



The Gathering Tank

Volume 20, Issue 2 December 2015



Robyn Pearl, Editor

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

Take Note—Annual Meeting Scheduled at a New Location !!



The Annual Meeting of the NHMPA has been scheduled for January 23, 2016. It will be held in a new location, at the Radisson Hotel in Manchester. The meeting will be held in Salon B which is adjacent to the Farm and Forest Expo.

Registration will begin at 8:00 am. Tickets to the meeting will cost \$15 in advance (the **deadline is January 10th**) and will include lunch and admission to the Expo. Tickets are also available at the door for \$20 but does not include the Expo ticket. Parking in the parking garage will be validated.

President Jim Fadden will open the meeting at 9:00 am. The meeting will begin with speakers and then be followed by the business meeting.

The first speakers will be Stephen Lavalley, USDA State Plant Health Director for Vermont & New Hampshire and Ryan Vazquez, USDA Project Manager. They will be discussing the Asian Longhorned Beetle Eradication Program in Massachusetts. Martha Carlson, PhD, UNH 2013, will give a presentation called the Impact of Climate Change on Sugar Maples.

The third speaker will be Gunnar Ek, President of Drive PR, will provide a discussion of NHMPA Marketing and Product Branding.

After the NHMPA business meeting, elections will be held to fill the 5 open seats on the Board of Directors. Nominations will be taken from the floor. The Carlisle Award will be presented after the election. Lunch will be served at 12:15pm.

The meeting will be adjourned at 1:15pm. Members are welcome to visit the Farm and Forest Expo.

Great information will be provided at the meeting regarding subjects affecting the maple industry as well as important to the continued growth and success of the NHMPA. Be sure to get your tickets before the January 10th deadline to get your free ticket to the Expo.

Celebrate Our 20th Annual Maple Weekend



The NHMPA will be celebrating our 21st Annual Maple Weekend this year on March 19-20, 2016. We will also be hosting our second Maple Month from March 12th- April 3rd. This year we are getting a jump on the other states by hosting our weekend in March where Vermont and Maine will be hosting theirs on the first weekend in April.

We will continue to use the regional system for promotions. Our popular event has grown in interest and importance over time. Let's keep the excitement going! **Sign up** for Maple Weekend and Maple Month on **page 5** of this newsletter. **Deadline** for sign up is **February 10th**.

Attend the Regional Meetings



The regional educational sessions are tentatively scheduled for the following dates. Confirmed locations will be announced at the Annual Meeting.

Tues, Feb 2 - Southeast regions

Thurs, Feb 4- Southwest regions

Tues, Feb 9 - Central regions

Thurs, Feb 11- Northern regions

All meetings begin at 7pm. Regional sessions are free and open to NHMPA members and non members alike. As a reminder, the NH Department of Agriculture will not be checking hydrometers at Regional meetings. Please contact the inspectors at 271- 3685 to make arrangements to have your hydrometer verified. Inspectors will come to your sugar house to check syrup densities as well.

NHMPA Board of Directors' Report

After a bumpy start, the Association will have an excellent year. Most of the income categories will be over budget and many of the expense accounts under budget, resulting in an increase of funds. As the 2016 budget is prepared, the Association needs to consider how to effectively deploy these funds. We have asked the IRS to verify our current 501(c) 6 status. This is a hybrid nonprofit, commonly referred to as a trade association. It is allowed to accumulate profits tax free and use these funds to educate the public, promote NH maple production and engage in maple lobbying politically, but it does not have the authority to grant tax deductions for donations.

The Directors have agreed to substantially lower our jugs prices and expand our consignment dealer network. This will require some capital to enlarge our inventory. There will be a write-off of inventory at year end and the consignment model of container sales is a serious concern of the Directors. The Container Committee has repriced the jugs with several manufacturers and can redesign the jug graphics at no cost. This would be used to enhance and align our advertising and provide members a larger sticker space. The Promotion Committee is reviewing PR firms to further integrate our advertising message, vehicles and venues as another use of funds. The Big E booth, after a stellar fair, needs to be refreshed with some redesign, and our education/mentoring component needs to be expanded. All these issues are important as we gain a clearer picture of our members' needs and markets.

The maple industry's trends should encourage our members to produce and sell more retail syrup. Our easiest immediate markets for expansion are SE New Hampshire/NE Massachusetts and continental US mail order. However, we also need to diminish the volume of non New Hampshire maple syrup being sold in state. Ideally, members developing and servicing these markets will need additional inventory from production expansion by other NH members. To grow these markets will require a clear branding of our New Hampshire product and focused advertising.

Our Association is an ideal and cost effective way to accomplish these tasks. The Directors are looking for member input on all these subjects and look forward to discussing them in greater detail at meetings or online. There will be 5 seats on the NHMPA Board of Directors available for nominations from the floor at the January 23, 2016 Annual Meeting with a subsequent election. We encourage anyone with an ongoing interest in Association matters to seek nomination.



NHMPA Container Prices for 2016 Season

The Container Chairman in conjunction with Bacon Jug, Inc. have set the following prices:

<u>Size</u>	<u>Case Quantity</u>	<u>Cost</u>	<u>Individual</u>
Gallon	24	\$ 50.00	\$ 2.25
1/2 Gallon	48	72.00	1.75
Quart	80	91.00	1.30
Pint	100	97.00	1.20
1/2 Pint	100	91.00	1.10
3.4 oz.	200	150.00	1.00

Bascom Maple Farm
56 Sugar House Road
Alstead, NH 03602
(603) 835-6361

D

Sunnyside Maples
1089 Route 106
Loudon, NH 03307
(603) 783-9961

E

Bill Cheney
56 Broomstick Lane
Campton, NH 03223
(603) 726-3829

A

The Maple Guys
311 Cram Road
Lyndeborough, NH 03082
(603)

L

Bill Eva
107 Longview Road
Hancock, NH 03449
(603) 525-3666

E

Tomapo Farm
110 Storrs Hill Road
Lebanon, NH 03766
(603) 448-1145

R

Fuller's Sugar House
267 Main Street
Lancaster, NH 03584
(603) 788-2718

S

Westwynde Farm
Rte 171, 317 Old Mtn Rd
Moultonborough, NH 03254
(603) 476-5907

Grade Changes are in Full Force

All New Hampshire maple producers are required to implement the new grading system for the 2016 season. As of December 31, 2015, the one year grace period to allow producers to use up any inventory that has the old grades, i.e.; containers, labels, etc. expires.

A printable PDF copy of the complete grading rules can be found on our website, www.nhmapleproducers.com, under the Sugarmakers tab or call 225-3757 to request a copy.

Posters and rack cards with the enacted grade information are available through the NHMPA and the NH Department of Agriculture. Please note the posters and rack cards are different depending on the source. Posters are \$10 for members. Rack cards are \$3.00/25 cards. Both will be available at the Annual Meeting.

Posters and rack cards featuring an alternative version of the grading system are available from the NH Department of Agriculture. Please call 271-3685 to inquire about availability.



Felker Award Applications

Do you know a student who is interested in the maple industry? Did you know that they could win an award for that interest? Every year, the Walter A. Felker Award is given to a young man or woman with the intent to promote and encourage an interest in the production and marketing of high quality maple products.

The award is named in honor of Walter A Felker, a former director of the Bureau of Markets at the Department of Agriculture. Mr. Felker was instrumental in the formation of the NHMPA in 1943 and was the association's secretary until his death in 1946.

The recipient of the award receives an engraved plaque to recognize their achievement as well as a \$100.00 cash prize. Applications can be obtained online, call **225-3757** or email nhmpa@aol.com. Details about the project are outlined on the application. The deadline for submitting entries is **June 1, 2016**.

This is a great way to involve young members of our community in our long standing traditions.



Carlisle Award Qualifiers

The following list are the qualified entries for the Carlisle Award. The entries were judged prior to and announced at the Summer Meeting on July 18, 2015. Entries need to be submitted to the final judging by a member of the qualified sugar house and the qualified member must be in attendance at the meeting. Good Luck!!

Belknap: 2nd place - Mel Torsey, Torsey's Hillcrest Maple Farm, New Hampton

1st place - Karen Ober, Back Door Farm, Sanbornton

Carroll: 3rd place—Dan Burbank, Marley's Maple Syrup, Moultonborough

2nd place - Ken Crowther, Black Mountain Sugar House, Jackson

1st place - Brad Streeter, Young Maple Ridge Sugarhouse, North Sandwich

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

Coos: 2nd place - Scott Burns, Burns Lake Farm, Whitefield

1st place - Jenn and John Scarinza, Scarinza's Sugarhouse, Randolph

Grafton: 3rd place - Michael Benton, Benton's Sugar Shack, Thornton

1st place (tie) - Jim Fadden, Jr., Fadden's Sugar House, N. Woodstock, Bill Cheney, Homestead Maple, Campton

Hillsborough: 2nd place (tie) - Peter Somero, Somero Maple Farm, New Ipswich, Tim Sullivan, SYSC Sugar House, John Sununu Center, Manchester

1st place - Charles Peak, Hillcroft Farm, New Boston

Merrimack: 2nd place (tie) - Larry, Melissa and Jeff Moore, Windswept Maples, Loudon, Anne and Marty Boisvert, Journey's End Maple Farm, Pittsfield

1st Place - Lester Colby, The Outback Sugar Shack, Boscawen

Rockingham: 1st place (tie) - Christopher Hicks, Morningstar Farm, Plaistow, Brad Rice, Willow Creek Sugarhouse, E. Kingston

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

Sullivan: 1st place - Shawn Atkins, Atkins Family Sugarhouse, Washington

From the Treasurer...



NHMPA Treasurer Bruce Treat is providing the following information regarding the budget for 2016 and the year to date figures showing the Association's income and expenditures. If you have questions, please contact Bruce Treat at brucectreat@gmail.com.

NH Maple Producers Association				Source & Application of Funds				
Sources:	2016	2015	2014	2013	2012	2011	2010	
	Budget	YTD - Dec						
Big E (net)	\$15,000	\$22,500	\$11,600	\$16,900	\$13,100	\$7,100	\$6,100	
Containers (net)	\$18,000	\$36,300	\$28,700	\$43,200	\$11,100	\$16,000	\$19,700	
Fairs (net)	\$6,500	\$2,000	\$5,000	\$6,000	\$5,300	\$5,100	\$4,600	
Grants/Donations	\$500	\$2,000	\$1,800	\$2,000	\$2,000	\$2,000	\$1,700	
Interest Income		\$0	\$500	\$0	\$400	\$900	\$900	
Membership	\$17,500	\$8,400	\$8,800	\$9,500	\$8,800	\$8,100	\$8,700	
Other	\$1,000	\$900	\$2,000	\$3,400	\$3,700	\$2,600	\$2,100	
Total	\$58,500	\$72,100	\$58,400	\$81,000	\$44,400	\$41,800	\$43,800	
Applications:								
Association Mgt	\$7,500	\$2,500	\$9,100	\$9,800	\$7,800	\$9,600	\$9,500	
Member Services	\$20,000	\$18,400	\$15,700	\$11,000	\$13,900	\$8,800	\$8,700	
Profit/Loss	(\$39,000)	\$15,200	\$8,900	\$31,000	\$4,600	\$1,400	\$1,500	
Promotion	\$40,000	\$23,200	\$24,700	\$29,200	\$18,100	\$22,000	\$24,100	
Jug Write-off		\$12,800						
Jug Inventory	\$30,000							
Total	\$58,500	\$72,100	\$58,400	\$81,000	\$44,400	\$41,800	\$43,800	
Balance Sheet:								
Big E Cash	\$102,700	\$87,700						
TD Bank Cash	\$28,900	\$67,900						
Container Inventory	\$112,000	\$82,700						

How to sign up for events



- All forms for NHMPA events and promotions can be found on the members section of our website, www.nhmapleproducers.com



- You can also send an email request to nhmpa@aol.com and the necessary form will be sent to you



- If you do not have web access, please call (603) 225-3735 and request the form you are needing to be mailed to you



Happy Holidays!

Maple Sugaring 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 sugaring season, beginning from March 12th in the south until April 3rd in the north.

To help tourists better understand our state, we will be identifying location 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.

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: _____

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

Mar 26-27: open hours on Sat _____ Sun _____ **Apr 2-3:** open hours on Sat _____ Sun _____

*** Maple Weekend - it will continue to be the highlight of the season**

Please give a brief description of what you will be offering during Maple Sugaring 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 February 10th to: NHMPA, 3 Hop Kiln Road, Bow, NH 03304

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



New Hampshire Maple Producers Association, Inc.

Annual Meeting Agenda



When: January 23, 2016

Where: The NH Farm & Forest Expo, The Radisson Hotel, Salon B
700 Elm Street, Manchester NH

- 8:00 - 9:00 Registration
- 9:00 - 9:10 President Fadden's Welcome
- 9:10 - 9:40 Stephen Lavalley, USDA State Plant Health Director for Vermont & New Hampshire
Ryan Vazquez, USDA Project Manager, Asian Longhorned Beetle Eradication Program in Massachusetts
- 9:40 - 10:00 Martha Carlson, PhD, UNH 2013, Impact of Climate Change on Sugar Maples
- 10:00 - 10:30 Gunnar Ek, President Drive PR, Discussion of NHMPA Marketing and Product Branding
- 10:30 - 10:40 Jim Fadden, President & Secretary's Report
- 10:40 - 11:00 Bruce Treat, Treasurer's Report
- 11:00 - 11:20 Nick Kosko, Container Committee Report
- 11:20 - 11:40 Chris Olsen, Promotion Committee Report
- 11:40 - 12:00 Director Elections
- 12:00 - 12:15 Carlisle Awards
- 12:15 - 1:15 Lunch



Adjournment to visit the Farm & Forest Expo

Directions to the Radisson Manchester can be found on the back page of this newsletter.



Parking will be validated in the parking garage.



New Hampshire Maple Producers Association, Inc.

APPLICATION FOR MEMBERSHIP

Date _____ New Member? Yes _____ No _____

Please print or use an address label

Name _____

Sugar House Name _____

Mailing Address _____

Town _____ State _____ Zip _____

Telephone _____ E-mail _____

of taps _____

Membership applications can also be submitted online at www.nhmapleproducers.com We have PayPal!

Annual dues January 1 to December 31, 2016 \$ **35.00**

Annual Meeting ticket **Deadline – January 10th** **\$15.00** _____
(Includes lunch & Expo, tickets at door \$20 and Expo ticket additional)

Donation _____
(Donations are welcome and will be used for education and mentoring)

Maple News subscription **\$28.00** _____
(includes 10 issues + Official Maple Syrup Almanac)

Maple Syrup Digest subscription **N/C**
Are you currently receiving the *Maple Syrup Digest*? Yes _____ No _____

Maple Weekend/Month Listing **N/C**

Membership to the NH Maple Museum **N/C**

NHMPA Carlisle Award entry **N/C**

NHMPA Cookbook **order online**

NHMPA Grading Rack Cards **\$3.00/25 cards** # of cards _____

NHMPA Website listing Please contact our Webmaster **N/C**

Mentoring and Assistance Please contact a Director **N/C**

Total Enclosed: \$ _____

What is the best way to be contacted? Email _____ USPS _____

Can you provide volunteer help at NHMPA booth at the fairs/events? Yes _____ No _____

Make checks payable to: NH Maple Producers Association (NHMPA)

Return to: NHMPA, Bruce Treat, 3 Hop Kiln Road, Bow, NH 03304

IMPORTANT: ANNUAL MEETING NOTICE ENCLOSED

New Hampshire Maple Producers Assoc.
3 Hop Kiln Road
Bow, NH 03304

Directions to the Annual Meeting

From the North: Take 93S to the 293/93 split. Stay left and merge onto 293S/Everett Turnpike/Manchester/Airport/Nashua. Take Exit 5 for Granite Street towards West Manchester. Keep left at the fork. Follow signs for Elm Street/Downtown/The Millyard/Canal Street and merge onto Granite Street. Turn left onto Elm Street. Radisson Hotel will be on the left.

From the South: Take the Everett Turnpike North and continue onto 293N. Take Exit 5 for Granite Street towards West Manchester. Keep right at the fork. Follow signs for Elm Street/Downtown/The Millyard/Canal Street. Turn right onto Granite Street. Turn left onto Elm Street. Radisson Hotel will be on the left.

Here's a link to a map of parking garages in the area. The hotel garage will validate parking. The other garages will not. <http://www.nhfarmandforestexpo.org/downtownmap.pdf>

GPS Coordinates: LAT: 42.988263 LONG: -71.46436