



The Gathering Tank

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Robyn Pearl, Editor

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

www.nhmapleproducers.com



Senator Kelly Ayotte is Key Note Speaker at Summer Meeting

The NHMPA is pleased to announce that Senator Kelly Ayotte will be speaking at the 2016 Summer Meeting. She will be talking about maple industry related issues.

The meeting will be held at Fadden's Sugar House in N. Woodstock. It will begin at 9:00 am with a greeting from the NHMPA President, Jim Fadden. The business meeting will begin at 9:30 am with officer and committee reports presented, followed by the announcement of the preliminary qualifiers of the Carlisle Award and the Felker Award winner.

Dean MacFarland of Northwood Sugarworks, Inventor of the "Lunchbox Releaser" will give a presentation on his product. We welcome Clayton Christie from Maple Expert Solutions of Henniker, NH. He is the designer and manufacturer of reverse osmosis systems for the maple industry with membranes from 4" to 16"

Senator Ayotte will speak prior to the lunch break.

A catered BBQ lunch will be offered this year, provided by Scott Rice of the Woodstock Inn Station and Brewery. Meals can be purchased in advance for \$5/person, or \$15 at the door.

After lunch, Pamela Templer and Scott Bailey from the Hubbard Brook Experimental Forest will speak on the latest studies at the forest and the impact on the maple industry. Pamela is an associate professor at Boston University and has a PhD in Biology and Environmental Studies and is currently working on examining the effects of climate change on nutrient uptake and carbon sequestration in northern hardwood forests. Scott has a PhD in Geology. His current projects range in location from the Catskill Mountains in New York to the Chic-Choc Mountains in Quebec, with a special emphasis on the Hubbard Brook Experimental Forest.

An agenda for the meeting can be found on page 7 that includes how to sign up for lunch. See you then!

2016 NH Syrup Crop Improved Due to Early Warm Weather



A survey of members of the New Hampshire Maple Producers Association indicated a near 100% crop produced for the 2016 season.

Unusual warm weather conditions created an early start to the season causing the prime sugaring time for New Hampshire for many sugar makers to be much sooner than in the recent past. First boiling dates that had traditionally occurred at the end of February for the southern half of the state were replaced with some of the earliest dates on record. In the southern part of the state, January 27 was the earliest reported starting date. Several producers reported record early starts in the last few days of January and the beginning of February. After a week-long freeze, boiling started for the majority of the middle of February. The northern half of the state began boiling in the beginning to middle of March, with the latest starting date of March 28 reported. The season ended for most southern producers around March 31, with some sugar makers experiencing their last boil as early as March 10, and others in the northern part of the state as late as April 18.

All grades of syrup were made this year with Grade A Amber Rich Taste and Grade A Dark Robust Taste creating the vast majority of the crop at 45% and 44% respectively. Grade A Very Dark Strong Taste made up 13% of the total crop and Grade A Golden Delicate Taste at 6%.

Many sugar makers had great results this season with record crop gains. High sugar content and an increased number of taps were reported. Many others reported a late start as well as erratic weather swings creating above average temperatures and freezing issues. Survey responses showed that 58% of producers use vacuum systems and 68% use RO. An increased use of technology demonstrated its effectiveness for a successful season for the majority of sugar makers in New Hampshire.

President's Corner

The Board of Directors is proposing several revisions to the Association's Bylaws. The membership will be asked to vote to implement the changes at the January 2017 Annual Meeting. Please review the changes on page 5. The entire document can be viewed on the Association website.

As currently outlined in the Bylaws, the President has the duty of assigning the members for each of the committees. The following Directors have been named as chairs:

Budget, Finance and Audit - Bruce Treat.

Container - Nick Kosko. This committee is working on stainless steel barrels, jug pricing/labeling, cream/candy containers, gathering pails and the dealership network.

Education & Mentoring - Open Chair. This will oversee the Ag in the Classroom - Farm Bureau program, the Felker Award, the Maple School, the membership mentoring list, and in cooperation with UNH Cooperative Extension Service, the Maple School and Backyard Sugaring program.

Promotion - Chris Olsen. This committee is working on a website update, membership signs, cookbooks, flyers/rack cards, posters and logo/tagline revisions.

Sales & Fairs - Howard Pearl. This committee will oversee the Carlisle Competition & Rules, the Big E and the NH Fairs expansion.

All our committees need volunteer members. There are many members of the NHMPA with the talents to make these committee projects successful. Please contact me or a committee chair if you have the time or interest to help.

I look forward to seeing everyone at the Summer Meeting at July 9th. We have lined up distinguished speakers as well as a terrific BBQ lunch provided by a local restaurateur. It will be an informative and educational day.

Jim Fadden

NHMPA CONTACTS

www.nhmapleproducers.com

Like us on Facebook



President: Jim Fadden, N. Woodstock, 381-9824 (jimfadden@aol.com)

Vice Pres: Dale Smith, New Boston, 325-5900 (dale.smith@amphenol-tcs.com)

Secretary: Sarah Fisher, E, Wakefield, 978-7960 (redneckretail@gmail.com)

Treasurer: Bruce Treat, Bow, 774-2160 (bruce Treat@gmail.com)

Directors: Skip Cilley, Frankestown, 547-6612

Ben Fisk, Temple, 562-6595 (ben@bensmaplesyrup.com) - Big E Manager

Nick Kosko, Union, 842-0416 (mvsugarhouse@gmail.com) - Container Chair, Maple School

Chris Olsen, Portsmouth, 988-6174 (syrupbythesea@gmail.com) - Promotions, Website

Howard Pearl, Loudon, 231-1482 (hpearlpsf@aol.com) - Fairs, Awards



Treasurer's Ledger



The financial condition of the Association is excellent. The 2015 taxes have been reviewed by the Directors and filed. Even with the 7% drop in the price of containers to the membership, the YTD sales are up 5%. All our other sources of revenue should be strong. On the expense side, the \$34,000 for Promotion includes \$10,000 expensed for new inventories of signs, cookbooks and tour guides, \$14,000 paid for Maple

Month advertising and \$8,000 paid for Publicist expenses. Overall, our cash position is up since our container inventory is at the low point of its cycle. I am confident we can fund any complimentary enhancements to the Association. Discussions are underway with the NH Farm Bureau to expand our Maple portion of their Ag in the Classroom series. Among the elements involved would be changing the Felker Award

into a competition among the schools and other youth groups to produce the best tasting maple syrup via bucket tapping, wood fired evaporation and gravity filtration. Any members interested in joining this discussion please contact me. Financial reports can be found on the website: www.nhmapleproducers.com

Bruce Treat
brucecreat@gmail.com

NH Maple Producers Association Source & Application of Funds

| Sources: | 2016 YTD | 2016 Budget | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
|-----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Big E (net) | \$1,000 | \$15,000 | \$22,700 | \$11,600 | \$16,900 | \$13,100 | \$7,100 | \$6,100 |
| Containers (net) | \$15,000 | \$18,000 | \$25,400 | \$28,700 | \$43,200 | \$11,100 | \$16,000 | \$19,700 |
| Fairs (net) | | \$6,500 | \$1,800 | \$5,000 | \$6,000 | \$5,300 | \$5,100 | \$4,600 |
| Grants/Donations | \$500 | \$500 | \$2,400 | \$1,800 | \$2,000 | \$2,000 | \$2,000 | \$1,700 |
| Interest Income | \$0 | | \$0 | \$500 | \$0 | \$400 | \$900 | \$900 |
| Membership | \$15,600 | \$17,500 | \$8,400 | \$8,800 | \$9,500 | \$8,800 | \$8,100 | \$8,700 |
| Other | \$2,400 | \$1,000 | \$1,200 | \$2,000 | \$3,400 | \$3,700 | \$2,600 | \$2,100 |
| Total | \$34,500 | \$58,500 | \$61,900 | \$58,400 | \$81,000 | \$44,400 | \$41,800 | \$43,800 |
| Applications: | | | | | | | | |
| Association Mgt | \$800 | \$7,500 | \$6,200 | \$9,100 | \$9,800 | \$7,800 | \$9,600 | \$9,500 |
| Member Services | \$9,000 | \$20,000 | \$19,200 | \$15,700 | \$11,000 | \$13,900 | \$8,800 | \$8,700 |
| Profit/Loss | (\$9,400) | (\$39,000) | \$11,600 | \$8,900 | \$31,000 | \$4,600 | \$1,400 | \$1,500 |
| Promotion | \$34,100 | \$40,000 | \$24,900 | \$24,700 | \$29,200 | \$18,100 | \$22,000 | \$24,100 |
| Jug Inventory | | \$30,000 | | | | | | |
| Total | \$34,500 | \$58,500 | \$61,900 | \$58,400 | \$81,000 | \$44,400 | \$41,800 | \$43,800 |
| Balance Sheet: | | | | | | | | |
| Big E Cash | \$88,700 | \$103,000 | \$88,000 | | | | | |
| TD Bank Cash | \$98,600 | \$32,400 | \$71,400 | | | | | |
| Container Inventory | \$31,200 | \$106,700 | \$76,700 | | | | | |





NHMPA PROMOTIONS

Promotions Report

The big project for the Promotions Committee this year is the website. We are planning to overhaul our website and add a lot of new features and capabilities. Bids are being solicited now for the work and we hope to make a final selection by mid-June. The proposals we've received so far are very exciting! The website is the world headquarters of our NH Maple Producers Association. We're looking to add more features including content with better ties to our social media, e-commerce for membership dues, e-commerce for NHMPA merchandising/marketing collateral, e-commerce for NHMPA branded products during fairs, and much more. A great example of what we're hoping to accomplish is a look at the NY State Maple Association site, www.nysmaple.com. Our goal is to have the new site completed this calendar year and ready for the 2017 season. Stay tuned for more!

Chris Olsen, Chair
syrupbythesea@gmail.com



Sugar House Tour Guide

It's time to sign up for the publication of the 2017 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. It also is available to the public at the fairs, educational forums and by request.

This is a very popular brochure and an inexpensive way to get your business seen by thousands of visitors to our state. If you interested in participating, you can **find the participation form on our website** or phone or email to **request a form to be sent to you**. The deadline for inclusion in the guide is **November 15, 2016**.

How to Sign Up for Promotions

- All forms for NHMPA events and promotions can be found on the specified sections 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



Maple Weekend 2017

The tentative date for Maple Weekend 2017 is March 18-19th . It may be adjusted by a week once the long range forecast is determined. Check the website in Fall for updates and registration forms.

2016 Carlisle Award Winners



- First Place - Benton's Sugar House, Michael Benton, Thornton**
- Second Place - Young Maple Ridge Sugar House, Brad and Ida Streeter, N. Sandwich**
- Third Place - Atkins Family Sugar House, Shawn and Kathy Atkins, Washington**
- Fourth Place - Homestead Maples, Bill Cheney, Campton**
- Fifth Place - Fadden's Sugar House, Jim Fadden, N. Woodstock**

Congratulations to all
Taste Our Proud Tradition





THE 2016 BIG E REPORT

The Board of Directors has appointed Ben Fisk of Temple as manager of the 2016 NHMPA Big E booth. We are excited with Ben's plans to introduce new products and redesign portions of the booth this year. This will be Ben's second year of management as well as the Big E's 100th anniversary. The New Hampshire building was constructed in 1930.

The Directors set the purchase price of \$2.80/lb for NH Big E syrup. While recognizing this is above the current New England bulk market price, the Directors felt the overall quality of NH's small family farm produced 2016 crop of maple syrup will command an above average price. Members interested in selling syrup for the Big E, or other value added maple products, should contact Ben Fisk at ben@bensmaplesyrup.com for further specifications.

The Directors also set the per diem for member volunteers for a (very) full Big E Day at \$100. Free overnight hotel rooms are also available. Please contact Ben to volunteer.

Ben Fisk, Big E Manager
ben@bensmaplesyrup.com



Members interested in reviewing the Manager's contract, or any other financial information about the Big E, please contact the Treasurer, brucectreat@gmail.com



Container Report

I am happy to announce that container prices will be unchanged from last year. The Association is continuing to work on a deal for 15 gallon stainless steel barrels that will be branded as NHMPA. We would like to have a preorder number on these barrels. If anyone is interested, please contact me. The Association also plans to expand the container line to include both maple cream containers and maple candy boxes. These will have a great graphic design and will bring some pop to value added products. Contact me with your interest so we can begin preordering.

There will be a redesign of the jugs in the near future. Once we have a new marketing strategy, we will tie in all of the NHMPA packaging to create a cohesive marketing unit. The redesign of the jug will also include shopping for manufacturers. Please continue to show support to our dealers. They don't only sell our jugs but also sell our new



BYLAW CHANGES

The following changes have been approved by the Board of Directors:

- Font changes,
- Article II objectives, clarity added to language,
- Article V - Dues; old due date was March 1st. It has been moved up to January first and considered delinquent after January 31st. Rationale - to move paperwork ahead of prime sugaring time,
- Article IX - Standing Committees; changed to reflect the work and mission that the Association is actually doing,
- Article XIII- Conflict of Interest; changed to align with State Law,
- Article XIV - Provision of Dissolution; added to align with State Law.

The entire document is available to review on our website: www.nhmapleproducers.com. A vote to approve the changes will occur at the Annual Meeting in January 2017.



NHMPA signs.

Another project that I oversee is the Maple School. We are in active talks with Steve Roberge of the UNH Extension and with Winnisquam High School, where the school has been held in the past. The goal is to have the school in September. I anticipate the same format has we have had in the past with morning sessions, lunch provided and a short afternoon session. If you have subjects that you they would like to have presented at the Maple School, please let me know as soon as possible.



Nick Kosko, Chair
mvsugarhouse@gmail.com

Sales and Fair Committee Report



The Board of Directors appointed the Sales & Fairs Committee consisting of Alden Dill, Bruce Treat and Howard Pearl as chairman. The Directors tasked the committee with overseeing the Big E and the state fairs. Alden Dill hosted a committee meeting at his brand new sap house on May 12. The committee accepted a contract with Ben Fisk to operate the Big E booth for 2016. Ben is working closely with the committee on a strategy for another successful Big E. There will be emphasis on education and new products and services to increase public interest and market share.

The committee feels the state fairs have been declining in interest and have failed to meet the mission of the Association on the education and outreach to new membership. We are currently working on a model that will meet this vision and allow equal access to all members to participate at the level they desire.

The Carlisle entry deadline had been moved to **June 15**. Please submit an entry to a Director. Entry forms are available on the webpage. The updated rules are as follows:

Rules for the Carlisle Award Competition

All members of the NHMPA in good standing will be allowed one (1) entry per sugar house.

Entries must be submitted in a 2# unmarked honey jar and brought to a Board member who will deliver them to the judging ahead of the Summer Meeting. Entrants do not have to be present at the Summer Meeting to participate in the competition.

An entry form must accompany all submissions. The form is available on our website or from a Board member. Deadline for entry is **June 15**, so please contact your nearest Board member to present your entry.

Judging for the preliminary round will be conducted by a three (3) member panel to be determined by the Board of Directors.

Three (3) finalists from each county will advance to the final round. Finalists will be announced at the Summer meeting and on the NHMPA web page. Finalists will receive a ribbon at the preliminary round.

Entries can be retrieved at the Summer meeting. Otherwise, you will need to make arrangements with the Board member whom you submitted your entry to pick it up from them. You may also choose to not have your entry returned and must indicate so on your entry form.

Finalists from the Summer meeting must submit their entry at the Annual meeting prior to the meeting being called to order by the President. Once the meeting has been called to order, no more entries will be accepted.

Entrants must be present at the final judging at Annual meeting. The winning entrant must be present to win at the award presentation ceremony beginning the afternoon session or will be disqualified.

Any entrant found to demonstrating poor sportsmanship or participating in any gestures found to be demeaning towards the judging panel may be barred from present and future competition.

The judging panel will consist of five (5) judges to be determined by the Board of Directors.

Awards will be given to the top five scoring entries. The Directors of the NHMPA will determine the monetary value of the awards given to winning entries.

The Carlisle Award will be given to the entry that receives the best overall score in the contest.

The rules are also available on our website: www.nhmapleproducers.com

Please continue to support the local fairs and the open class competitions for maple products. It is important to maintain the same integrity at the fairs and to demonstrate the importance of the maple industry in the agricultural fairs. The NHMPA continues to encourage the exhibition of fine quality maple products at agricultural fairs and to assist in expansion and establishment of maple departments at all fairs.

Please feel free to contact me or any of the committee members with questions or ideas.

Howard Pearl - (603) 231-1482 hpearlpsf@aol.com

Bruce Treat - (603) 496-1671 brucectreat@gmail.com

Alden Dill - (603) 475-3798 alden_dill@hotmail.com

Summer Meeting Agenda

WHEN: Saturday, July 9, 2015

WHERE: Fadden's Sugar House, N. Woodstock, NH

TIME: 9:00 - Welcome from Jim Fadden

9:30 - Business Meeting -



Officers' and Chairmen's Reports

Old and New Business

Presentation of the Qualifying Carlisle Award Entries

Presentation of the Felker Award

10:30 - Dean MacFarland of Northwood Sugarworks,

Clayton Christie, Maple Expert Solutions

Key Note Speaker - Senator Kelly Ayotte

12:30 - Barbeque Lunch - See below for details

1:30 - Pamela Templer and Scott Bailey from Hubbard Brook Experimental Forest

Further discussion of ongoing Association projects

**** Agenda subject to change without notice ****

Lunch Note: This year we are offering a catered BBQ lunch provided by Scott Rice of the Woodstock Inn Station and Brewery. Meals can be purchased in advance for \$5/person, or \$15 at the door. Checks to be made out to NHMPA and mailed to Bruce Treat, 3 Hop Kiln Road, Bow, NH 03304. Reservations should be made in advance as seating may be limited and RSVPs will be seated first.

- ◆ BBQ chicken pieces glazed with Pig's Ear Maple BBQ Sauce
- ◆ Maple smoked Sausage from North Country Smoke House Subs with onions and peppers
- ◆ Locally grown burgers from PT Farms with Woodstock Inn's Pig's Ear cheddar
- ◆ Hot dogs - Assorted salads - Chips - Corn on the cob
- ◆ Maple Apple cake and fresh whipped cream for dessert




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
- Free municipal parking directly across from General Store (right side of road)

IMPORTANT: SUMMER MEETING NOTICE ENCLOSED

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



NHMPA Promotional Material; Available

Various promotional materials have been created and are available to members for use inside and outside of sugar houses. The following items can be purchased:

- ⇒ Outdoor NHMPA membership signs - A 20x30" metal sign designed to inform visitors that you are a member of the Association. \$38. Contact a Board member or container dealer for purchase. Available at Summer Meeting.
- ⇒ Nutritional Facts Poster and Rack Cards - 18x24" moisture proof posters and double sided rack cards providing comparative information on sugars, minerals and antioxidants found in maple syrup and other sweeteners. Available in July .
- ⇒ Grade Change Poster and Rack Cards - 18x24" moisture proof poster and double sided rack cards providing information on the adopted international grading system with explanation of syrup descriptors. \$10/poster, \$3/25 rack cards. Postage additional.
- ⇒ NHMPA branded shirts, jackets, hats and coffee mugs - black with the NHMPA logo in gold. These are the same ones that were sold at the Annual Meeting. Contact Chris Olsen to purchase. They will also be available at the Summer Meeting.



One of the objectives of the NHMPA is to encourage the expansion and development of the New Hampshire maple industry by mentoring and nurturing existing and future producers. This is done through providing access to industry mentors to help you create high quality maple products as well as education in operation and upgrade of your equipment. Providing printed promotional items is part of our ability to continue the education of the public. Encourage your neighbors to join the NHMPA to help further our mission.