



The Gathering Tank

Volume 16, Issue 2 July 2011

Robyn Pearl, Editor

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

It's Time for Summer Meeting!



This year's summer meeting will be held on Saturday, July 23rd at Fadden's Sugar House in Woodstock. Jim Fadden and family will be our hosts. The meeting will start at 10am and conclude around 3pm. Coffee and pastries will be offered prior to the meeting. Lunch will be a pot luck alphabet picnic. Please refer to the agenda for what you are asked to bring, as well as directions.

Bruce Gilliland, Vice President of the Leader Evaporator Co., will be our keynote speaker. He will be giving a presentation on boiling sap efficiently and effectively. Also, we will be discussing the proposed grading system. All members have been sent a copy of the proposal in the mail. Please review it prior to the meeting and arrive prepared with your comments and questions. This will be your opportunity to voice your opinion and hear what your fellow sugar makers think about it. Decision on this will be made by the end of August, so don't miss out on your chance to be heard.

After lunch, we will have the opportunity to visit the Hubbard Brook Research Foundation in Woodstock. Geoff Wilson, the director of the Pleasant View Farm Complex, will offer a slideshow and walking tour of the grounds. Bus transportation will be provided for up to 44 people, so some members may be asked to drive themselves.

If you would like to send syrup to our troops overseas, please bring some with you to the Summer Meeting. Bill Eva will be collecting it in 1/2 pint containers. Shipment will go out in November, but bring it now so you don't forget!! The soldiers really love to have it.



NH Experiences Record Breaking Crop Year



According to the USDA Ag Statistics survey, New Hampshire's estimated production for syrup is 120,000 gallons, the highest in over 85 years. Favorable temperatures for optimal sap flow were reported. The earliest date for sap collection was February 14, and the latest was April 30. The sugar content was below average. NH reported a higher production of dark amber than light. A tap count of 420,000 was reported, the same number as in 2010. The yield per tap increased from 0.207 gallons in 2010 to 0.286 gallons in 2011. The average retail price per gallon of syrup in New Hampshire is \$55.40.

Production nationwide has shown a 43 percent increase over last year with a syrup total given at 2.79 million gallons. The estimated number of taps in the US is 9.58 million and the yield per tap is estimated at 0.292 gallons.

ALB IS ON THE MOVE

The Asian Long horned Beetle has again been found in central Massachusetts. Ninety trees in Worcester are marked to be destroyed due to damage caused by the ALB. The tree varieties affected are Norway, Sugar and Red Maples, favorites of the beetle.

Ohio has now reported damage in that state, making it the fifth to be infested with the insect. Officials are surveying the southern part of Ohio to assess the extent of the infestation.

Please report any suspicious damage that you encounter to your state forester. It could mean the survival of your sugar bush. ID cards are still available for handout at your sugar house. They will be at the Summer Meeting to take home with you, or call Robyn at 225-3757 and cards will be mailed to you.

President's Corner

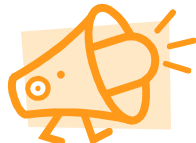
I had the opportunity to visit Bruce Bascom last week and took a tour of his new building. It is huge and certainly a state of the art facility. The bottom floor is storage for maple syrup at five barrels high. While I was there, the fifty-sixth tractor trailer load of syrup from New York was unloading... The upper floor will be a new bottling facility as well as office space and a real nice area for employees. Bruce is very optimistic about the maple syrup business with many outlets opening up in Asia and Europe.

New Hampshire produced 87,000 gallons of syrup in 2010, and a *whopping* 120,000 gallons in 2011. Some of the older maple producers told me you have to go back to the 1940's to have produced as much of a crop as in 2011. I also had heard from a number of producers who were making up to a half gallon of maple syrup per tap! It was for most sugar makers a real bumper crop in New Hampshire.

I look forward to the Summer Maple Meeting on July 23rd at our gracious hosts, Jim Fadden and family in Woodstock, and hope to see you there.

-Peter Thomson

Publicity Report



We had a great spring with much press being given to the public on television, newspapers, radio interviews and magazines.

The annual tree tapping ceremony was a success at Stonewall Farm in Keene. Governor and Dr. Lynch both tapped a tree to give a ceremonial 'kick-off' to the season. Radio broadcast of the event and interviews were heard on stations across the entire Granite State.

Maple Weekend had the highest number of participants to date. Over 85 sugar houses were open to the public. Some of our producers were featured on WMUR during Maple Weekend, as well as mentioned in New Hampshire Magazine with an article specifically on the best tasting maple syrup.

Many requests came in for radio interviews, which were given by Peter Thomson. Several press releases were issued and information from them was utilized in articles in statewide newspapers.

-Robyn Pearl

Secretary's Notes

I'm excited to report that we have 391 members as of this writing and may be over 400 by the summer meeting! Although we have a lot of new members, many prior members have rejoined. Our average membership has hovered around 350 in recent years.

I am always seeking members' email addresses. It is very important for special notifications that wouldn't be cost effective to mail. So, if you haven't already given me your email address, or now have access to one, please send it to donlass@aol.com. It will be used strictly for information related to maple, and will not be divulged to anyone else.

At our sugarhouse, maple production was the best year since we moved to Warner. Anyone I have talked to (or read about) did very well, whether northerly or southerly.

Unfortunately, our fuel costs (oil) were staggering! I guess I'm happy that my small operation is just a hobby... (With a crop of 45 gallons of syrup and over \$800 for oil, it was darn near \$18 a gallon to make).

---Don Lassonde

NHMPA DIRECTORS

President: Peter Thomson, Orford, 353-4111

Vice Pres.: Bodie Peters, Sugar Hill, 823-7708

Secretary: Don Lassonde, Warner, 456-6052

Treasurer: Howard Pearl, Loudon, 435-6587

Directors: Paul Messer, Sr., Orford, 353-4883

Hank Kenney, Marlborough, 876-3838

Tim Robinson, Chocorua, 323-9320

Mike Moore, Canterbury, 783-0321

Hank Peterson, Londonderry, 432-8427

Dave Scanlan, Bow, 228-4449

Bill Eva, Hancock, 525-3566

Bill Cheney, Container Chairman 726-3829



Will you help? The fair season is right around the corner and volunteers are needed to help things run smoothly. Each year, the NHMPA runs a booth in the New Hampshire Building at the Eastern States Exposition (Big E) in West Springfield, MA. This year, the 17 day fair runs from September 16-October 2. Our booth features NH syrup sold in Association jugs, maple candies, maple cotton candy, as well as a collection of antique tools and an educational area for the public to learn about our centuries- old craft. A stipend is given for working the fair and housing is available for those working more than one day. Help is needed throughout the entire run of the fair, but especially from Sept 23-Oct 2. Please contact Dee Lynn (359-1270) or email rockytopphoto@yahoo.com for more information and to let her know when you can be there.

The Hopkinton and Deerfield Fairs also feature NHMPA sugar houses. Hopkinton Fair runs from September 1-5, and Deerfield Fair runs from September 29-October 2. Please contact Don Lassonde (456-6052) or email donlass@aol.com to let him know when you can help.

Also, syrup needs to be canned for sale at the fairs. Volunteers to can syrup should contact Paul Messer (353-4883) or email at Sundaymtmaple@valley.net to find out where and when this will be happening.

Syrup is being purchased by the Association for direct sale and for candy making at the fairs. The price is \$3.25/lb. It will be accepted in a minimum size of 5 gallon containers. Please call Paul for details as to where and when to deliver the barrels.

Our presence at these fairs is a great way to educate the public about maple sugaring, its history, and its many benefits, both to our health and to our economy.



Keystone Forestry Publication Now Available

Karen Bennett, UNH Extension Forester has announced the second edition of *Good Forestry in the Granite State* is now available for purchase. This revision incorporates advances in knowledge and changes in forestry markets, practices and state laws. The guide offers practical recommendations to landowners and professionals alike for care of their woodlots.

New topics include setting objectives, management plans, estate planning and land protection, maple sugaring and ecosystem services markets. It also expands on topics previously included in the book.

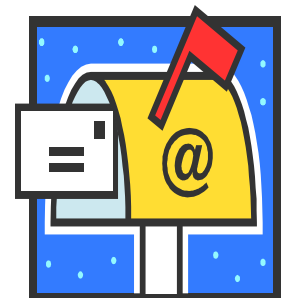
Good Forestry is a 225 page guide in a 3-ring binder format and each copy comes with a CD. An online free version is available for download at www.goodforestry.org. Hardcopies can also be ordered online, mail or phone at (800) 444-8978.

Website Listings

Several members have indicated that their sugar house is not or is no longer listed on the NHMPA website. As a reminder, this listing is for all currently paid dues members, as it is the association site. If you have remained current and your listing was omitted, an apology is due.

Please take the time to visit our website at www.nhmapleproducers.com and click on the Sugar Houses tab. All listing are by county. Review your listing and verify its content. If you find that any part of your listing is no longer accurate, please send an email to Robyn at nhmpa@aol.com or call 225-3757 with your changes. Keep in mind that this is a **year-round** listing,

not for Maple Weekend. Include what you offer throughout the year, i.e.; pancake breakfasts, mail orders, etc. Refer to the Sugar House Tour Guide form for what info you should list. The listing will be posted as soon as possible. This is a great way to get your name out. Feel free to include your web and email addresses if you have them for the public to use.





Is Your Syrup Award Winning?

Interested in winning the Carlisle Award? Now is the time to start thinking about it.

The Lawrence A. Carlisle Memorial Trophy is awarded annually by the NHMPA for excellence in production of maple syrup. This award is made in recognition

of the outstanding service and devotion of Lawrence A. Carlisle to the welfare and development of the Maple Industry of New Hampshire. In making this award, the NHMPA also desires to encourage the exhibition of fine quality maple products at agricultural fairs and to assist on expansion and establishment of maple departments at all fairs.

Participation is open to paid members of the NHMPA only (at time of fair). Limit of one entry per sugarhouse. Entries must be submitted to the fair in a 2# unmarked honey jar. The NHMPA will award suitable ribbons to New Hampshire winners on 1st, 2nd, and 3rd places at each fair as determined by the usual judging practice. Winning entries entered in the state competition must be from the same lot that won at the local fair and must be delivered to the Secretary of the Association before 10:00 am on the day of the annual meeting. Selection of judges and other details will be the responsibility of the Publicity Committee. All score sheets will be on file with the NHDA, as will be the official NH Maple Judging Score Sheet.

The following is a list of dates of the fairs where Carlisle entries will be accepted:

Stratham- July 21-24

No. Haverhill- July 27-31

Cheshire- Aug 3-4

Belknap- Aug 13-14

Cornish- Aug 19-20

Lancaster- Aug 31-Sept 5

Hopkinton- Sept 1-5

Hillsborough- Sept 9-11



Rochester- Sept 16- 25

Deerfield- Sept 29- Oct 2

Sandwich- Oct 8-10

Check the individual fair rules for entry deadlines.

Good luck to all!!

Meet a Maple Producer



180 years ago, a mortgage was secured by putting up sap buckets and other maple equipment used as collateral. Six generations later, the sugar bush is tapped annually by the same family. 120 acres in Woodstock are currently under production using 17 miles of plastic tubing, tapping 7500 trees, collecting 100,000 gallons of sap which is then reduced to 2500 gallons of syrup. The Fadden family has been sugaring here since Thomas Jefferson was President.

In 1896, Fadden's General Store was opened by Jim's grandfather. The Fadden's family business now includes the sugar house operated by Jim, the store run by son James and his wife Kristen, and the restaurant run by Jim's wife Suzanne, son John and his wife Emily. The whole operation is truly a family effort. Even the babies, 10 month old Maggie and the newborn twins, who were born in the heart of sugaring season, are on site daily. Christmas dinner conversation includes what changes or new implementations will be made in the maple orchard for the coming season.

Jim's youngest years in sugaring were spent collecting buckets of sap. Boiling with his father was done on a 5x16 King wood fired evaporator in the sap house in the woods. The early 1980's brought the end of buckets and the entire system was changed to plastic tubing and stainless steel. In the late 1980's, Jim moved his boiling operation to his shop in the village and now uses an oil fired 4x12 Revolution evaporator, as well as an RO.

The Fadden family has won the Carlisle Award five times over the years, and in 1957, they received the Governor's Cup, an award given to signify the best maple syrup in North America.

The Faddens have thousands of visitors annually, servicing the local tourist area and hundreds of tour buses. Jim gives weekly presentations of the maple sugaring operation to their guests. For Jim, "Maple sugaring is a passion, and talking about it is a release valve". This is a family whose maple roots run deep. Congratulations to all of them for their years of dedication.

Do you use these



IMSI REPORT



The quarterly meeting was held in Croghan, NY on May 20, 2011. The 2011 production reports indicated a very good year, with most stating above average quantities. The demand for maple has remained high worldwide with prices holding about the same as last year.

A number of issues and projects are ongoing:

A letter was sent to CBS News regarding the inclusion of maple syrup with cola sweeteners thought to potentially cause cancer. The broadcast's implication was that "some maple syrups" may cause health risks, but it did point out the nutritional benefits of pure maple. The IMSI is working on promoting the nutritional and health benefits of pure maple. The creation of a poster and rack card is planned.

The Log Cabin table syrup issue was discussed. A letter was sent out to most major retailers expressing the concern of the maple industry regarding misleading advertising and product displays that create confusion to the consumer as to which products are pure maple.

Center Acer is working on research to show that sulfites are not present in pure maple syrup. They are also working on technology to detect off flavors in syrup. The Center is developing color classification kits for the standardized grades project.

The Maple Grading project is moving forward. A number of updates are in the works: developing educational materials for awareness, planning a number of trial markets for feedback, developing a document that will be presented to both governments (opportunity to review the document before it is finalized will be given) and appointment of a liaison to work with local governments regarding regulatory submission for standard grades. A letter of support has been requested by each state/province to be included with the regulatory submission to the US & Canadian governments (a sample letter will be provided by the IMSI).



-Hank Peterson, Delegate

Association Containers? See a container dealer near you!

Conrad Chapple Sr.
537 Meridan Hill Rd.
Columbia, NH 03590
Ph. 603-922-3460

Bill Eva
107 Longview Rd.
Hancock, NH 03449
Ph. 603-525-3666

Bascom Maple Farm
56 Sugar House Rd.
Alstead, NH 03602
Ph. 603-835-6361

Fuller's Sugar House
267 Main Street
Lancaster, NH 03584
Ph. 603-788-2719

Bill Cheney
56 Broomstick Lane
Campton, NH 03223
Ph. 603-726-3829

Tomapo Farm
110 Storrs Hill Rd.
Lebanon, NH 03766
Ph. 603-448-1145

Sunnyside Maples
1089 North Rt. 106
Gilmanton, NH 03237
Ph. 603-783-9961

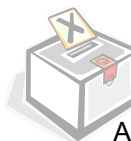
Westwynde Farm
Rt. 171 317 Old Mountain Rd.
Moultonborough, NH 03254
Ph. 603-476-5907

MAPLE MUSEUM NEWS

The Maple Museum has had a change in officers. Bill Eva is now serving as President, and Dave Scanlan now holds the Treasurer's position. They will be speaking with the folks at the Rocks Estate, where the museum is housed, about reviewing access policies, etc., at the museum. Concern was raised regarding the difficulty for some on the walking trail to the museum.

Channel 9's Chronicle featured the museum earlier this spring.

A grant was applied for to advertise for bus tours to the museum that will be managed by the Rocks Estate.



Get Onboard!!

Are you interested in leading the NHMPA into the future? Consider being a member on the Board of Directors or run for an officer's position. Contact Don Lassonde, our Nominating Chairman, and he will be happy to explain to you what is involved and the time commitments. He can be reached at 456-6052 or donlass@aol.com.



Get involved! The future starts now. Be a part of it.

NEW HAMPSHIRE MAPLE PRODUCERS ASSOCIATION, INC.

SUMMER MEETING AGENDA

WHEN: Saturday, July 23, 2011

WHERE: Fadden's Sugar House, Woodstock, NH

TIME: 9:00-10 a.m. - Coffee & Pastries

10 a.m. – Welcome by Jim Fadden and Family

10:15-11:30 a.m. - Business Meeting

Directors' Reports

Key Note Speaker: Bruce Gilliland

Vice President, Leader Evaporator Co.

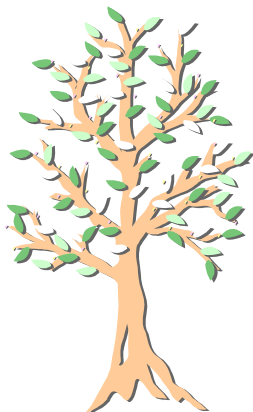
Proposed Grading System Discussion

12 noon – Pot Luck Alphabet Picnic (see note below)

1 p.m. – Hubbard Brook Research Foundation, Woodstock, NH

Slideshow and Facility tour– Geoff Wilson

3 p.m. – Adjournment



Lunch note: Whichever letter your last name begins with, please bring that item:

AB - Dessert: cake, cookies, brownies, etc.

CDEFG - Sandwich filling: Luncheon meat, sliced cheese, etc.

HIJK - Bread, rolls

LMN - Vegetable salad, potato chips, pretzels, etc.

OPQRST – Potato salad, casserole, baked beans, etc.

UVWXYZ – Fruit salad, fruit



DIRECTIONS TO FADDEN'S SUGAR HOUSE:

- Take exit 32 off I-93
- Travel West on Route 112 for a ½ mile
- Turn right at the light onto US Route 3
- Go 500 feet and the sugar house is on left

set your GPS for 109 Main Street, North Woodstock, NH. 03262



SUGAR HOUSE 2012 TOUR GUIDE

It's time once again to plan our Sugar House Tour Guide: ***New Hampshire Maple Sugar Houses Welcome Visitors***. The brochure is on glossy white paper with green and black print. It features a list of sugar houses broken out by county, a state map with county lines for reference, a brief history of maple production, pictures, and other helpful information about maple and maple products.

Last year, 11,000 copies were printed. All were distributed prior to the sugaring season and throughout the year to highway rest areas, chambers of commerce and other strategic locations, including fairs, expos, etc. and to those individuals requesting them.

This is a great opportunity to get your sugar house advertised year round for thousands to see, and for a low cost. The more listings we have, the more effective the brochure is. This service is provided only to current paid members of the NHMPA. If you would like to be listed in the brochure, please send a \$25.00 check made out to NHMPA to:

Robyn Pearl, 409 Loudon Ridge Road, Loudon, NH 03307.

WE MUST RECEIVE YOUR APPLICATION BY SEPTEMBER 1, 2011



Name _____ County _____

Sugarhouse Name _____

Mailing Address _____

Physical Address of

Sugarhouse _____

Phone _____ Same description as last year? Yes ___ No ___

If no, please give a **brief** description of what you offer: (i.e. pancake breakfast, mail order, etc.). This is a **year round** listing, not for Maple Weekend. If the description is too long, it will be edited to fit.

New Hampshire Maple Producers Assoc.

409 Loudon Ridge Road

Loudon, NH 03307

IMPORTANT: SUMMER MEETING NOTICE ENCLOSED