Vol. 24, Issue 2 Summer 2016

MASSACHUSETTS

SUGAR BUSH NEWS

The Newsletter of the Massachusetts Maple Producers Association

Massachusetts' Unenforced Maple Labeling Law

Massachusetts has had a law on the books since the early 1980s, making it illegal to use the word 'maple' on a product that doesn't contain any pure maple syrup. The law mandates fines for violators – thousands of dollars for each infraction. As far as we can tell, the law has never been enforced. A quick scan of any grocery store finds many violations – plenty from large, national brands like Quaker, but some from Massachusetts-based companies, like Friendly's, Hood, and Dunkin' Donuts.

MMPA has been in communication with the Massachusetts Attorney General's office, state legislators, and officials at the Department of Agricultural Resources, all in pursuit of having the law enforced. The law is clearly intended to protect producers of pure maple products, and to prevent the

public from being deceived about the products they purchase. Without proper enforcement, products that are being misrepresented as 'maple' can have a negative impact on our industry, as consumers purchase them, find the flavor distasteful, and so avoid pure maple products as a result.

This problem is not unique to Massachusetts. Many states have similar laws, and there are federal laws about deceptive advertising and truth-in-labeling. None are well enforced. Maple producers around the U.S. are working to draw attention to this issue.

The Association is still weighing all of the various options for pursing this matter. We'd be happy to hear from any members with legal or other experience that could be helpful to pursuing this issue.

A copy of the letter submitted to officials can be found on page 6.

Summer Tour and Picnic August 7 in Dalton

This year's Mass Maple Summer tour and picnic will be held on Sunday, August 7 at Holiday Brook Farm in Dalton. Tour the sugarhouse, see the crops and animals, walk the woods trails, and enjoy a horse-drawn wagon ride! Lunch will follow on-site. See the enclosed flier for details and a registration form.

Help Promote MA Maple Syrup

The Big E – September 16 - October 2 – is our best opportunity of the year to educate people about Massachusetts maple products and turn them into customers!

More than 1.5 million people visit the Big E each year, and many of them stop by our booth. This is an opportunity to teach them about what's so great about real maple syrup, and nobody is better than YOU, a maple producer, at helping to do this.

Volunteer slots are currently open for all days of the week and all times of day — sign up early to make sure you get the times you want. Volunteers get a free day pass, parking, and \$10 for a meal. You also get to spend the day with other sugarmakers, making candy and cream, and hearing people who just had their first taste of real maple syrup tell you that they've never tasted anything better.

Contact booth manager Andy Schmidt at 413-446-4128 or windsorhill5@yahoo.com to sign up today!







From the MMPA President

As you reflect on this past sugar season and make plans for next season I hope you are able to enjoy a maple tour or maple event! I enjoyed seeing many familiar faces on my trip to St. Albans Maple Weekend and dealer open houses this spring.

The board has been off to a busy start this year. Some highlights:

- The board voted to contribute \$500 toward IMSI's project with OMNI Hotels. OMNI Hotels are featuring maple in their restaurants for three months, Memorial Day thru Labor Day. Check out their website www.omnihotels.com/culinary/maple for full details on their offers.
- Our "All About Maple Sugaring" teachers' packet is being reviewed and updated.
- The board is looking at ways to expand the Association's educational contributions as well as ex-

panding the connections that we are making with restaurants & businesses during Maple Weekend that will last throughout the year. As specifics become ironed out we will keep you posted.

- We have asked Tom McCrumm to teach us how to do hydrometer testing so we will have back up to make sure we can continue to offer this service at our annual meeting in January.
- The board is reviewing and updating the Big E Manager and Assistant Manager job descriptions, as well as the policies and procedures to the Big E maple booth. We are looking at ways to ensure the continued success and growth of our booth occurs as well as maintaining the highest quality of products sold at the booth. Hopefully this will also ease the overall operation.

Enjoy your summer! I'm looking forward to seeing you at our summer picnic at Holiday Brook Farm.

Missy Leab

Massachusetts Maple Producers Association Board of Directors

The Massachusetts Maple Producers Association is a non-profit organization representing more than 250 producers in our state. The Association is governed by a board of directors, and daily operations are conducted by a coordinator who serves at the discretion of the board. If you have any questions, problems or suggestions, please let one of the following people hear from you. The board relies on your input to keep them informed on issues of importance to you.

Name	Term Expir	E-mail Address es	Town
Keith Bardwell	2019	kwb1987@comcast.net	Whately
Howard Boyden – Vice President	2019	boydenmaple@gmail.com	Conway
Dana Goodfield	2018	danachevvw@aol.com	Conway
Missy Leab – President	2015	missy@iokavalleyfarm.com	Hancock
Tom McCrumm	2019	tom@southfacefarm.com	Ashfield
Trish Schmidt	2019	windsorhill5@yahoo.com	Windsor
Gary Shaw	2017	shawssugarhouse@comcast.net	Buckland
Stan Zawalick	2017*	szawalick@massmaple.org	Florence
Paul Zononi	2017*	pzononi@massmaple.org	Haydenville

Those Directors with a * next to their term expiration date will have served two consecutive terms as directors, and cannot be re-elected without at least a one year break.

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Con	t.a	ın	ers

Mass Maple Warehouse	212 Reynolds Rd., Shelburne, MA	413-625-2900
Devon Lane Farm Supply	357 Daniel Shays Hwy., Belchertown, MA	413-323-6336
Red Bucket Sugar Shack	Kinne Brook Rd., Worthington, MA	413-238-7710

Main Office

Winton Pitcoff - Coordinator/Treasurer	winton@massmaple.org	Plainfield	
Mass Maple Association office	PO Box 6, Plainfield, MA 01070	413-628-39	912
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E-mail: info@massmaple.org Mass Maple Website: www.massmaple.org

Classifieds

FOR SALE: I am selling the contents of my sugarhouse restaurant and kitchen, as well as other excess sugaring equipment. I have the following for sale, contact me for information and prices. Three commercial coffee makers, many glass coffee pitchers, 4 coffee warmers, 2 syrup warmers, 2 percolator coffee makers, two four-slice commercial toasters, 3-head milk shake machine, cash register, tables, table clothes, booster seats, high chairs, commercial waffle iron, 2 batter dispensers, 40 lb. 105,000 BTU fryolater, 36" wide x 24" deep gas griddle, 60" food warmer bar, commercial refrigerator 52w x 34d @ 50 cubic feet of space, microwave oven, 50 stackable restaurant chairs, plus lots of misc. kitchen stuff, smalls, etc. Also I have about 50 rubber candy molds, maple leaf shape, 1/3 oz size \$11.00 and 3/4 oz. size \$8.00, Homelite 2" sap pump plus a few other electric sap transfer pumps, old Cholette auto-drawoff, and who knows what else. Come take a look. Tom McCrumm, Ashfield. 413-628-3268, tom@southfacefarm.com

SYRUP AVAILABLE: I have very nice golden syrup available. Great for candy and cream. \$3 a pound. Dana Goodfield, 413-531-3761, 413-531-3761.



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Welcome New Members

The following people joined MMPA in the last six months. If they're neighbors of yours, stop by and welcome them!

Erik Heintz, Douglas
Matthew Boron, Charlemont
Stephen Presnal, Belchertown
Robert Bassett, Shelburne Falls
Jonathan Wilk, Granby
James Brant, Hampden
Russell Aurnhammer, Granby
Bennett Chadbourne, Phillipston
Eric Dickson, Princeton
Ken Goodrich, Belchertown
Charlie Roberts, Holliston
Garry Rhodes, Shirley
Shawn Doucette, Amherst
Brian Mullarney, Easthampton

Mass Maple Warehouse

212 Reynolds Road • Shelburne, MA 01370 413-625-2900

SUPPLIES: The warehouse is well stocked with all sizes of maple syrup jugs, maple cream jars. Other syrup containers stocked include three sizes of glass maple leaf bottles and five-gallon plastic containers for bulk packing. The warehouse also has cardboard cartons for all size of jugs, gift boxes and maple candy boxes. Many other materials are available: Posters, recipe booklets, labels, hang tags, producer manuals, instructional and educational videos, etc.

HOURS: The warehouse is open seven days a week, on a "call ahead" basis only. During the maple season if no one can answer the phone, a message on the answering machine will indicate the hours for that day when someone will be home. Otherwise, please leave a message and someone will return your call. Please be sure to call ahead for everyone's convenience - don't be disappointed by arriving unannounced and finding no one there to assist you. Terms are cash or check only upon pick-up — no charges.

UPS: We can ship only full cases of jugs. You will be billed for the cost of the jugs plus UPS charges. Call in your order to the warehouse (413-625-2900) and we will send it out with a bill. Partial cases of jugs and glass of any quantity cannot be shipped safely.

Another Record Crop for MA, the U.S., and Canada

Massachusetts sugarmakers had a record season, according to the annual report from the National Agricultural Statistics Survey (NASS). The number of taps in the state increased by 5,000 and we produced 77,000 gallons of syrup. Details are below.

Note that while the national production numbers were up by 773,000 gallons, NASS also added three states to the survey this year that were not counted last year – Indiana, Minnesota, and West Virginia. Still, those three states added only a combined 32,000 gallons.

A few states – Michigan, Ohio, Pennsylvania – actually saw declines in production, but Vermont's output climbed by more than 25%, Maine's by nearly 20%, and New York's by more than 17%.

Quebec had a record season as well, producing more than 13 million gallons.

Maple Syrup Taps, Yield, and Production - States and United States: 2014-2016

State	Number of taps				Yield per tap		Production			
State	2014	2015	2016	2014	2014 2015		2014	2015	2016	
	(1,000 taps)	(1,000 taps)	(1,000 taps)	(gallons)	(gallons)	(gallons)	(1,000 gallons)	(1,000 gallons)	(1,000 gallons)	
Connecticut	83	85	86	0.193	0.224	0.221	16	19	19	
Indiana	(NA)	(NA)	60	(NA)	(NA)	0.200	(NA)	(NA)	12	
Maine	1,850	1,850	1,860	0.295	0.299	0.363	545	553	675	
Massachusetts	290	310	315	0.210	0.242	0.244	61	75	77	
Michigan	430	470	400	0.244	0.270	0.225	105	127	90	
Minnesota	(NA)	(NA)	76	(NA)	(NA)	0.184	(NA)	(NA)	14	
New Hampshire	490	560	545	0.229	0.275	0.310	112	154	169	
New York	2,200	2,310	2,515	0.248	0.260	0.281	546	601	707	
Ohio	450	440	370	0.289	0.261	0.189	130	115	70	
Pennsylvania	588	620	660	0.248	0.266	0.217	146	165	143	
Vermont	4,350	4,550	4,850	0.310	0.310	0.410	1,350	1,410	1,990	
West Virginia	(NA)	(NA)	48	(NA)	(NA)	0.125	(NA)	(NA)	6	
Wisconsin	`70Ó	`760	765	0.286	0.283	0.307	`20Ó	215	235	
United States	11,431	11,955	12,550	0.281	0.287	0.335	3,211	3,434	4,207	

⁽NA) Not available.

Maple Syrup Price and Value - States and United States: 2014-2016

[Blank data cells indicate estimation period has not yet begun]

Ctata	A۱	verage price per gallo	n	Value of production				
State	2014 2015 2016 ¹		2014	2015	2016 ¹			
	(dollars)	(dollars)	(dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)		
Connecticut Indiana Maine Massachusetts Michigan Minnesota New Hampshire New York Ohio Pennsylvania	70.90 (NA) 31.50 56.30 49.50 (NA) 57.80 39.70 42.80 35.10	87.20 (NA) 28.00 50.50 54.50 (NA) 59.40 42.00 41.20 31.90		1,134 (NA) 17,168 3,434 5,198 (NA) 6,474 21,676 5,564 5,125	1,657 (NA) 15,484 3,788 6,922 (NA) 9,148 25,242 4,738 5,264			
Vermont	33.00 (NA) 33.40 36.40	33.00 (NA) 33.10 36.70		44,550 (NA) 6,680 117,003	46,530 (NA) 7,117 125,890			

⁽NA) Not available.

¹ Price and value for 2016 will be published in *Crop Production* released June 2017.

Maple Syrup Price by Type of Sale and Size of Container - States: 2014 and 2015

Type and State	Gallon 1/2 Gallon		Quart		Pint		1/2 Pint			
Type and State	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)	(dollars)
Retail										
Connecticut	63.50	65.00	35.00	36.90	19.70	20.70	11.90	13.30	6.95	8.70
Maine	56.60	55.50	30.90	30.70	16.90	16.70	10.00	10.20	6.40	6.10
Massachusetts		57.40	30.80	30.70	19.00	19.10	11.40	11.80	7.55	7.55
Michigan	50.00	47.30	28.00	28.30	15.30	15.50	9.50	9.80	6.90	6.30
New Hampshire	53.10	56.40	31.10	31.50	18.40	19.50	11.20	10.90	6.55	6.95
New York		45.10	25.70	25.80	16.50	15.90	10.50	9.50	7.45	6.20
Ohio	40.90	40.90	25.00	24.70	15.70	15.00	9.70	9.50	7.00	6.10
Pennsylvania	40.30	41.60	23.70	25.00	14.20	15.40	8.70	9.30	5.00	5.45
Vermont	47.00	66.60	27.00	27.30	16.00	17.30	9.80	9.80	6.10	6.50
Wisconsin	44.40	45.00	25.00	26.10	12.90	13.00	8.40	7.90	6.00	5.20
Wholesale										
Connecticut	49.40	64.40	26.60	32.40	14.40	19.80	7.75	11.80	5.40	7.30
Maine	46.40	39.20	23.90	22.10	13.20	12.40	7.20	7.10	4.90	4.80
Massachusetts	43.60	43.60	23.20	26.70	13.60	15.30	7.35	8.95	4.50	4.90
Michigan	37.40	37.00	24.50	25.90	12.80	13.30	7.60	8.00	4.80	5.00
New Hampshire	42.40	41.80	28.20	24.00	15.70	13.30	8.40	8.25	5.45	4.60
New York	41.50	38.50	23.30	22.30	12.00	14.00	7.16	8.45	4.05	4.50
Ohio	43.00	37.00	20.30	21.40	12.50	12.00	7.60	7.50	5.40	4.20
Pennsylvania	31.50	40.20	23.10	21.30	15.10	13.10	8.35	7.60	6.85	5.55
Vermont		42.00	24.30	27.00	13.90	14.50	8.20	8.10	5.20	4.80
Wisconsin	35.70	36.40	24.10	23.60	12.50	13.50	7.00	7.80	4.20	4.60

Source: Crop production report, Released June 10, 2016, by the National Agricultural Statistics Service (NASS), Agricultural Statistics Board, United States Department of Agriculture (USDA)., http://usda.mannlib.cornell.edu/usda/current/CropProd/CropProd-06-10-2016.pdf



Letter from MMPA to MA Attorney General Maura Healey, re: Maple Labeling Laws

Dear Attorney General Healey:

We are writing to ask that the Massachusetts Attorney General enforce M.G.L. ch.128 §36C, which prohibits the use of the word 'maple' in labelling of foods that do not contain pure maple syrup. There are many active violators of this law, and their actions have an adverse impact on farmers in the Commonwealth who produce maple syrup. The law's companion, M.G.L. ch.128 §38, calls for fines for violators, and we ask that these fines be levied as appropriate. In addition, we ask that guidance be issued and promulgated to all food manufacturers doing business in Massachusetts so that they are aware of this law and the consequences for violations.

The law, enacted in 1982, helps ensure that consumers are not misled about the products they are purchasing, and protects the maple industry from imitation products that attempt to trade on the language of a pure, natural, and historically significant agricultural product. These products damage the maple industry and the Commonwealth's economy through unlawful and deceptive practices.

The relevant portion of the law reads: "The use of the words "maple" or "maple syrup", shall not be used in the labelling or branding of any food product which does not contain any maple syrup in its ingredients."

With tens of thousands of food products available on store shelves throughout Massachusetts, we have not compiled an exhaustive list of violators. By way of example, however, the attached photos show examples of products and their ingredients lists, including Stop & Shop Maple Cinnamon English Muffins, Stop & Shop Instant Oatmeal Maple & Brown Sugar, and Quaker Maple and Brown Sugar Instant Oatmeal. While these products are manufactured outside of Massachusetts, their labels should still be subject to Massachusetts laws.

A number of Massachusetts-based companies are in violation of the law as well, such as Wilbraham-based Friendly's, with their Maple Walnut ice cream. Dunkin' Donuts, with their headquarters in Canton, has eight varieties of baked goods labeled as maple, and none of them have any maple syrup or maple sugar listed in their ingredients. Honey Dew Donuts, based in Plainville, has a Maple Cream Coffee listing, which also contains no maple syrup. Lynfield's Hood Ice Cream also sells a Maple Walnut flavor with no maple syrup listed as an ingredient.

This issue is not unique to Massachusetts. An effort by maple industry organizations from many states, including Massachusetts, is seeking FDA intervention on similar labeling issues, and a recently filed lawsuit in California seeks action against one particular violator. While these efforts rely on interpretations of broad laws concerning deceptive labeling, Massachusetts' law is specific to maple products and needs no interpretation as to applicability in the instances we cite above.

Massachusetts has a thriving agricultural economy, and has seen fit to enact laws that help protect farmers from practices that fraudulently capitalize on their products and their work. We hope you will enforce M.G.L. ch.128 §36C, and we look forward to hearing from you about your intended actions.

Legal citations

M.G.L. ch.128 §36C

Maple syrup and maple syrup food products; labelling

No person shall manufacture, label, package, sell, keep for sale, expose or offer for sale any food article or food product branded as maple, maple syrup, maple candy, maple creams, maple butter, or maple sugar which is not made from pure maple syrup derived from the sap of the maple tree. Any compound or mixture branded or labelled as maple, maple syrup, maple candy, maple creams, maple butter or maple sugar, or branded as an imitation thereof, which consists of maple syrup mixed with any other substances or ingredients shall have printed on the package containing such compound or mixture a statement of the ingredients of which it is made, all said ingredients to be set forth in the same size type as the words "maple syrup".

The use of the words "maple" or "maple syrup", shall not be used in the labelling or branding of any food product which does not contain any maple syrup in its ingredients.

M.G.L. ch.128 §38

Whoever violates any provision of sections thirtythree and thirty-five shall be punished for a first offence by a fine of not more than thirty dollars, for the second offence by a fine of not more than seventy-five dollars, and for a subsequent offence by a fine of not more than one hundred and fifty dollars.

Whoever violates any provisions of sections thirty-six B and thirty-six C shall be punished for a first offense by a fine of not more than two thousand dollars, for a second offense by a fine of not more than five thousand dollars and for a subsequent offense by a fine of not more than ten thousand dollars.

Upcoming NY Maple Events

The New York State Maple Tour is set for July 17-19 in central New York State. The tour will be centered at the Ramada Hotel and Conference Center in Cortland NY and hosted by the Chenango Area Maple Producers Association. Cortland is located in the beautiful eastern Finger Lakes region of New York. This tour will feature stops at 11 maple operations of various sizes and specialties. Information on the tour stops and registration information is available at the nysmaple.com and cornellmaple. com sites.

The 2016 Maple Camp will be held at West Virginia University in Morgantown. The camp begins with dinner on July 20 and runs through noon on Saturday July 23. The camp features experience in evaluating a potential sugarbush, understanding and installing maple mainlines and lateral lines, tapping, taphole sanitation practices, RO and evaporation, filtering, grading, canning and marketing maple. Sessions also include maple business management along with making a variety of maple value added products. There is also a pre-conference workshop titled "Using Maple Syrup Quality Evaluation to Improve Maple Production Practices" for no additional charge. For more information and registration forms go to cornellmaple.com or nysmaple.com.

Maple Weekend a Success

More than 40 sugarmakers and nearly 40 restaurants participated in Mass Maple's second annual Maple Weekend, March 19-20. Sugarhouses around the state were open to the public for tours, demonstrations and tastings, and restaurants featured menu items made with 100% pure Massachusetts maple syrup. Everything from cocktails to deserts to marinades to salad dressings highlighted the versatility of maple syrup as an ingredient.

Participation in Maple Weekend is a great way to attract visitors to your sugarhouse, and participation is free. Watch for info on Maple Weekend 2017!

2nd Annual Maple Dessert Contest

The Massachusetts Maple Producers Association is sponsoring the second annual Massachusetts Maple Syrup Dessert Contest at the 2016 Big E. The contest will be held on September 27 in Springfield, and is open to anyone 18 years old or older. Participants will enter original dessert recipes made with Massachusetts maple syrup, and will be judged based on flavor and appearance. More details are available at http://goo.gl/vdSUjt.



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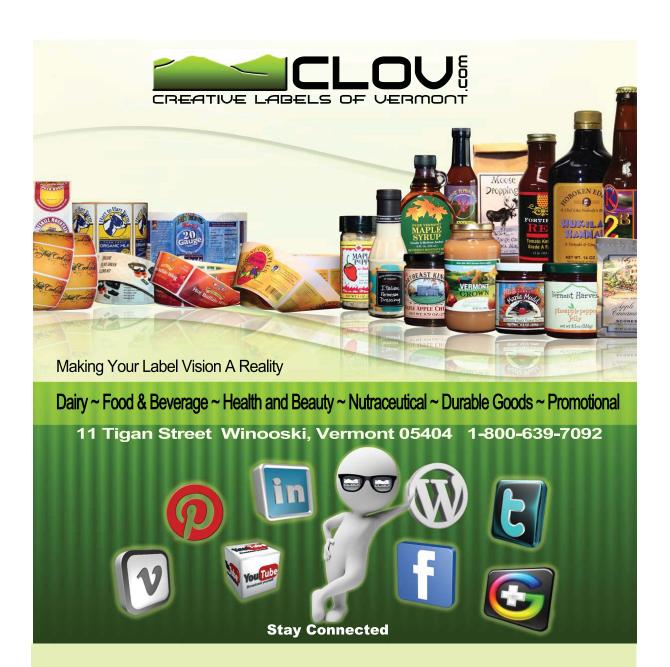
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2016 NAMSC/IMSI Annual Meetings and Technical Presentations

The annual meetings of the North American Maple Syrup Council and the International Maple Syrup Institute will be held October 26-28, 2016 in Burlington, VT. Details and registration information are available at http://vermontmaple.org/2016.

Enter the International Contest!

Even if you're not planning to attend the October meetings, please consider entering some of your syrup, candy, cream or photos. Entry forms are at the above link. Massachusetts sugarmakers have won many awards in recent years! If you want to save on shipping costs, check with coordinator Winton Pitcoff (winton@massmaple.org) and he can bring your entries to Vermont with him.



Though it was an early season and many sugarmakers made lots of syrup in February, the trees were frozen solid and snow was falling for our season kickoff event on March 4 at Stonegate Farm in Conway. Here, MMPA President Missy Leab, Respresentative Paul Schmid (Co-Chair of the Joint Committee on Environment, Natural Resources and Agriculture), host Dana Goodfield, MDAR Commissioner John Lebeaux, and Kathy Goodfield, pose after tapping the ceremonial first tree.





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Losses in the MA Sugarmaking Community

Jeffrey L. Mason

Mr. Jeffrey L. Mason, 66, of Kinne Brook Rd. in Worthington, passed away suddenly on January 13 at Berkshire Medical Center. Born in Westfield, August 29, 1949, the son of the late Robert E. Mason and Esther Bates Mason, he was educated in the local schools and graduated from Gateway Regional High School.

He and his wife, LeAnn (Parsons) Mason were married in September of 1978. Jeff was a longtime sugar



maker and was the owner/operator of The Red Bucket Sugar Shack, along with Le Ann. He was an avid gardener and enjoyed camping with his family.

Janet Susan Mollison

Janet Susan Mollison (nee Steins) passed suddenly on Sunday, January 10. Born in Northampton, she was the daughter of the late Walter and Ruth Steins of Church Road in Huntington. She initially worked with special needs adults but found her love of farming and supporting agriculture with a job at Dairy One starting in on 1983. She worked the rest of her life testing at dairy farms in Western Mass. She married John Mollison in 1986.

Since 2011, she served as the superintendent of the Agricultural Hall at the Three County Fair in Northampton. She, along with her family representing Stonelea Farm in Huntington exhibited educational agricultural exhibits in local fairs winning many blue ribbons. Janet's volunteer life was all about giving to others by helping to promote youth in agriculture.



Sign up for Commonwealth Quality

Commonwealth Quality, a brand designed by the Massachusetts Department of Agricultural Resources, serves to identify locally sourced products that are grown, harvested and processed right here in Massachusetts using practices that are safe, sustainable and don't harm the environment. Massachusetts sugarmakers developed a set of guidelines, based upon MMPA's Quality Control manual and the Handbook of Best Management Practices for Massachusetts Maple Syrup Farms, to be used for Massachusetts sugarmakers who wish to participate in the Program.

Participation in the program is voluntary and largely self-regulated, with participants self-auditing their operations using a checklist. Participation will allow sugarmakers to display the Commonwealth Quality seal on their products. To date, six sugarmakers have signed up to participate in the program.

Guidelines for participation and more information about the program are available at http://www.thec-qp.com/images/maple/maple.html, or contact MMPA coordinator Winton Pitcoff: winton@massmaple.org.

Do We Have Your Email Address?

If you haven't been getting emails from us, it's because we don't have your email address. Don't miss out on news and events between the printed newsletters. Send your email address to winton@massmaple.org.

MMPA on Facebook

If you use Facebook, look for the Massachusetts Maple Producers Association page and 'like' it. We use it for news and event notices.

Online Sugarhouse Directory

Remember that you can make changes to your online directory listing at any time. Check out the directory at http://www.massmaple.org/directory.php and if you have any changes contact Coordinator Winton Pitcoff at winton@massmaple.org or 413-628-3912, or mail changes to MMPA, PO Box 6, Plainfield, MA 01070. Please note that being a member of Mass Maple does not mean you are automatically included in the directory — you must let us know that your sugarhouse is open to the public and that you would like to be listed.





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