



The Gathering Tank

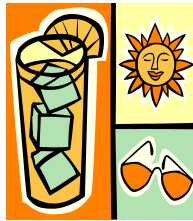
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Robyn Pearl, Editor

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

Special Edition

Summer Meeting Wrap Up



The Summer Meeting of the NHMPA was held on Saturday, July 20th at Bascom Maple Farms in Alstead, NH. The meeting opened with a greeting from our hosts, Bruce and Liz Bascom. A business meeting was conducted by President Bodie Peters with reports from the Secretary Don Lassonde, Treasurer Howard Pearl, Publicist Robyn Pearl, Big E Manager Dee Linn, and Promotions Committee Chairman Brad Presby.

Bodie informed us of the death of one of our members, Harold Burns of Whitefield. Harold passed on the Sunday of Maple Weekend this March. A moment of silence was held in his honor as well as for any other members who may have passed of whom we were unaware.

Steve Roberge, UNH Cooperative Extension Service, gave an update on the upcoming Maple School. It will be held on Saturday, October 26th at Winnisquam High School in Tilton again this year. Registration details will be posted on our website as soon as they are available.

The qualified entrants for the Carlisle Award were announced by Vice President Tim Robinson. The full list can be found on page 2.

A unanimous decision by the 5 judges was made to grant the Felker Award to Mike Murray of Antrim, NH. He is a high school aged student who is living in a correctional facility. Through learning the process of maple sugaring, Mike has gained insight into the importance of learning each component of the process, team building skills, creating a quality product and hopes to use these lessons to become successful in the future. Mike was unable to attend the meeting in person, but his award will be sent to him.

The keynote speaker for the meeting was Arnold Coombs, Sales Manager for Bascom Maple Farms. He led a discussion on the present state and future of the maple syrup market. He remarked about the importance of marketing within the state of New Hampshire, noting that our biggest strength is to promote our products locally in order to expand our market base. He felt that our upcoming promotions for capturing the tourists' attention in the fall as well as expanding the availability of visiting sugar houses in the spring would be very beneficial as well as novel. New Hampshire will be the first state in New England to offer this kind of promotion to the public.



Arnold Coombs

A lunch break followed with a wide variety of delicious salads and snacks provided by members. Not many leftovers went home, which indicated that everyone enjoyed the meal. Thank you to all who brought food.

After lunch, two groups were formed for a tour of the Bascom Maple Farms. The tour offered a view into the mass volumes of syrup that is housed, packed and shipped through their facilities every day. Maple products from here are shipped worldwide on a regular basis. The tour included seeing state of the art storage, processing and bottling equipment. Amazing! The showroom was open late to allow members to pick up needed items.



Bruce and Liz Bascom

Thank you to Bruce and Liz Bascom for hosting our meeting, and to their staff as well. It was a great meeting with lots of knowledge and insight to come home with. We appreciate the efforts of everyone involved in making the meeting a success.





Carlisle Award Qualifiers

The qualified entries for this year's Carlisle Award were announced at the Summer Meeting of the NHMPA on July 20th. Thank you to all of the participants. We had several members qualify this year who had never participated before. Consider entering your best syrup next year. The NHMPA has a long history of awarding this prize, demonstrating the importance of maintaining the highest standards and quality for syrup making in New Hampshire.

Grafton County:

1st place tie - Jim Fadden, Fadden Sugar House, Woodstock, Bodie Peters, Bo's Sugar Shack, Sugar Hill

Hillsborough County:

3rd place - Matt Hatch & Jared Elliot, Hatch's Sugar Shack, Milford

2nd place – Ted Henderson, Mill Village Sugarworks, Frankestown

1st place- Michael LaFleur, Kaison's Sugar House, Weare

Merrimack County:

3rd place- Don Lassonde, Beaver Meadowbrook Farm, Warner

2nd place- Ron Palmer, Shilson Sugar Shack, Warner

1st place – (4 way tie) Larry and Jeff Moore, Windswept Maples, Loudon, Richard and Mike Moore, Sunnyside Maples, Loudon, Rusty Colby, Outback Sugar Shack, Boscawen, Howard Pearl, Pearl & Sons Farm, Loudon

Rockingham County:

1st place- Brad Rice, Willow Creek Sugarhouse, East Kingston

Stafford County:

1st place- Josh Bouchard, Spring Harvest Maple Farm, Barrington

Sullivan County:

1st place- Alvin and David Clark, Clark's Sugar House, Langdon

Congratulations to all of the qualifiers. See you in January at the Annual Meeting for the final judging!



Maple Adventure Month



It's time to sign up for **Maple Adventure Month!!**

From **September 28- October 20**, the NHMPA will be promoting Maple Adventure Month, with the theme of **"Make it with Maple!"**. We will be promoting visits to sugar houses throughout the state during the foliage season.

Footage for new TV advertising has been shot and a list of participants will be supplied to chambers of commerce, lodging facilities, as well as other popular destinations throughout the state to steer visitors to sugar houses. The intent is to promote the fantastic flavor of maple and demonstrate how versatile it is as a natural sweetener. This is a great opportunity to introduce maple products, showcase added value products and boost sales going into the holiday season.

As an incentive for tourists to visit you, we have created a contest that asks visitors to take photos or videos of their adventure at a sugar house and post them on our Facebook page. A winner will be chosen after the entire event is over and a prize of NHMPA goodies will be awarded to the winning photographer.

A sign up sheet can be found on page 5 of this newsletter and on our website, with more detail as to how to plan your event. Let's make this adventure month a big success for your sugar house and for the maple industry in our state. Remember, the **sign up due date is August 31**, so please get your information in as soon as possible. This is a **free to you advertising** opportunity to members to gain more fall business and introduce new visitors to your sugar house with hopes that they will visit again in the spring, becoming year round customers.

So far we have had a minimal response to this event. If we do not get enough participants, the Promotions Committee will present to the Board of Directors the discontinuation of this program for this year due to lack of participation. We have businesses and tourist attractions across the state that are interested in expanding the opportunities for visitors to experience as much as New Hampshire has to offer. This is a great way to expand your customer base and to encourage them to come back again in the spring during sugaring season. **Sign up today!!**



The following articles were posted in the Morning Ag Clips, an online daily compilation of agricultural news articles. Articles generally focus on regional and national happenings that impact the farming

community. It is a free online service. Sign up for it at <http://subscribe.morningagclips.com/subscribe> (copy and paste)

Here is a review of the recent food safety session held in Hanover. The two articles can be found in their entirety by following the links at the end through Morning Ag Clips.

N.H. farmers weigh in on food safety rules

Holly Ramer, The Associated Press | Aug. 20, 2013

HANOVER, N.H. — Federal officials are trying to reassure farmers and New Hampshire and Vermont about proposed food safety rules that would require them to be more vigilant about guarding against contamination.

About 200 farmers, consumers and others attended a listening session Tuesday hosted by the Food and Drug Administration at Dartmouth College to discuss proposed rules for implementing the 2011 Food Safety Modernization Act.

New England farmers argue that many aspects were derived from large-scale farming operation practices that don't represent the region's smaller farms.

To view the rest of the story, please click the following link:

[N.H. farmers weigh in on food safety rules](#)

Farmers: Food safety regs hurt small farms

Meghan Pierce, New Hampshire Union Leader | Aug. 21, 2013

HANOVER, N.H. — About 300 people — many of them area farmers — filled Alumni Hall at the Hopkins Center for the Arts at Dartmouth College Tuesday morning to discuss new farming regulations involving the 2011 Food Safety Modernization Act. The public hearing was moderated by Lorraine Merrill, New Hampshire commissioner of Agriculture, Markets & Food, and held so that Food and Drug Administration officials could hear directly from New Hampshire and Vermont farmers. Those farmers are concerned that new regulations would make running a small New England farm too costly and would be a disincentive to the growth of small farms.

To view the rest of the story, please click the following link:

[Farmers: Food safety regs hurt small farms](#)



Plans for the second annual Maple School are being finalized. The Maple School will be held on October 26th, the Saturday following the IMSI meeting in New Brunswick. It will be held at the same location as last year, Winnisquam High School in Tilton, NH.

In response to last year's post school survey, discussion topics will range from beginner level to more advanced sugaring operation needs. The school is again designed to offer information from setting up your sugar bush to implementing the latest RO technology.

A complete schedule of courses will be available on our website once it has been verified. Registration and meal information will also be posted as soon as it is available.

Vendors will be on hand to answer questions and help you assess what you need in your operation for its best efficiency.

Be sure to bring along people you know that are interested in starting their own sugaring operation. It's a great opportunity to learn good techniques, use proper equipment and hear from the industry professionals.

New Hampshire has increased its syrup production and has great potential for much more syrup and maple products to be made. Attend the school and get tips on how to maximize efficiency at your sugar house.

Sugar House Tour Guide

It's time to sign up for the publication of the 2014 Sugar House Tour Guide, an annual brochure that allows members to advertise their business and what they offer on a year round basis. There is a \$30.00 participation fee.

The guide is distributed to the rest areas across the state by volunteer aide from the Division of Agricultural Development, part of the NH Department of Agriculture, Markets and food. It also is available to the public at the fairs, educational forums and by request.

The application is available on our website, www.nhmapleproducers.com or can be printed off from page 6 of this newsletter.



North Country Moose Festival Maple Syrup Contest



NHBugs.org

Protecting trees and forests

The following press release was received regarding a syrup competition at the North Country Moose Festival. If you are interested in participating, the event is on August 24th, so get your entry in soon!

Maple Producers: Save Some Sweet Stuff for the Moose Festival

Maple sugarers will want to set aside some of their product to enter in the North Country Moose Festival's Maple Syrup Contest on **Saturday, August 24 in Canaan, Vt.** Now in its third year, this contest gives the public a chance to experience the high-quality maple syrup produced in the region.

This year organizers have changed the categories, and a state judge from the Vermont Agency of Agriculture will be on hand to award several prizes. Categories this year are Best in Show, Best Fancy, Best Medium Amber, Best Grade B, and the ever-popular People's Choice.

Participating sugar makers in the contest will have an opportunity to sell their products during the day. Producers planning to enter the contest should contact Chris Masson at 802-266-3330 so that he can collect their syrup.

The 22nd annual North Country Moose Festival offers three days of moosey fun from Friday through Saturday, August 23-25 in Colebrook, Columbia, Errol, Pittsburg and Stewartstown, N.H., and Canaan, Vt. The weekend offers live music and demos, a classic auto show and cruise, art and history exhibits, the famous Moose-Calling Contest, a presentation by the North American Mountain Men, children's entertainment, and plenty of food including moose burgers and moose stew.

A complete schedule of events can be found on-line at www.moosefestival.com, and brochures may be requested at the North Country Chamber of Commerce office, 603-237-8939 or nccoc@myfairpoint.net.

Contact: Morgan Wade, morgangoodson@hotmail.com
Chris Masson, 802-266-3330

If you have any questions about insects, please refer to www.nhbugs.org as to being the most up to date resource for information. At this site, you will find accurate photographs and information about the insects of most concern to NH forests.

The website has details on damaging insects and diseases including Emerald ash borer and Asian long-horned beetle. It has the latest news on quarantines, firewood, how to report a suspect tree or insect, how to care for ash trees and manage forests. You can also sign up for bug updates to be sent to your email.

We all need to be aware of what potential problems may arise and be mindful stewards of our land. It will benefit all of us to be in tune with our own backyards so we can help to maintain the health of our state's forests. Take a few minutes and get familiar with this website and the insects that are living around you.

The following link is for an press release on the site regarding Emerald Ash Borer (copy and paste):

<http://extension.unh.edu/articles/Press-Release-Emerald-Ash-Borer-Survey-Complete-Long-Term-Management-Plan-Now-Effect>

News from HILLSIDE PLASTICS, INC.

We were informed at the end of July of the passing of Chris Russo of Hillside Plastics, Inc. from his battle with cancer. Chris worked at Hillside from 1994 until his retirement earlier this year.

Those of you who use Sugarhill containers may have worked with Chris in the past. He was a true industry professional and will be missed.



His full obituary can be found posted on our website.



New Hampshire
Maple Producers
Association, Inc.

If you have any information that you wish to share with the association, have questions or any needs from the NHMPA, please send an email to: nhmpa@aol.com or call 603-225-3757. Much information can be found on our website: www.nhmapleproducers.com Check the calendar under the events tab to see what's coming up!

Maple Adventure Month

Participation Form



In choosing to participate, the level of what you want to offer is entirely up to you. If you wish to offer something similar to what you do on Maple Weekend, please do so. If that is more than you want or are able to do, please create your event at a level that is manageable for your operation. The same is true of when to sign up for. If certain weekends work better for you, only register for those. The dates are set to follow the foliage season, beginning from peak color in the north and heading south. Again, if you are past foliage and the visitors have left your area or you feel that tourism is no longer strong in your area, then register for the time(s) that will most benefit you. If you are unsure of peak tourism in your area, check with your local lodging centers and they will tell you when they are booked most heavily.

To help tourists better understand our state, we will be getting away from identifying location by county but instead by geographic region. The state will be divided into 7 regions: Great North Woods, White Mountains, Lakes Region, Monadnocks, Merrimack Valley, Seacoast and Dartmouth - Lake Sunapee. A list of towns per region and a map will be available on our website or call 225-3757 to verify which region you are in.

Please note: All contact information on this form is for public use. List the means by which you wish visitors to contact you.

Sugar House Name: _____

Maple Producer's Name: _____

Physical Address of SUGAR HOUSE: _____

Town: _____ ZIP: _____ Region: _____

Phone: _____ Email/Website: _____

Sept 28-29: open hours on Sat _____ Sun _____ **Oct 5-6:** open hours on Sat _____ Sun _____

Oct 12-13: open hours on Sat _____ Sun _____ **Oct 19-20:** open hours on Sat _____ Sun _____

Please give a brief description of what you will be offering during Maple Adventure Month (demonstrations, tours, products you sell, samples, doughnuts & coffee, etc.) If you have an event special to one weekend, please note. Specify if there is a charge for any activities. Please be specific and concise.

Return this form by August 31st to: Robyn Pearl, 409 Loudon Ridge Road, Loudon, NH 03307

Questions or need more information? Email Robyn at nhmpa@aol.com or call 225-3757.



2014 SUGAR HOUSE TOUR GUIDE

It's time once again to plan our Sugar House Tour Guide: **New Hampshire Maple Sugar Houses Welcome Visitors**. The brochure had a new look this year utilizing brightly colored maple leaves on the cover and amber topic headlines. It featured a list of sugar houses broken out by county, a state map with county lines and numbered key 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, educational forums, etc., and to 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. We had an almost capacity listing last year, so if we have even more members choosing to participate, we may switch to a booklet format that would be the same size but feature counties on their own pages.

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 \$30.00 check made out to **NHMPA** to:

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

Please note: All contact information on this form is for public use. List the means by which you wish visitors to contact you.

WE MUST RECEIVE YOUR APPLICATION BY OCTOBER 15, 2013

Name _____ County _____

Sugarhouse Name _____

Mailing Address _____

Physical Address of Sugar house _____

Phone _____ Email/website _____

Same description as last year? Yes ___ If not, 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.
