought to you by the VMSMA. UVM Extension has developed the educational program for these two sites.

The Maple Schools are a series of educational meetings held around the state for the purpose of bringing the latest scientific and technological information to sugarmakers from Vermont and surrounding regions. The programs run all day and are open to the public. Topics include forest management, improved sap gathering techniques, syrup production, and marketing techniques. Classes are taught by scientists, maple specialists and sugarmakers from around the state. Meetings also feature a large trade show with vendors displaying maple related equipment. These meetings are widely perceived to be among the best educational opportunities for sugarmakers in the US and Canada.

Please Note:

Unlike previous years, the registration form in this newsletter has two parts. Please fill out the appropriate half, depending on whether you wish to attend the Jan. 13th meeting, or either the 20th or 27th meetings. Note that the

meeting start times are different, that the checks are made out to different organizations, and the forms are sent to different addresses. Thank you!

Registration tables will be set up from 7:30 am through noontime each day, with coffee & donuts &/or pastries. The trade show will also be open at that time.

Sat., Jan. 13, Mt. Abraham Union High School, Bristol
Location: off US Rt. 17 just west of the village. Lunch will feature a spaghetti dinner, with salad & maple desert.

Sat., Jan. 20, Bellows Falls Union High School
Location: off US Rt. 5, just south of Bellows Falls.
Lunch will include: Ham dinner with homemade casseroles, salad & desert by the BFHS Freshman class & parents.

Sat., Jan. 27, Lamoille Union High School, Hyde Park
Location: Side entrance to Lamoille Union High School, US Rt. 15 in Hyde Park. Lunch will be catered by the Culinary Arts program and will feature Maple Bourbon Roast Pork, with all the fixins'.

Pre-Registrations must be **postmarked** by: December 30 for Mt. Abraham and January 8 for Bellows Falls and Hyde Park. Thank You! Registrations received *by these dates* will be assured of a meal, if selected and paid for. Lunch for Walk-ins or registrations received *after these dates* will be served on a first come, first served basis. Please help us by registering early.

Special needs: If you require an accommodation to participate in this program, please notify our office at 802-888-4972 or 866-260-5603 (toll free, in-state only).

Please Note: All conference sites are on school property. A strict **NO SMOKING** policy must be followed.

You are welcome to attend any or all of the various meetings. We have developed a very inclusive agenda, with classes for all levels. We sincerely hope this program was beneficial to you and your maple operation. **A drop box for conference evaluations will be provided as you exit.**

VMSMA President's Message

Greetings,

Over the past 3 years as many of you know our Maple Conferences have been held at several different locations around the state, the nice part about this was it sort of allowed us to "test the waters" and see what sugarmakers thought of them. Every year the committee putting on these conferences has given each attendee a survey to fill-out and hand-in at the end of the day. By studying the results of these surveys over the years we discovered there were 2 major things almost everyone wanted to see happen. First, was to have a good quality program where no matter how many years you had produced maple syrup there was something for you to learn and second, try to keep the price to attend these conferences at a reasonable cost so everyone could afford to go. The distance folks had to travel to attend one of these schools was not as important to most everyone who replied once they had gone to one and seen how educational they were.

The committee is very excited about this year's new format and locations for the conferences, especially after listening to what sugarmakers had to say for the past 3 years. They'll be holding 3 separate maple conferences around the state, one of which is being sponsored and administered completely by the Addison County Maple Sugarmakers' Association, while the other 2 will be a joint venture between VMSMA and UVM Extension. By making these changes it has allowed us to lower the price for attending the schools and given us more time to dedicate our efforts on offering our sugarmakers an even better list of classes.

I hope everyone who has not been able to attend one of these new maple conferences in the past will try to attend one this year and discover what a great school they really are!

Hope to see you there,
Rick Marsh
President, VMSMA



Mt. Abraham H.S. Classes – Jan 13

Schedule for the day

7:30 - 8:45 ~ Registration; Coffee & Donuts

8:45 - 9:20 ~ Welcome (in Auditorium)

9:30 - 10:20 ~ Session I

10:30 - 11:20 ~ Session II

11:30 - 12:50 ~ Lunch & Trade Show

1:00 - 1:50 ~ Session III

2:00 - 2:50 ~ Session IV

Certificates for attendees, with all sessions.

High Production Tubing ~ How to get the best out of your tubing set-up with Scott Wheeler of Shrewsbury. From mainlines to drops, learn the best practices of how to set up an efficient tubing/vacuum system.

The Timing of Tapping ~ Tim Wilmot, UVM Proctor Maple Research Center and Extension. This talk will show sap yield results from 4 years of experimental sap collection at PMRC, 3 years by gravity and 1 year by high vacuum, with tapping as early as January 20th.

Explaining High Production at the Proctor Center ~ Brian Stowe, PMRC. Results for the first 3 years of a study to compare 3 different tubing installations will be presented. The overall syrup production at Proctor for the past three years has ranged from .52-.62 gallons syrup/tap. What factors contributed to consistently high sap yields?

Beginning Sugarmakers ~ George Cook, UVM Extension, will cover the who, what, when, where, why and how of getting started in sugaring. Whether large or small, he will share some tricks of the trade to help people get started on the right foot.

Air Injection ~ Learn now this new technology could change your syrup production from Dr. Abby van den Berg, UVM PMRC. She will share their test results and answer questions regarding air injection systems.

Basic Woods Management ~ No sugar bush is perfect, says Chris Olson, Addison County Forester. Learn proper timber management, the pros and cons of fertilizing, road maintenance, and when to cut or not to cut.

Sap Ladders, led by Addison County Sugarmakers. Defy gravity and move the sap up hill to your sugarhouse. Learn about the different systems available from LaPierre, Dominion/Grimm and Leader.

Forest Pests ~ Pests or Pets? To spray or not to spray? Ron Kelley, VT Dept. Forests & Parks will share the most recent Natural Resources Survey, as well as, research on Forest Tent Caterpillars, Lecanium scale, friendly flies and other forest pests.

Syrup Grading ~ Does your syrup make the grade? Henry Marckres, VT Agency of Agric., will discuss best practices in preparing your syrup for resale or judging. Gain a better understanding of off flavor, changes in grade, density and other syrup impurities.

Sugarhouse Efficiencies with Dave Folino and Harry Atkinson ~ You have invested in your equipment but are you getting the best out of your investment? Discuss how to make the most of your fuel and your R/O.

Boiling School ~ Glen Goodrich, Cabot addresses best practices in boiling to make good tasting high quality syrup. Discuss even firing, firebox construction, and evaporator efficiency.

Sensible Woodcutting ~ How to work in the woods sensibly and safely, maintain your cutting equipment and learn how to determine how trees will fall when cut. This will be presented by Bill Scott & Tim Steady, Hannaford Career Center.

Value Added ~ Make the most out of your syrup with value added products. Learn from Jim Rowe, Gerald Masterson and Dave Wetmore how to make batches of cream, candy, maple nuts, and Indian sugar. They will demonstrate the new large batch cream machine.

RO Roundtable ~ Don't let a RO scare you! Join local sugarmakers Don Dolliver, Mike Christian, Peter Purinton, Steve Pierson for a roundtable discussion on operation, membranes, concentration, and implementing the RO in your sugaring operation.

Regionalizing Maple Marketing ~ "A Bottle of the Addison Hill Region 2007". Prof. John Elder, Middlebury College & local sugarmaker will discuss

whether or not producers can market their syrup using regional characteristics. Wine, grapes and olives do it, can syrup?

"When to Drill Without the Pill" ~ An analysis of tapping timing and sanitation on sap yields in Quebec. Sugarmaker and researcher Steffan Guay presents a comprehensive and surprising analysis of the results.



Bellows Falls H.S. & Lamoille Union H.S. Classes Jan 20 & Jan 27

Schedule

7:30 ~ Registration opens; Coffee & Donuts
8:30 - 9:00 ~ Welcome (in Auditorium)
9:00 - 9:50 ~ Session I
10:00 - 10:50 ~ Session II
11:00 - 11:50 ~ Session III
12:00 - 12:50 ~ Lunch & Trade Show
1:00 - 1:50 ~ Session IV
2:00 - 2:50 ~ Session V
3:00 ~ Turn in Evaluations, Have a Safe Trip Home

Leasing a Sugarbush, and Buying or Selling Sap ~ Steve Wheeler, Westfield sugarmaker will be discussing the pros and cons of leasing a sugarbush and suggest some strategies for building a contract that may work better for both the landowner and the sugarmaker. He will also present tips and pricing information for buying and selling sap.

Understanding R/O's and How They Work ~ Rick Marsh, Jeffersonville sugarmaker and VMSMA president. This class will provide an in-depth understanding of how different types of R/O's work. Learn what the inside of a membrane looks like, how it works, and how to clean it. This class is for

everyone who wants to understand the “nuts & bolts” of an R/O.

Effects of Air Injection on Syrup Chemistry and Flavor ~ Dr. Abby van den Berg, Proctor Maple Research Center. Results from a study conducted during the 2006 production season will be presented which examined the effects of air injection by comparing the chemistry, flavor, sugar sand formation and nitre deposition of syrup produced simultaneously from a common sap source in two identical evaporators, one with and one without air injection.



Installing Tubing for Sap Collection Without Vacuum ~ Glen Goodrich, Cabot Sugarmaker and VMSMA vice-president. A discussion of basic tubing layout and design, materials to use, and methods of installation, all for the non-vacuum user.

Advanced vacuum systems ~ Glen Goodrich. This presentation will include a comparison of various releasers and their functions, the advantages and disadvantages of the two pipe systems, and the advantages and disadvantages of different vacuum pumps.

Boiling Tips and Efficiency ~ Glen Goodrich. A discussion of methods to control the evaporator, firing tips, and technology that provides added efficiency.

Success With School Tours to Your Sugarhouse ~ Amy Wheeler, Westfield sugarmaker. Ever get a call that a group of children want to tour your sugarhouse? Don't know what to do after the tour and the syrup tasting is over? Learn activities that will not only entertain and teach the kids about sugaring, but keep

them talking about you and your products long after they leave.

An Introduction to Chainsaw Safety ~ Paul

Frederick, Wood Utilization Specialist, VT Dept. Forests, Parks and Rec. (*Hyde Park only*) This presentation will cover all aspects of safe chainsaw use, including personal protective equipment, chainsaw safety features and devices, safer operating techniques and safe felling practices.



Insects and the Health of Sugar Maple in Vermont ~ Barbara Burns (*Bellows Falls*) and Ron Kelley (*Hyde Park*), VT Dept. Forests, Parks and Rec. Learn about the prospects for forest tent caterpillar outbreak in 2007, whether aerial spraying is a viable option and the population trends and possible control of other maple pests, such as saddled prominent, and lecanium scale.

The ABC's of Website Marketing ~ Mindy Wren, Tirna Designs and Catherine Stevens, VMSMA Marketing director. A beginning workshop for sugarmakers who are thinking about adding a website to their maple syrup business, or for those who have a website but want to improve it. Discussion will include estimating the time and cost of website development, and methods for promoting the website.

Milking turned Marketing...How much Sweeter it is ~ Burr Morse, Montpelier sugarmaker. (*Hyde Park only*). Burr Morse has overseen the transition of his farm from dairying to one of Vermont's leading tourist destinations in the last forty years. He will talk about sweet successes, bitter failures, and a goof that became a Godsend. His presentation highlights a farm experience packed with local color, lots of hard work and best of all, being part of the Vermont maple image.

Packing a quality Product ~ Henry Marckres, Consumer Protection Chief, VT Agency of Ag.

A presentation on how to pack syrup to maintain the highest quality. Bulk storage, as well as packing in retail containers will be addressed. An emphasis on understanding density will help you produce a top quality syrup.

The Timing of Tapping ~ Tim Wilmot, Proctor Maple Research Center and UVM Extension. Are the best sap yields achieved by producers who tap around town meeting day? Will early tapping cause tapholes to dry prematurely? This presentation will show sap yield results from 4 years of experimental sap collection at the Proctor Center, 3 years by gravity and 1 year by high vacuum, with tapping on dates starting as early as January 20th.

Sugarhouse Design ~ Mark Isselhardt, Proctor Maple Research Center. There are as many sugarhouse designs as there are sugarmakers. This presentation will discuss how planning and design can help make new and existing sugaring operations more efficient. Selected topics include building layout, sap and fuel storage, interior walls and site preparation.



Using a Computer to Determine the Cost of Producing Maple Syrup ~ Glenn Rogers, UVM Extension Farm Business Management Specialist. Glenn has been teaching Farm Business Management programs for the last 15 years with UVM Extension primarily focusing on the dairy industry. He will demonstrate his recently developed cash flow spreadsheet on "Determining Your Cost of Producing Maple Syrup".

Explaining High Production at the Proctor Center ~ Brian Stowe, Proctor Maple Research Center. Results for the first 3 years of a study to compare 3 different tubing installations at PMRC will be presented. The overall syrup production per tap at Proctor for the past three years has ranged from .52-.62 gallons syrup/tap. A discussion of possible factors contributing to consistently high sap yields will be presented.



The USDA Rural Development Renewable Energy and Energy Efficiency Grant

Program ~ Lyn Millhiser Business & Cooperative Programs Specialist, USDA Rural Development and Marcia Maynard, Cabot sugarmaker and 2006 energy grant recipient. Learn how to apply for a 25% grant to offset your costs to purchase and install energy efficient Reverse Osmosis or Steam-Away equipment at your sugarhouse. Lyn and Marcia will outline grant program requirements, and highlight the grant application process.

The Nuts and Bolts of Packing and Shipping

Maple ~ Mary McCuaig, South Woodstock sugarmaker. (*Bellows Falls only*). Mary will share her experience on how to package syrup for safe transport and what type of materials are available to use. Shipping methods (UPS, US mail) will also be discussed.

The Invaders are Coming ~ Bill Guenther, State Forester for Windham County. (*Bellows Falls only*).

Learn how invasive exotic plants are taking over our woodlands, and along with deer threatening sugar maple regeneration for the future. Learn how to identify the more common invasive plants, what their traits are, and possible control measures. There will also be a short discussion on the Swedish chainsaw course the Game of Logging and how this course will

forever change the way you work in the woods with your saw.

Cooking with Maple ~

Cooking with maple or creating value-added products allows you to market your syrup beyond the fluid market. George Cook,



UVM Extension and Hyde Park sugarmaker will demonstrate several products made with maple syrup, including a simple, but tasty maple salad dressing. No special tools or equipment needed, only what you'll find in most any kitchen.

UVM Extension Maple website expanded.

The Extension Maple website, www.uvm.edu/~uvmmaple has recently been updated with features that maple producers should find useful. The "maple publications catalog" where producers could order reprints of UVM maple related articles has been retired, as most of these articles described outdated technology, and has been replaced by online publications in PDF format. These downloadable articles include some of the most-requested works from the publications catalog, in addition to works on maple ecology and physiology written by former UVM faculty and Proctor Maple Research Center staff, some of which were not available in the old catalog. Some recent articles are also available at the website and more will continue to be added in the future. Online maple publications can also be found at the Proctor Center website at

www.uvm.edu/~pmrc/?Page=publications.html

In addition to the online publications, the Extension Maple website now has a maple calendar. The

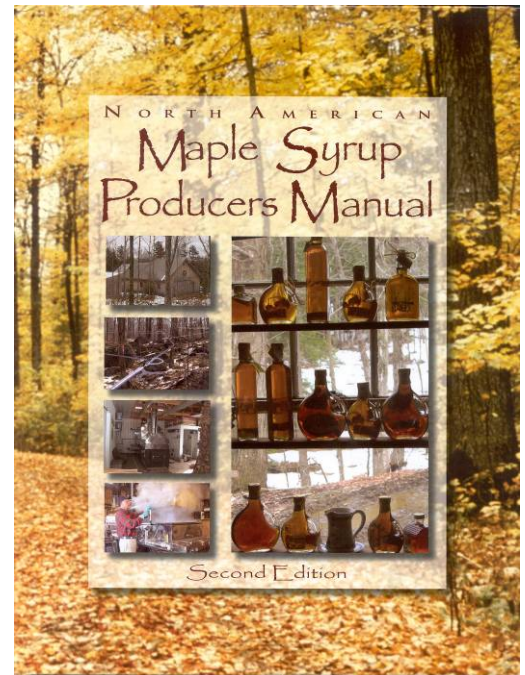
calendar will feature not only Vermont county and state maple events but also meetings of county and state maple organizations, for the purpose of helping sugarmakers keep track of important dates.

Representatives who wish to include a meeting or event on the calendar can contact UVM Extension maple specialist Tim Wilmot at timothy.wilmot@uvm.edu with the relevant information, including date, time, location and contact information.

It's here...the new 2006 edition of the North American Maple Syrup Producers' Manual!

Fresh new look, full color, added chapters, with the latest research results make this a *must have* reference for your maple library.

The VMSMA will have a supply, available from Mary Croft, 491 East Barnard Road, So. Royalton, VT 05068, 802-763-7435.



George L. Cook, Timothy Wilmot

UVM Extension Maple Specialists



The
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of VERMONT

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