



24TH ANNUAL

Mid-Winter Maple Classic

2019

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NYSMPA
in cooperation with
NYS FFA Alumni





Welcome to the 2019 NYSMPA Mid-Winter Maple Classic!



**Visit the NYSMPA booth and
become a NYSMPA member
TODAY!**

MEMBERSHIP BENEFITS INCLUDE:

- Subscription to Maple Digest and Pipeline (association newsletter)
 - Accreditation as an official NYSMPA member under a set standard of quality
 - Retail sales opportunities such as the NYS Fair
 - Membership in North American Maple Syrup Council
 - Wholesale prices on maple coffee, cookbooks, advertising materials, free or low-cost promotional materials
 - Referrals to business-building opportunities: grants, wholesale buyers & equipment suppliers
- AND MUCH MORE!**

As President of the New York State Maple Producers Association, I would like to welcome you to the 24th Annual NYSMPA Winter Conference's, "Mid-Winter Maple Classic". This 2019 conference is special because of its new location at the NYS Fairgrounds and is filled with even more interesting workshop topics to help meet your needs no matter what level sugar maker you are. These hands-on workshops are sure to satisfy your interests and goals to improve your maple operation. Browse the largest and the best maple trade show known to the Northeast maple world!

I encourage you to stop by the NYSMPA booth to learn more about how your membership in our association can benefit your operation. The NYSMPA is growing and has proven to be a strong voice of the maple industry. Our association has more than 700 members throughout the state and continues to grow! This Maple Conference is a wonderful opportunity to meet and network with fellow maple producers from throughout the Northeast.

Enjoy the show!

Tony Van Glad

NYSMPA President



*"SHOW ME, I WILL FORGET
TEACH ME, I MIGHT REMEMBER
GET ME INVOLVED, I WILL UNDERSTAND"*

NEW YORK FFA ALUMNI AND SUPPORTERS

Plans for Continued Growth:

1. Continue to assist chartering new alumni programs chapters across the state.
2. Planning an annual bus trip to National FFA Convention for FFA chapters across the state.
3. Hosting the annual NYS Maple Producers Annual Meeting at the NYS Fairgrounds.
4. Start our quarterly meetings with our state representatives.
5. Annual Meeting - Dinner/Dance in November.
6. Workshops across the state to assist new chapters.
7. Scholarships and grant opportunities.
8. Update our current website to include chartering information and links to grant opportunities.

New this year:

The 2018 National FFA Convention Bus Trip

We started with 2 busses and 1 hotel and quickly grew to 3 busses, 2 hotels - 141 students, 33 teachers and chaperones, 2 American Degree Recipients, 1 School Superintendent and 6 Alumni members.

In keeping with the mission of... taking care of things that need to be taken care of but not take away from their students.



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SAVE THE DATE :

2020 NYS MAPLE PRODUCERS CONFERENCE

January 3 & 4, 2020

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24TH ANNUAL

Mid-Winter Maple Classic 2019

2019 NEW YORK STATE MAPLE CONFERENCE ABBREVIATED SCHEDULE-AT-A-GLANCE		
FRIDAY EVENING 5:30 TO 6:30 P.M.		
Topic	Location	Presenter
Maple Marketing (5:30 p.m.)	Empire Room, Art & Home Center	Steve Roberts, Zoey Advertising
Maple Sugar Candy Comparison (5:30 p.m.)	Kitchen Demonstration Room Horticulture Building Café	Stephen Childs, Cornell Maple Program
Friday Night Maple Auction (6:30 p.m. or after workshops)	Café Horticulture Building	
SATURDAY SESSION I 9 TO 10:15 A.M.		
Topic	Location	Presenter
High Brix concentration and boiling on a large-scale	Empire Room Art & Home Center	Glenn Goodrich, Goodrich Maple Farms
Microbes and Maple – More than Meets the Eye	Broadway Bistro Room, Art & Home Center	Tim Perkins, UVM
RO operation and how to maintain performance	Martha Eddy Room Art & Home Center	Jean Francois Goulet, LaPierre
Using Foil Packs for Maple	Kitchen Demonstration Room/Horticulture Building	Stephen Childs, Cornell Maple Program
Grading Maple Syrup: Color, Density, Clarity and Flavor	Theater	Les Ober, Ohio State
The Bird-Friendly Maple Project: Working together to integrate the maple industry with global bird conservation	Somerset Room Art & Home Center	Suzanne Treyger, Forest Program Manager, Audubon, NY
Lantern Fly What to Expect	Seminar Room, Horticulture Building	Mark C. Whitmore, Entomologist, Cornell
The 1 Hour Maple Business Plan	Café, Horticulture Building	Mark Cannella, University of Vermont
Organic certification	Social Justice History Room, Art & Home Ctr.	Lauren Sandstrom, Baystate Organic Certifiers
Productive Chainsaw Use	Near the trees, Horticulture Building	Mike Burns, NYCAMH
Morning Break - Coffee in the Horticulture Building ~ 10:15 a.m. to 10:45 a.m. – Visit Trade Show and Maple Exhibits		
SATURDAY SESSION II 10:45 A.M. TO NOON		
Topic	Location	Presenter
Evaporation, what is in the bottle (and even the barrel) must be perfect	Empire Room Art & Home Center	Joel Boutin, Quebec
Spout and Tubing Sanitation for 5/16” and 3/16” Tubing Systems	Broadway Bistro Room Art & Home Center	Tim Perkins, UVM
CDL Monitor System, (woods, sugarhouse, pump station, remount woods)	Martha Eddy Room Art & Home Center	Kory Woods, CDL
What's New? Infused syrups, spiced sugars, attractive packaging, private label jugs and more	Kitchen Demonstration Room Art & Home Center	Ruth and Glen Goodrich, Goodrich Maple Farm
Maple Production for the Beginner	Theater	Les Ober, Ohio State
RO operation and how to maintain	Somerset Room Art & Home Center	Jeff Faulks, Hydride Regional Manager
Update on Forest Tent Caterpillar and Emerald Ash Borer	Seminar Room Horticulture Building	Mark C. Whitmore, Forest Entomologist, Cornell
Walk-in Business Clinic	Café, Horticulture Building	Mark Cannella, University of Vermont
Maple in the City: Developing Maple Education for Syracuse Youth	Social Justice History Room Art & Home Center	Kristina A. Ferrare, Forestry Program Specialist, Onondaga CCE, Steve Harris, Syracuse City Arborist, and Chris Abbott, After School Programs Coordinator



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SATURDAY SESSION II 10:45 A.M. TO NOON <small>CONTINUED</small>		
Topic	Location	Presenter
Maple Marketing at the New York State Fair	Maple Center, Horticulture Building	Maple Center Staff
Tubing Installation Tips and Guidelines	At the Trees in the Hort Building	Aaron Wightman, Cornell Maple Program
Maple Queen and Princess Program	Third Floor of the Home Arts Building	
Buffet Lunch -- Serving lines in Horticulture Building ~ Seating available throughout the trade show areas 11:30 a.m. to Noon – VENDORS ONLY -- Green Name Tags ONLY Noon to 12:30 p.m. - Yellow or Pink -- Pre-Registered Name Tags ONLY 12:30 p.m. to 1 p.m. - Ivory At-The-Door Registration Name Tags		
SATURDAY SESSION III 1:15 TO 2:30 P.M.		
Topic	Location	Presenter
High level of vacuum; good, but at what price	Empire Room, Art & Home Center	Joel Boutin, Quebec
Marketing Maple Products	Broadway Bistro Room, Art & Home Ctr.	Dottie and Lyle Merle, Merle Maple
RO Management	Martha Eddy Room/Art & Home Center	Dennis Cote, Memprotec
Maple Sugar and Maple Donuts	Kitchen Demonstration Room Art & Home Center	Scott St Mary, Cedar Brook Farm Maple Confections
Factors affecting the flow and sweetness of maple sap	Theater Art & Home Center	Adam Wild, Cornell Maple Program
Making Beer, Wine and Other Fermented Beverages with Maple	Somerset Room Art & Home Center	Keith Otto, Cornell Maple Program, Uihlein Maple Research Forest
Tips for a Successful Timber Harvest in Your Sugarbush including How to Market Tap Trees	Seminar Room Horticulture Building	Brett Chedzoy, CCE Schuyler County, Peter Smallidge, Cornell Extension Forester
NY Grown and Certified Training	Café Horticulture Building	Stephen Childs, Cornell Maple Program
RO for the small producer or hobbyist	Social Justice History Room Art & Home Center	Carl Nylen, The RO Bucket
Maple Marketing at the New York State Fair	Fair Maple Center Horticulture Building	Maple Center Staff
Break - 2:30 to 3 p.m. – Visit Trade Show Vendors & Maple Exhibits		
SATURDAY SESSION IV 3 TO 4 P.M.		
Topic	Location	Presenter
Taking Marketing to the Next Level	Empire Room, Art & Home Center	Brad Gillilan, Leader Evaporator
Tips for Maple Weekend Participants	Broadway Bistro Room, Art & Home Ctr.	Bridget
Vacuum principles and vacuum pump applied to maple operations	Martha Eddy Room Art & Home Center	Carl Lapierre, Lapierre
Making Maple Fudge	Kitchen Demonstration Room Art & Home Center	Jake Moser, Moser Maple
Time of tapping research	Theater, Art & Home Center	Keith Otto, Cornell Maple Program, Uihlein Maple Research Forest
Filtering Maple Sap and Maple Syrup	Somerset Room Art & Home Center	Aaron Wightman, Cornell Maple Program
Establishing Tomorrow's Tap Trees in Today's Sugarbush	Seminar Room Horticulture Building	Peter Smallidge, Cornell Extension Forester
Options for lifting sap in the sugarbush	Café, Horticulture Building	David Campbell, Mapleland Farms; Stephen Childs, Cornell Maple Program
Keeping “Family” in the business...	Social Justice History Room Art & Home Center	Chris Tauzel, NY Agriculture Mediation Program
CLOSING 4 P.M.		



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Maple Conference Session Descriptions		
FRIDAY EVENING 5:30 TO 6:30 P.M.		
Topic	Location	Presenter
Maple Marketing	Empire Room Art & Home Center	Steve Roberts, Zoey Advertising
Marketing the natural goodness of maple syrup can be a challenge to most rank and file maple producers. Steve understands marketing and more specifically the challenges that you have advertising your products. This educational and motivational address will inspire you and give specific marketing tactics that will profit your bottom line. Don't miss it! "The 7 Habits of successfully marketing maple".		
Maple Sugar Candy Comparison	Kitchen Demonstration Room Horticulture Building Café	Stephen Childs, Cornell Maple Program
This session will demonstrate maple sugar candy making using a variety of equipment and conditions and the resulting quality differences.		
Friday Night Maple Auction	Café Horticulture Building	
SATURDAY SESSION I 9 TO 10:15 A.M.		
Topic	Location	Presenter
High Brix concentration and boiling on a large-scale	Empire Room Art & Home Center	Glenn Goodrich, Goodrich Maple Farms
Highlights from our Eden Sugarhouse, including problem solving 101 on a large scale -- RO technology continues to improve. Come learn how these improvements work and how you can work with them to get the most out of your RO. With the development of very high concentration RO,s evaporation adjustments are needed to avoid compromising maple syrup taste. Glenn will explain how making the changes have worked.		
Microbes and Maple – More than Meets the Eye	Broadway Bistro Room Art & Home Center	Tim Perkins, UVM
Learn all about the stuff in the sap that you cannot see but can affect your maple product.		
RO operation and how to maintain performance	Martha Eddy Room Art & Home Center	Jean Francois Goulet, LaPierre
RO technology continues to improve. Come learn how these improvements work and how you can work with them to get the most out of your RO.		
Using Foil Packs for Maple	Kitchen Demonstration Room/Horticulture Building	Stephen Childs, Cornell Maple Program
This session will demonstrate a small foil pack filler and options available for selling maple syrup in small single serve containers.		
Grading Maple Syrup: Color, Density, Clarity and Flavor	Theater	Les Ober, Ohio State
Grading maple syrup continues to challenge many maple producers. This session will take a look at the expectations of the maple syrup grading regulations and the best ways maple producers have available to properly finish at the right density, determine the color, select acceptable flavor and filter for proper clarity.		
(SESSION I CONTINUED)		



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and just like you, we understand the importance of passing on our expertise and sharing our passion for maple syrup.

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24TH ANNUAL Mid-Winter Maple Classic 2019

SATURDAY SESSION I 9 TO 10:15 A.M. CONTINUED

Topic	Location	Presenter
The Bird-Friendly Maple Project: Working together to integrate the maple industry with global bird conservation	Somerset Room Art & Home Center	Suzanne Treyger, Forest Program Manager, Audubon NY
<i>While maple syrup can look and taste the same, it can come from forests that are managed in dramatically different ways. Biologically and structurally diverse sugarbushes can provide quality habitat for forest birds because they offer great places to forage, find cover, nest and raise young. This presentation will provide a detailed overview of Audubon Vermont's Bird-Friendly Maple Project, including the birds that benefit from diverse sugarbush habitat, as well as provide a sneak peek into the expansion of the program into New York State.</i>		
Lantern Fly What to Expect	Seminar Room Horticulture Building	Mark C. Whitmore, Entomologist, Cornell
<i>The Lantern Fly is an insect pest that has been known to attach maple trees in other areas of the country and world. It has recently been found in several area of New York and Pennsylvania. Learn how and when to look for this pest along with what controls are an option in the sugarbush.</i>		
The 1 Hour Maple Business Plan	Café Horticulture Building	Mark Cannella, University of Vermont
<i>Business planning comes in all forms and it is an ongoing process. This session is designed to adapt the components of a traditional business plan into fast and easy format so that participants can develop a plan in 1 hour. Short teaching segments on your business vision, production set up, investments, marketing and implementation steps will be accompanied by a one page business planning sheet and time to work on it. Participants will leave the session with an outline of a basic strategic plan, budget targets and identify the business goals that are important to their success.</i>		
Organic certification	Social Justice History Room Art & Home Center	Lauren Sandstrom, Baystate Organic Certifiers
<i>Baystate Organic Certifiers will offer a presentation on how to navigate the certification process from start to finish and on the Organic Standards and the rules that apply to organic maple production, allowing for ample time for a Q&A session for any questions on organic maple production and organic certification.</i>		
Productive Chainsaw Use	Near the Trees in the Horticulture Building	Mike Burns, NYCAMH
<i>The chainsaw can be a very productive tool for use in the sugarbush. Keeping the operator safe is an important part of keeping the chainsaw productive. Proper saw and chain maintenance, use of personal protective equipment and safe handling practices will be presented in the session.</i>		

**Morning Break - Coffee in the Horticulture Building
10:15 a.m. to 10:45 a.m. – Visit Trade Show and Maple Exhibits**

SATURDAY SESSION II 10:45 A.M. TO NOON

Topic	Location	Presenter
Evaporation, what is in the bottle (and even the barrel) must be perfect	Empire Room Art & Home Center	Joel Boutin, Quebec
<i>When it comes time to pack the syrup we must take precautions to ensure that the product is perfect. Density, filtration and taste, it's a big goal.</i>		

(SESSION II CONTINUED)



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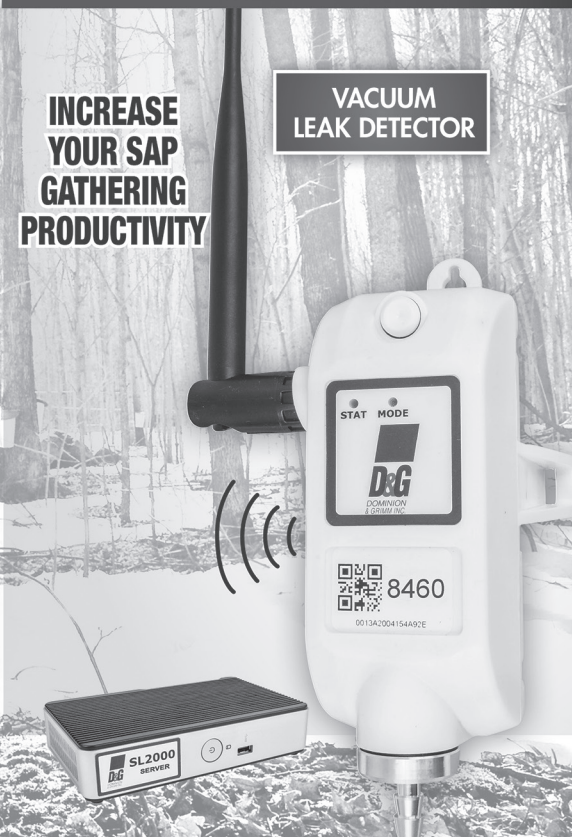


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24TH ANNUAL Mid-Winter Maple Classic 2019

SATURDAY SESSION II 10:45 A.M. TO NOON CONTINUED

Topic	Location	Presenter
Spout and Tubing Sanitation for 5/16" and 3/16" Tubing Systems	Broadway Bistro Room Art & Home Center	Tim Perkins, UVM
Learn what the latest research shows to be the most effective in cleaning and keeping spouts and tubing clean		
CDL Monitor System, (woods, sugarhouse, pump station, remount woods)	Martha Eddy Room Art & Home Center	Kory Woods, CDL
Technologies in remote monitoring various aspects of your maple operation have improved significantly in recent years. What you can monitor and what you can control remotely will be discussed and demonstrated.		
What's New? Infused syrups, spiced sugars, attractive packaging, private label jugs and more	Kitchen Demonstration Room Art & Home Center	Ruth and Glen Goodrich, Goodrich Maple Farm
Ruth Goodrich will demonstrate some of their special maple value added products, attractive packaging ideas, infused syrups and other new maple value added options.		
Maple Production for the Beginner	Theater	Les Ober, Ohio State
This session will take the novice sugar maker through all phases necessary to complete their first or tenth season of syrup production. The basics needed for selection of tappable trees, actual tapping methods to include both bucket and rudimentary tubing systems; collection, storage and primary filtering of sap; evaporator type, size and operation; preparation of finished syrup, storage, labeling and market possibilities.		
RO operation and how to maintain	Somerset Room Art & Home Center	Jeff Faulks, Hydride Regional Manager
This presentation will briefly overview the functionality of membranes and how they work. It will then transition into the proper ways of removing both Organic and Inorganic fouling layers that deposit on membrane surfaces resulting in a reduction of performance. This presentation will explain the fundamentals of proper cleaning and sanitizing to ensure a high quality product while protecting the equipment to maximize membrane life.		
Update on Forest Tent Caterpillar and Emerald Ash Borer	Seminar Room Horticulture Building	Mark C. Whitmore, Forest Entomologist, Cornell
Cornell Forest Entomologist Mark Whitmore will provide an update on the 2018 activity of the Forest Tent Caterpillar and Emerald Ash Borer around New York State		
Walk-in Business Clinic	Café Horticulture Building	Mark Cannella, University of Vermont
UVM Extension has developed several easy business calculators that managers can use for planning. Step into the clinic room anytime from 10:45 through lunch time for 10 minutes to try them. The clinic room will have laptop computers available and a business educator can assist you with the calculators, printing out your results and any other business questions. These calculators will be available: 1) Multi-year Production Yield: calculate your 1-5 year average; 2) Production Forecast; 3) Gross Sales and Pricing: this calculator will total up all your sales prices for different products (bulk, retail package sizes, etc..) so you can develop a sales projection for the coming crop year; 4) Cost Analysis with Break-Even Analysis.		

(SESSION II CONTINUED)



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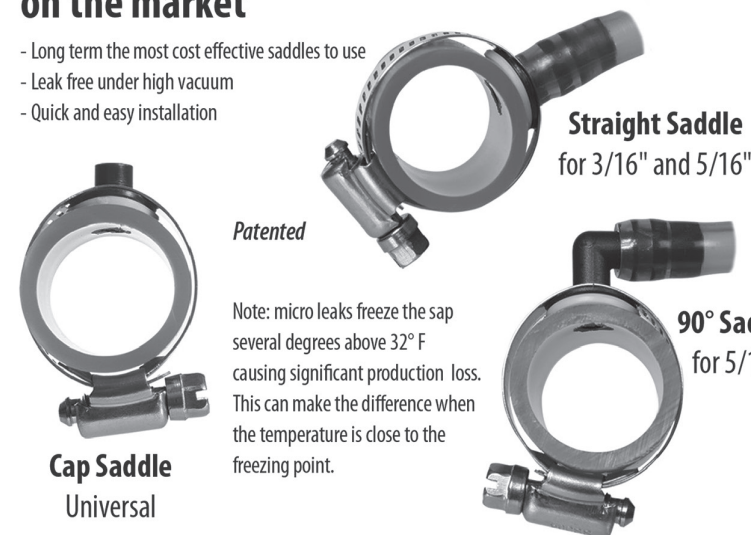
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2019 Winter Maple Conference
January 4th - 5th, 2019

NY State Fair Horticulture Building
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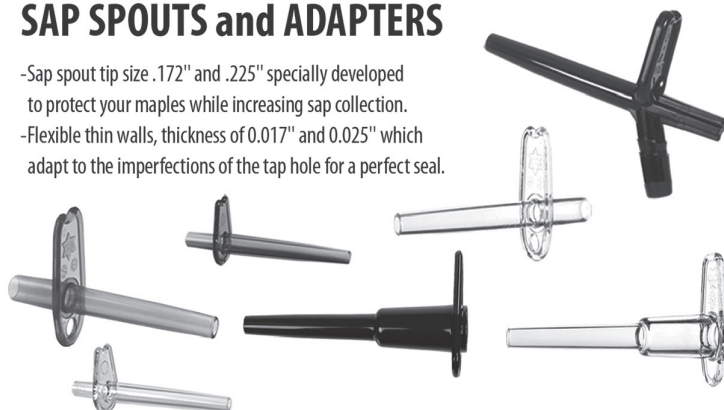
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24TH ANNUAL Mid-Winter Maple Classic 2019

SATURDAY SESSION II 10:45 A.M. TO NOON CONTINUED

Topic	Location	Presenter
Maple in the City: Developing Maple Education for Syracuse Youth	Social Justice History Room Art & Home Center	Kristina A. Ferrare, Forestry Program Specialist, Onondaga CCE, Steve Harris, Syracuse City Arborist, and Chris Abbott, After School Programs Coordinator

The wonder of maple season is something every kid should be able to enjoy. The city of Syracuse has ample maple trees in their parks and a strong collaboration between their local CCE and the Department of Parks, Recreation and Youth Programs. So it seemed logical to build a mini-maple program into an existing relationship. Maple in the City combines classroom instruction with winter outdoor experiences, including maple tapping, hanging buckets and collecting sap – even a tubing system - to give students a taste of the good stuff. An annual maple day celebration brings parents out to the parks as well. If you are in a village, town center or city, maple education is still a possibility and an essential piece of agriculture literacy and the urban agriculture movement.

Maple Marketing at the New York State Fair	Maple Center Horticulture Building	Maple Center Staff
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Come check out the Maple Center of the New York State Maple Producers Association. During the state fair this center generates well over \$200,000 in sales. See how sales are displayed, handled and recorded. See how many products are made on site such as maple popcorn, maple slushes, maple ice cream and maple cotton. Other products that have been successful include maple cheese cake, maple sausage, maple milk and maple sugar shapes. See how a variety of products are sampled.

Tubing Installation Tips and Guidelines	At the Trees in the Hort Building	Aaron Wightman, Cornell Maple Program
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Learn tubing installation tips and guidelines on a simulated sugar bush. Geared toward producers new to installing tubing or who want to brush up on installation procedures and guidelines.

Maple Queen and Princess Program	Third Floor of the Home Arts Building
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This session opens to the public at 10:30 and continues until the program is completed. Young people who would like to help promote the maple industry as Maple Queen, Princess, King or Prince will be judged on private interview skills, public speaking as they present short speeches on their choice of topic related to maple, poise and confidence and answering of an on stage question. Winners will be named for each county represented and each queen and princess winner will have the opportunity to represent her county at the New York State Maple queen Pageant in Croghan.

Buffet Lunch -- Serving lines in Horticulture Building Seating available throughout the trade show areas

11:30 a.m. to Noon – VENDORS ONLY -- Green Name Tags ONLY

Noon to 12:30 p.m. - Blue, Yellow or Pink -- Pre-Registered Name Tags ONLY

12:30 p.m. to 1 p.m. - Ivory At-The-Door Registration Name Tags

SESSION III 1:15 TO 2:30 P.M.

Topic	Location	Presenter
High level of vacuum; good, but at what price	Empire Room Art & Home Center	Joel Boutin, Quebec

We have pressure from our industry to increase the vacuum level. This is not easy and not desirable in all cases.

SATURDAY SESSION III CONTINUED



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SESSION III 1:15 TO 2:30 P.M. CONTINUED

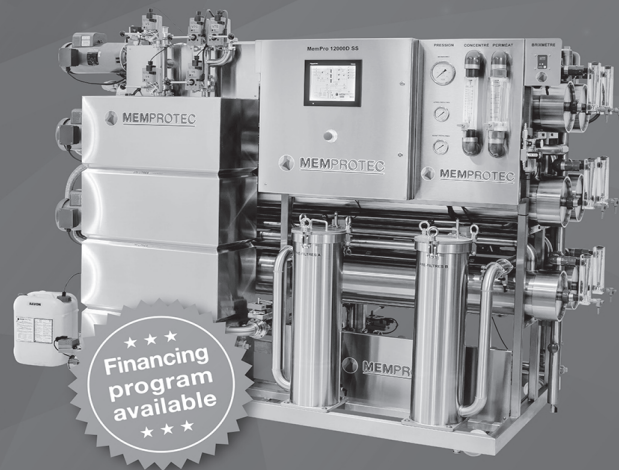
Topic	Location	Presenter
Marketing Maple Products	Broadway Bistro Room Art & Home Center	Dottie and Lyle Merle, Merle Maple
Lyle and Dottie have been successfully marketing a large variety of maple products for many years. Hear what has worked and some of what has not worked in their marketing efforts. Good packaging, great displays, attracting a crowd and great help all work together for excellent sales.		
RO Management	Martha Eddy Room/Art & Home Center	Dennis Cote, Memprotec
This session will look at all aspects of RO management and maintenance for excellent and long term performance.		
Maple Sugar and Maple Donuts	Kitchen Demonstration Room Art & Home Center	Scott St Mary, Cedar Brook Farm Maple Confections
This session will demonstrate granulated maple sugar making and how best to use that sugar in the production of maple donuts made in an onsite donut machine.		
Factors affecting the flow and sweetness of maple sap	Theater Art & Home Center	Adam Wild, Cornell Maple Program
This session will look at a variety of factors known to influence the flow and sweetness of maple sap. Recent research into the effect of nutrient levels and fertilization will be presented.		
Making Beer, Wine and Other Fermented Beverages with Maple	Somerset Room Art & Home Center	Keith Otto, Cornell Maple Program, Uihlein Maple Research Forest
Fermenting maple sap, or sap concentrate or maple syrup into a variety of fermented beverages offers an extraordinary opportunity for further growth in the maple industry. This session will cover some of the most recent developments and research in fermented maple products.		
Tips for a Successful Timber Harvest in Your Sugarbush including How to Market Tap Trees	Seminar Room Horticulture Building	Brett Chedzoy, CCE Schuyler County, Peter Smallidge, Cornell Extension Forester
The judicious use of well-planned and executed timber harvests can maintain the productivity of your sugarbush and preemptively salvage high-risk trees like Ash. This session will focus on special considerations when logging in a sugarbush, including value-added markets for tap trees.		
NY Grown and Certified Training	Café Horticulture Building	Stephen Childs, Cornell Maple Program
This session will walk through the process of becoming a NYS Certified Maple Producer. The first requirement involves Agricultural Environmental Management (AEM). This is a voluntary, incentive-based program that helps farmers make common-sense, cost-effective and science-based decisions to help meet business objectives while protecting and conserving the State's natural resources. Farmers work with local soil and water districts to develop comprehensive farm plans. For this certification Tier 1 and Tier 2 are required. Second we will understand the requirements for food safety best management practices. Third the training session requirements.		
RO for the small producer or hobbyist	Social Justice History Room Art & Home Center	Carl Nylen, The RO Bucket
This session will demonstrate using small ROs for smaller maple producers and hobbyist.		
Maple Marketing at the New York State Fair	Fair Maple Center Horticulture Building	Maple Center Staff
Come check out the Maple Center of the New York State Maple Producers Association. During the state fair this center generates well over \$200,000 in sales. See how sales are displayed, handled and recorded. See how many products are made on site such as maple popcorn, maple slushes, maple ice cream and maple cotton. Other products that have been successful include maple cheese cake, maple sausage, maple milk and maple sugar shapes. See how a variety of products are sampled.		

SATURDAY SESSION III CONTINUED



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- Remote control & monitoring via web access



MemPro 5000H-SS
Industrial quality

- Up to 8 membranes
- Stainless steel
- 5 year limited warranty



MemPro 600-SS
Fully automatic

- Low cost & compact
- Mounted on wheels
- Easy to use
- 5 year limited warranty



MemPro 350H
10 min. installation

- Stainless steel
- Can freeze
- Mounted on wheels
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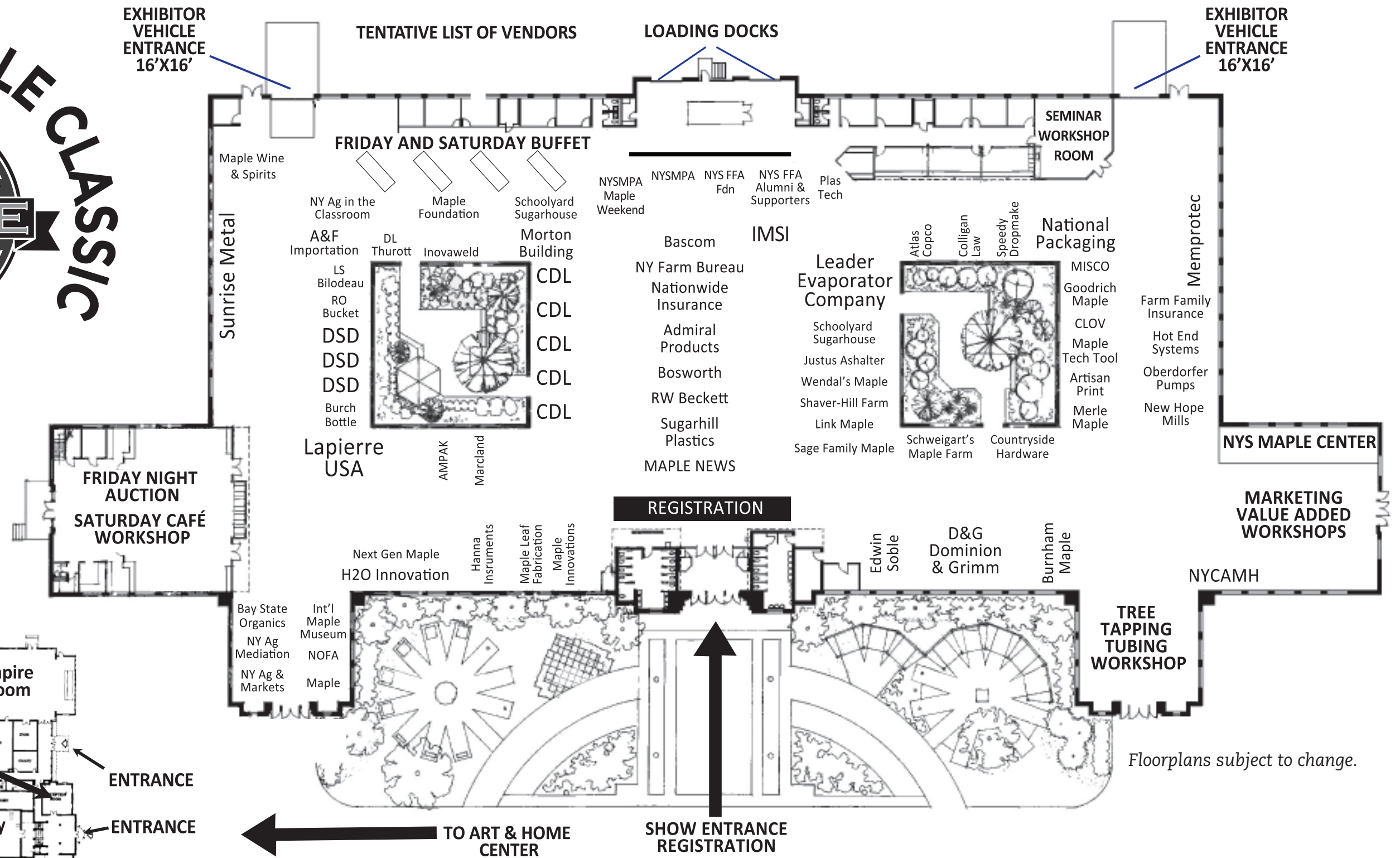
Break - 2:30 to 3 p.m. – Visit Trade Show Vendors & Maple Exhibits

SESSION IV 3 TO 4 P.M.

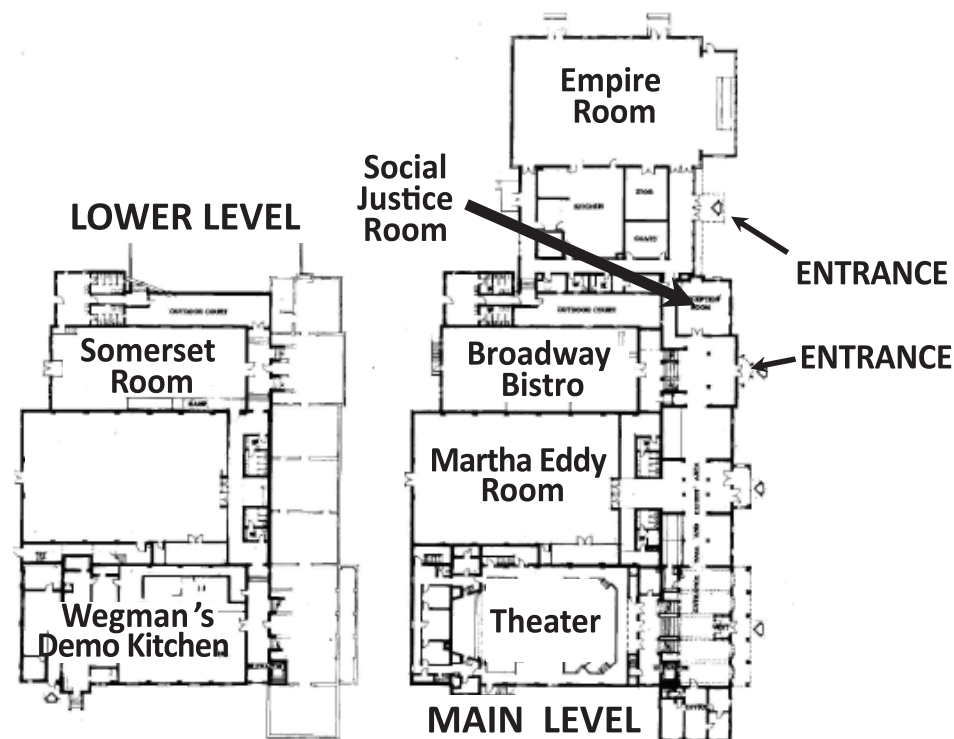
Topic	Location	Presenter
Taking Marketing to the Next Level	Empire Room Art & Home Center	Brad Gillilan, Leader Evaporator
Look at new ways of expanding your marketing footprint through traditional means as well as the more modern use of the internet and social media. Learn how to effectively display maple products in your sugarhouse. Seasonal displays, multi-product showcasing, and store layout will be discussed as well as how to get your customers to buy your most profitable items. Low-cost solutions will be emphasized that can help make you more successful in retail. An industry wide social media marketing initiative sponsored by IMSI; endorsed by NAMSC will be highlighted. Learn how we can work together to promote maple across social media.		
Tips for Maple Weekend Participants	Broadway Bistro Room Art & Home Center	Bridget
This session will focus on getting the most out of your maple weekend. Attracting a crowd, educating the public, keeping the customers you attract.		
Vacuum principles and vacuum pump applied to maple operations	Martha Eddy Room Art & Home Center	Carl Lapierre, Lapierre
Vacuum can be a confusing technology. How to correctly size the vacuum pump for your particular application, how to assure the vacuum reaches the maple tree, using vacuum to maximize sap yield will be covered in the session.		
Making Maple Fudge	Kitchen Demonstration Room Art & Home Center	Jake Moser, Moser Maple
Maple fudge seems to be growing in popularity as a maple value added product. Jake will demonstrate making maple fudge and the finer points of making it great.		
Time of tapping research	Theater Art & Home Center	Keith Otto, Cornell Maple Program, Uihlein Maple Research Forest
This session will report on a time of tapping study conducted during the 2018 maple sap season. Three different tapping dates were compared, one in January, one in February and one in March to see how the tapping date influenced overall sap yield for the season.		
Filtering Maple Sap and Maple Syrup	Somerset Room Art & Home Center	Aaron Wightman, Cornell Maple Program
Proper filtration of both sap and syrup is essential in producing a pure, high quality maple product that is suitable for sale and appealing to consumers. This session will provide practical guidance for sap and syrup filtration including pros and cons for specific methods. It will also touch on the topics of grading and sap chemistry as they relate to processing and finished product quality.		
Establishing Tomorrow's Tap Trees in Today's Sugarbush	Seminar Room Horticulture Building	Peter Smallidge, Cornell Extension Forester
This session will show proven and practical silvicultural methods for renovating maple in sugarbushes. Includes replacement due to old age, storm damage, deer browsing and dense, competing understory vegetation.		
Options for lifting sap in the sugarbush	Café Horticulture Building	David Campbell, Mapleland Farms; Stephen Childs, Cornell Maple Program
Sap ladders, reverse flow systems, sap lifters, 3/16" tubing, vacuum driven pumps; what sap lift solution is best for your problem?		
Keeping "Family" in the business...	Social Justice History Room Art & Home Center	Chris Tauzel, NY Agriculture Mediation Program

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CLOSING 4 P.M.



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The image shows a hand holding a Misco eMaple refractometer. The device has a large circular stainless steel well at the top and a digital LCD screen below it. The screen displays 'SYRUP' on the top line, '67.2' on the bottom left, and '86°F' on the bottom right. Below the screen are two buttons labeled 'GO' and 'MENU'. The Misco logo is visible at the bottom of the device. In the background, there is a stylized map of Ohio with various maple syrup processing equipment icons placed over different regions.



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The advertisement features a collection of stainless steel maple farm equipment. At the top, there's a large horizontal evaporator, a smaller vertical unit, and a large cylindrical tank. Below these are several smaller pieces of equipment, including a pump or filter unit and a collection of buckets. In the center, two large vertical maple sap silos are prominently displayed. One silo has the text 'MAPLE SAP SILO' and 'silo pour eau d'érable' on it. The other silo has a large 'Silo' logo with a maple leaf. To the right of the silos, there are more pieces of equipment, including a large vertical tank and a smaller unit. At the bottom, a man is standing next to the silos for scale. The background is a light, textured surface.



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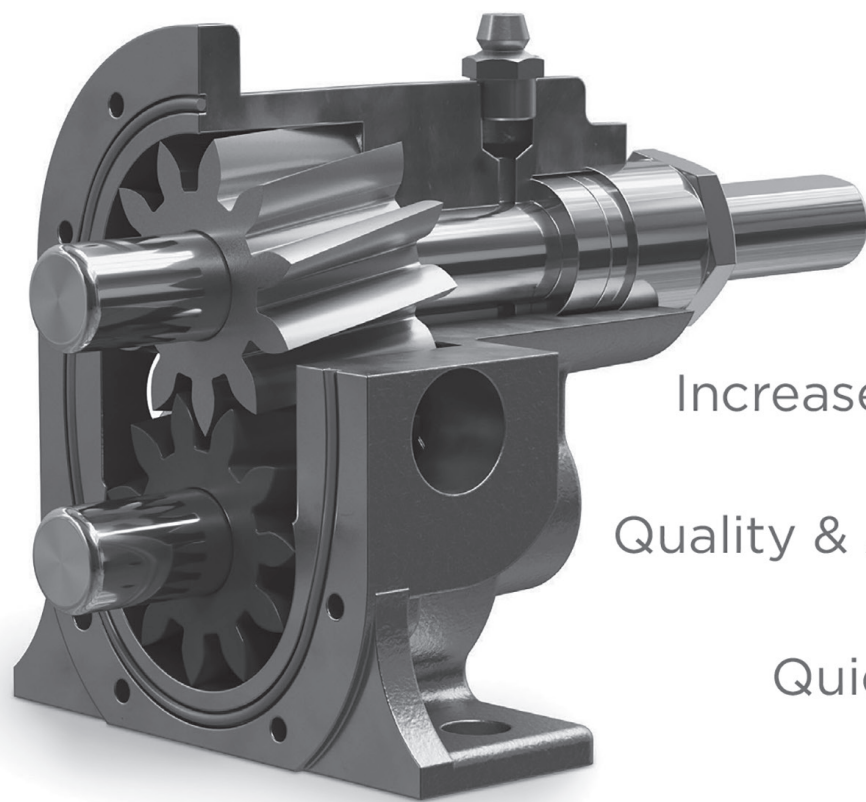


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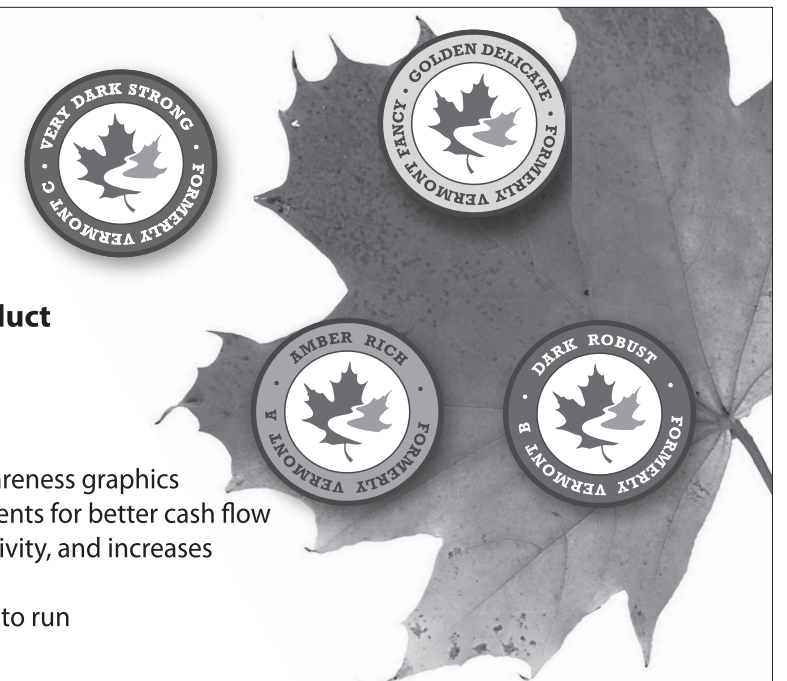


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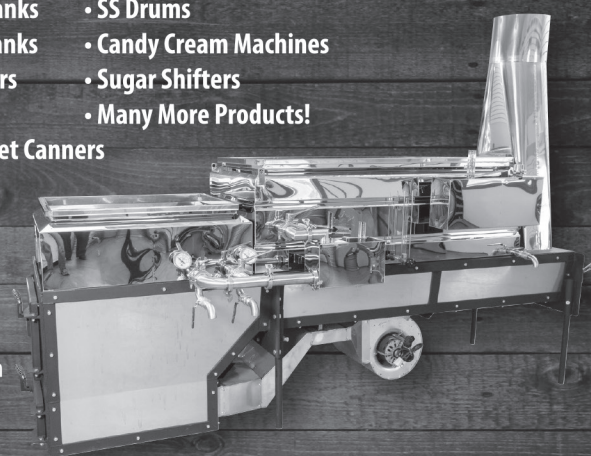
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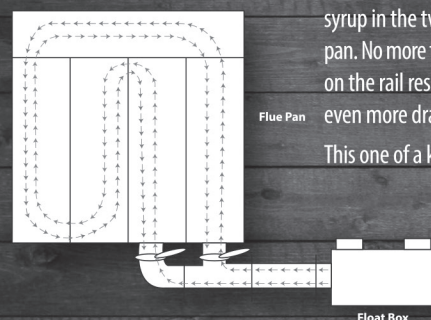


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**NYS AGRICULTURAL
MEDIATION PROGRAM**

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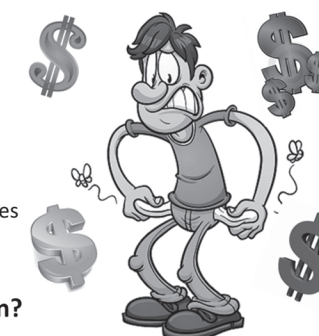
- Farmers
- Customers
- Lenders
- Vendors

What can be mediated?

- Non-payment for goods or services
- Delinquent accounts
- Debts
- Loans

Why participate in Mediation?

- Confidential & private
- Quick & convenient
- Low cost
- Maintain business relationships

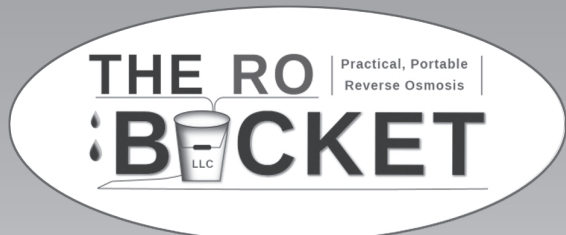


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24TH ANNUAL Mid-Winter Maple Classic 2019

2019 UPCOMING WORKSHOPS	
1/12	Delaware County Maple School, Delaware County. Contact: Carla Hegeman Crim, Horticulture & Natural Resources, 34570 St. Hwy. 10 Hamden, NY 13782. Phone: 607-865-6531; ceh27@cornell.edu.
1/12	Maple Expo, St. Lawrence County. Contact: Cornell Cooperative Extension, 1894 State Highway 68, Canton, NY 13617-1477. Phone: 315-379-9192.
1/15	Maple Production for the Beginner, Ontario County. Contact: Russell Welser, Cornell Cooperative Extension Ontario County, 480 North Main Street, Canandaigua, NY 14424. Phone: 585-394-3977.
1/17	Maple Production for the Beginner, Seneca County. Contact: Susan M. Coyle, 4-H Youth Development Educator, Cornell Cooperative Extension Seneca County, 308 Main Street Shop Centre, Waterloo, NY 13165. Phone: 315-539-9251; Smc226@cornell.edu.
1/18	Lewis County Maple Production for the Beginner. Contact: Michele Ledoux, Cornell Cooperative Extension Lewis County, 5274 Outer Stowe Street, P.O. Box 72, Lowville, NY 13367. Phone: 315-376-5270; mel14@cornell.edu
1/19	Lewis County Maple School. Contact: Michele Ledoux, Cornell Cooperative Extension Lewis County, 5274 Outer Stowe Street, P.O. Box 72, Lowville, NY 13367; Phone: 315-376-5270; mel14@cornell.edu
1/25	Maple School at the Miner Institute, Cornell University Department of Natural Resources 157 Bear Cub Lane, Lake Placid, NY 12946. Phone: 518-354-3170.
2/11	Maple Lobby Day, the Capitol in Albany. Contact: NYSEMPA, 315-877-5795.
3/23-24, 3/30-31	2019 Maple Weekend.
5/4	Green County Maple School, Greene County. Contact: Ron Frisbee, Agroforestry Resource Center, 6055 Route 23, Acra, NY 12405, Phone: 518-622-9820; frisbeer369@gmail.com.
7/12-14	New York State Maple Tour, Western NY.
July 2019	Cornell Maple Camp, Contact: Stephen Childs; slc18@cornell.edu.

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Thank you to this year's Maple Education Committee:

Ron Frisbee
CCE – Columbia-Greene
Counties

Kristina Ferrare
Cornell Cooperative
Extension – Onondaga Co.

Adam Wild, Director
Uihlein Sugar Maple
Field Station

Michele Ledoux, Director
Cornell Cooperative
Extension of Lewis County

Aaron Wightman
Cornell Maple Program

Don Gasiewicz
Cornell Cooperative
Extension – Wyoming Co.

Brett Chedzoy
Cornell Cooperative
Extension – Schyler Co.

Peter Smallidge
NYS Extension Forester,
Cornell

Deb Welch
Cornell Cooperative
Extension – Wyoming Co.

With special thanks to:

Stephen Childs, Committee Chair
NYS Extension Maple Specialist

On behalf of the NYSMAPA and NYS FFA Alumni . . .

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Throughout today's conference, please take a
moment to say, "thank you" to our presenters for
volunteering their time and for their willingness to
share their expertise with us. Without their
dedication to our maple industry, this show
would not be possible.

See you next year!
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