It was a cool, cloudy morning on the 12th of October when dozens of Wisconsin Maple Syrup Producers Association (WMSPA) members from all over the state descended on Phelps for their annual Fall Tour. They gathered at one of the smallest school districts in the state of Wisconsin to register for the event. Coffee and sweet rolls were available while Gretchen Graft, the Executive Director for the WMSPA, passed out name tags and the Fall Tour booklets that she had prepared for the event.

Sharon Gifford, one of the employees for North Woods Bus Service, rolled up in the biggest bus owned by North Winds.

Gretchen guided most of the attendees onto the bus with the remaining members following behind in several vehicles. The Tour had officially begun!

The first stop was made at Volkmann’s Eagle Farm sugar bush. Dan Volkmann has been making syrup on and off since he was a boy in the Phelps school. He tells stories of running home at lunch time to empty the cans that they hung on his family’s tree’s so they wouldn’t run over. Dan and his son Frank have a nice setup now that can produce a good amount of syrup from 300 to 400 taps…Dan no longer has to worry about cans running over.

WI Maple Syrup Producers Association 2013 Fall Tour

The next stop was made at Jacks’ Whataview Farm. Here the group was divided into two smaller groups. Each group got to see how the collection system was set up to run on a simple vacuum system and then pumped to the sugar house. Once the sap reaches the sugar house it is processed in a conventional evaporator that has been modified by John Jacki. These modifications and improvements to the system were some of the main points of interest for the group. Most maple people like to see how others produce their syrup. Sometimes you come away with an idea that you can use in your own operation.

The other half of the visit to Jacki’s was a demonstration on the processing of wool that was shorn from sheep that are raised on the farm. The resident fiber artist, Mary Jacki, described the process from starting with raw wool. She explained the steps to get to the final product, which in this case was hand spun yarn. The yarn can be used to create many things. A few examples on display were hand knit hats, clogs and wine cozies that were knit and then felten. After the fiber and syrup production demonstrations, most Tour members visited the shop that the Jacki’s sell their products in.

From Jacks’ Whataview Farm (continued on page 17)
is in progress, but about a year away from being reality.

Additional Officers

Miriam Durkay, Tran, N1113 Midway Court, Clintonville, Wisconsin 54929 | (715)234-3842

Betty Blockwell, Sec., N8767 Seven Springs Dr., Millville, Wisconsin 54961 | (715)474-6798

Gretchen Grape, Exec. Dir., 33186 Clwyd Way, Holcombe, Wisconsin 54745 | (715)567-2054

WMPA Members: 25% Discount: WMPA Members: Classifieds Free

Wisconsin Maple News is the official publication of the Wisconsin Maple Syrup Producers Association, Inc., WMPA. The Wisconsin Maple News is published bimonthly, June and December, and November and November. Please send articles, pictures, and advertising products to Jessica Grape, Editor, 33132 County Highway W, Holcombe, WI 54745 (715)827-0254.

WMPA Membership: $35.00 up to 200 taps; $45.00-201 to 500 taps; $65.00-501 or more taps; $125.00 family membership, two individuals such as father and son, husband and wife, or producer & friend. This entitles you to two separate votes at a meeting and if you live in different places, you each get the mailings and membership card.

Membership subscriptions, and advertising payments to: Gretchen Grape, WMPA Executive Director, 33186 County Highway W, Holcombe, WI 54745.

gretchen_grape@yahoo.com

Volume 30 Issue 2 December 2013 Page 2

WMPA Officers & Delegates

District 1

Roland Jorns, 4518 Co T, Egg Harbor, Wisconsin 54209 | (702)686-3161 2015

Danis Piper, 540 Shadow St., Gresham, Wisconsin 54119 | (715)577-3641 2014

Don Van Duren, 4501 City Rd W, Deerfield, Wisconsin 54115 | (920)339-8626 2014

District 2

James Adamski, W10523 Winter Rd, Antigo, Wisconsin 54420 | (715)623-6853 2015

Fred Hedmark, 1288 Carlson Rd, Fall Creek, Wisconsin 54739 | (715)536-2241 2015

Steven Anderson, 2391 40th St., Cambria, Wisconsin 54725 | (715)822-4512 2015

District 3

Lloyd Franz, 2207 Hwy F, Atha, Wisconsin 54470 | (715)257-7946 2015


Dave Lemky, W7836 Parkview Ave, Manitow, Wisconsin 54451 | (715)785-7573 2015

District 4

Dawn Roth, W7902 Hwy EE, Cadott, Wisconsin 57727 | (715)289-3820 2015

Dus Wolter (DLK), P4548 Clay Rd B, Binwood, Wisconsin 54441 | (715)449-2055 2015

Henry Grape, 3116 Hwy Cw H, Wausau, Wisconsin 54477-5758 2015

District 5

Ellen Hoff, 729 13th St., Hilbert, Wisconsin 54134 | (715)837-1826 2015

Linda Hustad, 2165 1 1/2 St., Cambria, Wisconsin 54929 | (715)623-4609 2015

Ted Simpson, Vice Pres., PO Box 2142 Mukwa, Wisconsin 54457 | (715)234-7115 2015

District 6

Allan Herrmann, Pres., W1001 Lindy Rd, Colby, Wisconsin 54421 2014

Rod Sweeney, 2674 Baumgartner Dr, LaCrosse, Wisconsin 65036 | (715)871-0711 2014

Dean Bauer, 7196 Hwy. 11, Cassville, Wisconsin 53524 | (608)983-2361 2015

Alternate

Jon Baroun, 2546 Homestead Dr., DePere, Wisconsin 92083-7469 2016

District 7

John Lohr, 2454 County Line Rd, Rib Lake, Wisconsin 54870 2015

District 8


District 10

Steve Stahl, 33186 Clwyd Way, Holcombe, Wisconsin 54745 | (715)627-0254 2015

District 11

The ISMI suggests that the ISMI Board of Directors consider the following:

1) The ISMI must take action to address the issue and needs to engage in seeking potential solutions as a high priority.

2) The ISMI should send a letter (draft appended to this meeting summary), outlining the issue and request action to food companies be believed to be misrepresenting maple on their labels to the FDA, which has not yet been approved for display.

3) Dave Chapeskie and Matthew Gordon would work to map out local and legal support in Canada and the United States respectively, which are pertinent to the issue in collaboration with government advisors. Ongoing ISMI input into regulatory amendments would be tied to this.

4) The ISMI would explore programs related to food product authenticity, such as the Non-Aligned Canada Product (NAP) and the American Origin Products Associations (AOAPA) to assess their potential to help address the issue. It was recommended that the ISMI join the ISMI would need to become more familiar with that organization and to more fully assess its potential in helping address product authenticity for pure maple products.

Other actions such as support for University Studies, engagement of the press and use of social media and engagement of politicians may be considered either by the ISMI or by ISMI members in collaboration with the ISMI. These potential actions will be discussed in the next meeting.

New grading rules and changes will be further discussed in the ISMI meetings. In the ISMI meetings, in October in Monroe, NB, focus investment assistance on market development both in North America and overseas.

Development of a Position Paper for Invasive Exotic insects:

industry where detrimental species are allowed to establish in the hardwood (including maple) forests of Eastern North America. Governments in both the countries, with working industry and community-based partners, have been successful in containment or eradication of Asian Long Horned Bee (ALHB) to date. Success has not been as great for the Emerald Ash Borer (EAB), where it is now well established and fairly widespread in both the eastern US and Canada and is moving quickly. It is anticipated that most larger or mature ash trees will be affected in the next decade unless natural or introduced parasitoids begin to contain and diminish this pest in the near future. The loss of ash species will have a detrimental effect on the ecosystems in most sugar maple forests.

The Position Paper will largely follow the framework of Prevention, Detection, Response and Management and its adaptation as outlined below.

Prevention: Prevent harmful introductions before they occur.

Detection: Detect and identify invasive species before or immediately after they become established.

Response: Respond, notify other invasive species before they become established or spread.

Management and Adaptation: Implement innovative management actions and take practical steps to protect against impacts of invasive species.

ISMI’s Adulteration Testing Assistance Program: For many years, ISMI has facilitated the testing of maple syrup samples in the international marketplace that have been suspected as being adulterated. All ISMI members are strongly encouraged to take advantage of the ISMI’s adulteration testing assistance if they suspect that syrup is adulterated anywhere in the world marketplace.

Mis-Use of Maple Terms on Food Product Labels:

At recent ISMI Board of Directors meetings, there has been considerable discussion regarding the issue of misrepresentation in the marketplace, both in North America and overseas, of products using the word “maple” or words “maple syrup” and the inappropriate use of visuals taken from the maple industry. Many of these products contain no pure maple products. It was agreed that the ISMI should consider various options for counteracting this situation and seek to be engaged in a proactive manner. Some options discussed to-date include publishing Codex Alimentarius or American Products Origin designation for the words “Maple” and/or “Maple Syrup,” use of social media to raise awareness among consumers, targeted lob
Greetings from your President

The 2013 maple season was one that will long be remembered by those of us that make maple syrup in Wisconsin. After a very short season in 2012 this season saw many producers break personal records for production. The total production for Wisconsin was 265,000 gallons, an increase more than 5 times the prior year. And the highest production since NASP began keeping track in 1992. It was the type of season that will be talked about for many seasons to come. With this in mind we have been busy planning this years upcoming Wisconsin Winter Maple Insti- tute with marketing that large crop as a main part of our program. After all what good does it do to make all these great tasting products if you don’t have the ability to market them at a profit. Our featured speaker this year is Michael Farrell who is a sugarmaker and Director of Cornell University’s Uhlein Forest. With his new book “The Sugarmaker’s Companion” Mike demonstrates how sugar producers can turn a substantial profit from making syrup. Our industry is going through many changes with new technology and climate change. With new production techniques allowing us producers to make more of our sweet product. We also need to look at how we market what we produce. The days of selling syrup in milk cans may finally be over. So I hope to see many at this years Institute as I think that you will come away with a number of new ideas on how to make your business more profitable. And if you have any ideas on how to make our program better let us know, we are a volunteer organization so in order to make our work need our members to help out. Friday has us setting up for the trade show followed by an awards buffet. And on Saturday we have our full program with our featured speaker, the maple trade show, the second year of our maple auction (let us know if you have items to be auction off) and our breakout sessions.
This summer had us back at the state fair for another year of selling and promoting Wisconsin maple syrup and other products, thanks to all who volunteered to help and esp- ecially to the Stockwell’s for being in charge of this fun event.
We were successful in getting a specialty crop grant to help the WMSPA improve its technology. With this we were able to print two brochures, a map brochure listing our members and one for our upcoming Winter Institute. We were also able to pay Laurie Malchow to update our website and comput- erize our records. Check out our new website at http://wisimaple.org and let us know what you think of our changes or if you have any thing to add. Pictures, stories or maple recipes are welcome for this as well as our newsletter. These are things that are works in progress, but it looks like a great improvement over the old site. We were also able to pur- chase two laptops, two iPads, a projector and a syrup grader with this grant. So hopefully we’ve given ourselves some new tools to help us, now it’s up to us to put them to work. It took a lot of effort to get this grant, we now should have the ability to grow both our maple association and our maple industry as well. And a warm welcome to our new treasurer Miriam Durkey, thank you for taking over this impor- tant job.
After having the year starting off so good, the last few months have been difficult for me with my father being hospi- talized before passing away in early November. My father started Herrmann’s Sugarbush in 1979 and took me to a Winter Institute a few years later. I will be forever grateful for all his ad- vice and I would not be in this position I am in now with out it and his help along the way. He liked to tell people that maple syrup was good for your love life and loved to give out fresh samples of hot maple syrup to all who visited our sugarbush. While I will deeply miss him, I will always remember his sto- ries and continue to be inspired by what he was able to accomplish in his life.
With signs that winter is almost here that means that spring is soon to follow, so good luck to all in having a successful 2014 maple season.
Allan Herrmann

The Sugarmaker’s Companion

Michael Farrell
Cheslea Green Publishing, 2013

Michael Farrell, sugarmaker and director of Cornell University’s Uhlein Forest, documents the untapped potential of American forests and contemplates the wisdom of traditional sugarmakers with the value of modern technology. His bal- anced view of the industry offers a realistic picture of how modern technology can be beneficial—economically and environmentally. This unique book includes:

• A focus on maple syrup as a healthy, local, sustainably produced alternative to corn syrup and other highly processed sweeteners;
• Discussions about organic certification, sugarcourse reg- istration, and the new international grading system;
• Marketing ideas to help develop a profitable business;
• Detailed analyses of the economics of leasing taps and buying sap;
• Information on ways to process and market other tree saps, including birch and walnut;
• Ways to enhance diversity in the sugarcush with under- story crops such as ginseng, goldenseal, and mushrooms;
• An economic analysis of utilizing maple trees for syrup or sawlumber production; and,

• Effective strategies for adapting sugaring operations to a changing climate.

With information applicable to a wide range of climates and regions, The Sugarmaker’s Companion is sure to become an invaluable resource for home-scale and commercial sugarmakers. The book is available on www.chelseagreen.com.
(Fall Tour: continued from page 1) the Tour moved on to the nonmaple portion of the day. A stop at the Headwaters Historical Site marker gave the group a chance to see the headwaters of the Wisconsin River. Tour attendees got to see firsthand, as they crossed the footbridge to the marker site, the shallow stream that goes on to become the “hardest working river in the country”, so named because of all the hydroelectric dams that harness its power. After a short walk down a path that is flanked by massive white pines the Tour group came to a park-like setting with a historical marker and a dam that controls the flow of water out of Lac Vieux Desert (pronounced: lock view des air). Here individuals were met by a local resident of the area since his childhood, Dick Lapp. Dick told of how things were when Native Americans resided on the islands of the lake. He described the rice beds that were abundant and a source of food and income for the local tribes. He talked briefly of effigy mounds that are in the area and should be preserved for future generations to experience. Dick is a storehouse of knowledge about the Headwaters region. The group was fortunate to experience a little of it.

Sunrise Lodge was just a short drive down the road from the Headwaters. This was the stop for lunch. Sunrise Lodge is one of the earliest resorts on Lac Vieux Desert. The Lodge has changed ownership a few times in its history, but Dick and Elsie Mendham have owned it for over 45 years. The Mendhams put on a great lunch and were very good hosts. The help that they get from their children and grandchildren is key to making the resort the great vacation destination that it is.

The Phelps area is known for its lakes and resorts. One of the earliest operating resorts, which began as a fish and hunt club, is the Hazen Inn. Joel and Janet McClure run the Hazen Inn as a bed and breakfast. They graciously offered to take the group on a walking tour through the historic inn. The group got to see firsthand the original inn that was built from logs in the early 1900s. The building was expanded to serve more guests in the 1920s. The structural engineering of the building was impressive. In exploring all parts of the inn, a point of interest was the tunnel that connected the inn to the three cottages that are owned by the inn. Initially, the tunnel was for the steam heat pipes that heated the cabins. Somewhere in it is history the tunnel became a place to run a still during the prohibition era because of its access to one of the chimney’s serving one of the cabins. The still was removed at one point, and no one knows its whereabouts today! All in all, a well kept and quaintly decorated establishment. Oh, and by the way, if you’re looking for a lifestyle change, the inn is for sale!

The Tribute Brewing Company was the final stop on the Tour. Bill Summers and Marc
The 54th annual NAMSC Meeting
Moncton, New Brunswick October 23-25th

Roll call was taken by Joe Polak of the states and provinces.
The Rhode Island Maple Syrup Producers Association applied to become a member of the NAMSC. A nomination was made and a vote was taken and Rhode Island joined the NAMSC. The members of this organization were previously members of the Connecticut association.
The Maple Digest report was given by Roy Hutchinson.
Roy told the members that he would be stepping down as the editor of the Maple Digest and his last issue would be in June.
The maple research alliance program was talked about in detail.

The research fund selected the following areas to fund for the year:
• Kathy Hopkins She will be working on a HCCUP Plan for the Maple Industry. They will also be the best practices for the maple industry later this year.
• Tim Wilmont will be studying the tapping effects on Red Maple.
• Bonenberger will be developing a position statement for the WSPA on invasive species.
• Joe Polak reported on the con- vention planning committee.

They will have a convention planning link to see who speakers are booked for certain meetings.

Turpin with the University of Vermont spoke on the update of the North American Syrup Producers manual that will be coming out in 2016. The NAMSC also allocated $450.00 in funds to help with the travel expenses.
Mike Farrell spoke about his new book Sugarmakers Companion.
Dave Chapleskie gave a report on Misrepresentation of maple in the marketplace. Balance of supply and demand, and the IMSI grading system. More info on these items can be found on the IMSI website.

Kathy Hopkins with the University of Maine updated us on the food safety modernization act, and she also reported on the Maple Task Force. Some of the items the task force is working on are: Land leasing, easements, education of people in the maple industry.

Mike Farrell gave an update on the maple tap act. This will be part of the new farm bill. So far it has passed the house and the senate. If passed it will be available to states to help open up new land for tapping and other projects.

The elections of officers, associate members and life members took place.

Committee appointments: Jon Adami was ap- pointed to the strategic planning committee.

From Your WSPA Executive Director

Information to Laurie to put on the website. This way they can be copied and we save a lot of postage for the association. This doesn’t mean that I will not still send them out when re- quired. I will.
I have also been sending updates and information to Laurie for the website with the hopes that we will be able to keep all of you advised with what is going on. If you have something that you would like to have on the website or feel that we should find out about, please contact us.

As an association, we once again had a new map printed with those of you who signed the Privacy Act to have their name/sugar bush listed. On one side is your name, address, phone number, county and some email ad- dresses. On the opposite side a number to correspond with your listing is listed in your county. They are NOT put in the location of your place in the county, as many of them just would work that way, so they are all listed numerically in the county.

Another thing that I did this year for the State Fair Booth, was compile a flyer to be handed out to customers at the booth. It was full of maple syrup recipes along with a membership form if interested in joining our association. The fair committee said it was a very nice added item for the bags. The Fall Tour was wonderful. Attend- ance was down, but did not deplete the spirits of those in attendance.

There is a very nice article elsewhere in this newsletter about it. I would like to thank John Jackle for all the time and effort he put into this for us. Also to Fred Hedmark, for his time that he spent in setting up the stops with John. Good work and thank you both for a very nice fall tour.

There was no 10% price handed out this year.

We have a Thanksgiving and a Blessed Christmas. I hope to see many of you at our Winter Institute in January, 2014.

Gretchen Grape
WSPA Executive Director

WSPA Executive Director

For immediate release

December 2013

Contact: Steve Allen
Steve Allen
(315) 692-8628
steveallensyrop.com

WSPA Executive Director, Owner
Andersen’s Maple Syrup, Inc.
comments@andersonsmaplesyrup.com

A look at some of the work being done in a world dominated by giant competitors.

BOOK

Recipes from some of the featured in the book Small Brand America

Local Company Featured in Two New

Saint Louis, Mo., September 15, 2013 — The lo- gos of large companies are everywhere, and so are their Anderson’s Maple Syrup, Inc. is featured in two new books by au- thor Steve Allen. The first book, Small Brand America, features the stories of 25 tiny compa- nies trying to find their way onto shelves domi- nated by large nationally recognized megabrands. The second book, Small Brand America The Cookbook, features recipes from some of the companies spotlighted in the first book.

Andersen’s Maple Syrup contributed to both publications. Steve Allen notes, “talking of the stories of these companies was an incredible experience. As you read their stories you realize that the American dream is still alive and well!”

Steve’s cookbook came from an idea he had about a bonus section featuring recipes in the original book. When the contributions to his bonus section started to surpass the volume of the regular book, he decided to write a second book only containing recipes. Steve states, “I am usually working on more than one thing at a time and it is a very un- usual. The difference here was that I needed to finish and see the project through to finish them at the same time. That was a challenge.”

Allen notes that working with individuals of all kinds has helped him see and feel from so many different perspectives. He also enjoyed talking to people like Steve Andrea and Jon and Karen Adami who are currently running their syrup on the market made publishing two books a year. I felt a tremen- dously responsible to get the work completed to help get the world on board with how great their products and stories are.”

The books are available on Amazon or local bookstores for $19.95 each, Small Brand America is available on Kindle for $9.99. If you are interested in purchasing either book, please contact Steve Allen at steveallensyrop.com. For more information about Andersen’s Maple Syrup, log on to their website: andersonsmaplesyrup.com.
Roth Sugar Bush

Look for our new facility to open soon!
Our inventory is growing, so come see us for all your maple syrup supplies!
Also check out our NEW service department with trained specialists to help keep your equipment in top condition!

We buy bulk syrup year round at a very competitive price

We sell 100% Pure Maple Syrup

Open house dates:
- Wednesday Feb. 5th
- Thursday Feb. 6th
- Friday Feb. 7th
- Saturday Feb. 8th
**We will be having seminars [topics to be announced] each day, discounts on everything during the open house and don’t forget to have lunch on us. Free lunch 11:00 to 1:00 each day.

WISCONSIN STATE FAIR 2013

INCOME and EXPENSES

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PLUS:
FAA bought syrup $1360.00
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MISC SALES $ 394.00

EXPENSES

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GRAND TOTAL INCOME 2013 $75,111.00
GRAND TOTAL EXPENSES $67259.88

($67,259.88)

TOTAL NET PROFIT TO ASSOCIATION $ 7,851.12
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December 2013  
Page 14

2013 Wisconsin State Fair Report
by Barry and Carol Stackwell

We are pleased to announce another successful event promoting and selling MAPLE products at the WMSFA booth located in the WI Products Pavilion at the WI State Fair Park 2013! After meeting all of the many expenses it takes to be a part of any event such as this, we are pleased to still be able to present a check to the WI Maple Syrup Producers Association in the amount of $7,851.12. For those interested, we have included the Financial Report detailing all of the Income and Expenses (page 7).

A huge “thank you” to everyone who submitted bids and provided syrup. Without YOU, we would not have a State Fair profit check to present to the Association. Thank you also to the countless volunteers, as always, a phenomenal crew turned out to work the shifts and serve at the counter all 11 days of the Fair, plus the set up and taking down of the booth.

Those that bid and supplied syrup/syrup items:
Adamski’s Sugar Bush, Bauer Valley Maples, Cory & Rick’s Sugar Shack, Kitha’s Maple Syrup, Maple Creek Sugar Bush, Mabel’s Maple, Roth’s Sugar Bush, Rocky Ridge, S&S Sugar Bush, Weller’s Sugar Bush LLC, and Zuebl’s Sugar Shack.

THANK YOU TO ALL and GOD BLESS!!

Roth Sugar Bush: Opening New Facility Soon!

The Roth Sugarbush is in the process of building a new facility. The new building will be located at 656 Tower Dr. Cadott, which is located directly behind the River Country Truck Stop on the corner of Hwy 27 and Hwy 29. We will be visible from Hwy 29 but you will need to exit onto Hwy 27, take a right (south) onto Hwy 27. Take the first right after the truck stop and follow this road to the new building.

With our new facility, we will be offering many new things. We will be washing RO membranes on site; we will have a FULL service department. Kellen O’Connell has made many trips to VT and Canada for training on service of RO’s, vacuum pumps, extractors and other evaporators. But most of all we are excited to expand our inventory. We will be carrying a much larger and more diverse variety of items stocked.

As you will already know, we have a daughter and her husband Kellen are working with us now on a permanent basis, so great to have them on board. We are also excited to welcome Jim Adamski to our CDL WI Roth Sugarbush team.

Jim will be our sales representative covering WI, MN, IA and IL. Jim is a very knowledgeable producer who can help you with any of your sugar making needs, from the hobbyist to the commercial producers.

Feel free to contact Jim at 715-216-7855 or you may still contact us at 715-289-3820 for any of your needs.

We will still be having our open house; the dates of this will be February 9th, 10th, 7th and 8th. This is Wednesday, Thursday, Friday and Saturday. We are hoping to have the open house in the new facility but we are not certain of that yet.

Please watch for a flyer which will let you know where it will be at. We will still be offering the 5% cash and carry discount and remember lunch is on us!!

Sincerely,

Peter & Dawn Roth
CDL WI Roth Sugarbush, IN

Minutes of WMSFA Directors meeting: July 17, 2013

The WMSFA Directors meeting was called to order by President Allan Hermann at Marinette Restaurant at Stanley on July 17, 2013 with 24 in attendance.

Roll Call of Directors:
DIST 1: Roland Jorns-present, Darvin Paper-absent, Don VanDeuzen-absent
DIST 2: Jim Adamski-absent, Fred Heidmark-present, Steve Anderson-present
DIST 3: Lloyd Franz-present, Dave Lemke-present, Cory Chrudimsky-present
DIST 4: Henry Grape-present, Dawn Roth-present, Gus Weller-present
DIST 5: Elton Hoff-present, Linda Hustad-present, Ted Simpson-present
DIST 6: Al Hermann-present, Rod Sweriman-absent, Dean Bauer-absent
Alternate: Jon Baron-absent

Motion by Elton Hoff, second by Fred Hedmark and carried to approve the May 4, 2013 annual meeting minutes.

Treasurer Jodi Hermann handed out a Budget vs Actual report for May 1 through July 15, 2013 which showed total assets on hand of $35,024.95. Jodi has been going over the various insurance policies and checking if they are needed. Motion by Allan Hermann, seconded by Lloyd Franz and carried to approve a $650 credit card policy maximum, proceed with further checking into and updating various accounts, bonding and insurances; and to destroy any old outdated checks. Motion by Steve Anderson, seconded and carried to approve the treasurer report for audit.

STATE FAIR REPORT: Dawn Roth reported bids were opened and awarded. Honor school is just about complete. A brochure was recently designed by the Exec. Director stating WMSFA information/benefits along with recipes for fair handouts.

MSI REPORT: Steve Anderson reported a new membership drive is being worked on. This pastoring process for adulterated maple syrup is being updated. The state of Vermont has filed a lawsuit against Log Cabin/Pinnacle Foods. Latest nutritional information is available on the website. MSI gives out two awards each year—Lynn Reynolds Leadership Award and Golden Maple Leaf Award. Let Steve know if you have any nominations for these. MSI will be hosting two grading schools also. Check with Steve if you are interested. The MSINAMSC meeting will be held in Octob er in New Brunswick.

PROMOTION COMMITTEE REPORT: Ted Simpson reported the promotion committee would like to do a tele-conference meeting to get new ideas. It is important to get the WMSFA information out to people. Due to receiving the grant, the website will be updated; the WI producers maps will be...

Above: Beginning stages of the new building.

Building framed in and side with tin.

WISCONSIN STATE FAIR
Sternitzky Specialty Foods LLC
Home of The Maple Dude & Sternitzky Bison
And now Wisconsin’s CENTRALLY located maple equipment supplier...

Solving the Mystery: Why do Maple Syrup Containers have tiny handles?

"We’ve all seen them: those tiny handles on maple syrup jars. They’re too small to be functional, so what are they doing there? I know, I know. This question has been keeping you up at night, so I am about to put your mind to rest. According to Brooklyn Brinjek who asked themselves the same question, those tiny handles are remnants from a time when maple syrup jars came in large five pound earthware containers, when the handles clearly served essential functional roles. But over the years, due to the fact that we associate that container shape with maple syrup, the handles have been retained as a design element in the modern versions we now buy, even though they don’t serve any real function. In fact, maple syrup handles are a classic example of a skeumorph—a retained but no longer functional stylistic feature." So now you know. And admit it: you’re going to thank me later when this question comes up at Titty Night.


W1417 US Hwy 10
Granton, WI 54436
www.themapledude.com
Tim@themapledude.com
715-571-3329

INDIANA VACUUM DBA HARRIS SUGAR BUSH
- LIQUID RING PUMPS
- HIGHFREQ
- HIGHEST VACUUM AT 29"
- BUSH DRY ROTARY AND LIQUID RING VACUUM PUMPS AVAILABLE
- ALSO WE HAVE LP IN ALL UNITS, NATURAL GAS IN LARGER UNITS, DIESEL AS WELL
- OUR OIL-AIR SEPARATION TANKS ARE THE MOST EFFICIENT ON THE MARKET.
- EACH UNIT NOW COMES WITH OUR NEW LIGHTWEIGHT VACUUM OIL.

Contact Information: ARTHUR HARRIS
INDIANA VACUUM DBA HARRIS SUGAR BUSH
PHONE/FAX: 765-653-3108
CELL: 765-301-0395
E-MAIL: aharris@link2000.net
VISIT OUR WEBSITE: www.harrissugarbush.com FOR MORE INFORMATION

Midwest Maple Supplies
Whitney Reinhart
715-965-0490
Anderson’s Maple Syrup Continues NASCAR Sponsorship

Submitted by Alison Anderson

Anderson’s Maple Syrup, Inc. continued promoting maple syrup and their brand through NASCAR this year. In October they sponsored Winning NASCAR Sprint Cup series driver, Kevin Harvick, who drove the Camping World Truck Series (NCWTS), No. 14 Anderson’s Maple Syrup Chevrolet in the Kroger 200 at Martinsville (Va.) Speedway.

Anderson’s also sponsored a BBQ recipe contest this summer. Contestants entered their favorite BBQ recipes for a chance to win one of two Rec Tec pellet grills. The grand prize winner was also invited to the Martinsville race. The winner, Joseph Strader of Michigan, as part of his grand prize, had his name added to the leading edge of the hood of the No. 14 Anderson’s Maple Syrup Chevrolet at Martinsville.

Harvick, who is known to love racing trucks at Martinsville, said this prior to the race, “...We’re very excited to have Anderson’s Maple Syrup on board for this event. I’m really looking forward to the chance to win this race and have some fun as well.” Harvick’s full-time ride is the No. 29 NASCAR Sprint Cup Series Chevrolet. He drives for Richard Childress Racing (RCR), Harvick started the Martinsville Kroger 200 from the 21st position but made his way to the front early in the race.

Harvick ran in second place before eventually dropping to third, when a late race incident took him out. Damage was sustained to the No. 14 during a multi-truck wreck on lap 188. Harvick was forced to take the truck to the garage, finishing in 30th place.

The wreck that took out the No. 14, involved Harvick and Ty Dillon, the grandson of Harvick’s Cup Series car owner, Richard Childress (RCR). Harvick’s controversial statement regarding Dillon following the wreck caused a media firestorm. For more information on the excitement, visit www.AndersonsMapleSyrupRacing.com.

Harvick’s official statement after the race was, “I just have to thank all the Anderson’s (Maple Syrup) guys for everything they do in this sport. We were biding our time in the top five, waiting for the right time to make our move, and unfortunately we didn’t get a chance to race for it at the end. Thanks again to Bob (Newberry) and all the guys at NTS (MotorSports) for having me drive their trucks this season at Martinsville. I really wanted to give them their first NCWTS win.”

Anderson’s Maple Syrup also sponsored Ron Hornaday in the No.9 NTS truck this year in Dover, Kentucky, Iowa and Chicago. Their final race of the year was with Miguel Paludo and the No. 32 truck at Texas Motor Speedway. Miguel Paludo finished 8th. You can follow all of the Anderson’s Racing fun on Twitter, Facebook and at www.AndersonsMapleSyrupRacing.com.

All-American Maple Outfitters Opens Retail Store in Holcombe

For the past 4 generations, the Grape family has been working in the maple industry in some form or another. From tapping and boiling to making maple syrup equipment and even dedicating time and being members of the Wisconsin Maple Syrup Producers Association, Corey Grape and his wife, Jessica want to continue the tradition and offer their knowledge and expertise to other producers and people interested in the industry.

Corey Grape, owner and operator of GBM LLC and Grape’s Sugar Bush, realized that his businesses have been outgrowing the building on County Highway W in Holcombe. The opportunity arose to be able to purchase a building on State Highway 27 in Holcombe. The move was made in January of 2013 and All-American Maple Outfitters was established.

All American Maple Outfitters, Corey’s goal is to provide customers a convenient outlet to purchase equipment and supplies to make their production of maple syrup sustainable and profitable. It is also his goal to give maple syrup producers an opportunity to learn more about the trade through seminars and educational courses right there at the facility.

The retail store provides top quality brands of maple syrup equipment and supplies. Some of the companies they carry are: All American Maple Outfitters is proud to be offering brands like Leader Evaporator. Leader Evaporator Company is the largest U.S. manufacturer of equipment for the production of maple syrup. They have been making equipment since 1888 and have top quality waders and up to date machining to be able to offer innovative and well made equipment for the price. Of course All American is also offering their own, GBM LLC equipment and supplies. This company has been making maple syrup equipment and supplies since 1985. GBM LLC is the largest manufacturer of the sap tank holder and also offers small wood-fired evaporators for the hobbyist at an affordable price. Another brand that All American Maple Outfitters is proud to offer is the Marland. They have been using Marland equipment in Maple Syrup production. Automatic draw-off and evaporator controls are just some of the Maryland items that you can find here. The store offers a wide range of products from tapping and tubing supplies, to evaporators and anything in-between. If you need it, All American Maple Outfitters has it and if they don’t, they will make every effort to get it for you in a reasonable amount of time.

All American Maple Outfitters, it is not only an appropriate outlet to purchase equipment and supplies, but it is also a place to learn about your production. They offer services such as: custom tubing, custom syrup tanks, custom made parts, custom tap heads and much more. They only want to help you troubleshoot or implement your risk or existing tubing system in your woods. The Grape family invites you to stop in and check out All American Maple Outfitters located at 2017 State Highway 27, Holcombe, WI.
WISCONSIN WINTER MAPLE SYRUP INSTITUTE TRADE SHOW January 10 – 11, 2014 THE PLAZA HOTEL & SUITES Wausau, WI

Remember to mark your calendars for these two informational, fun filled days. There is a lot to learn about winter maple syrup production and this is the place that can help you. We are gearing up to have a great show and meals.

The first day our equipment vendors will be setting up their displays during the day. Our trade show will officially open a 4:00 P.M., but if you are there earlier, I am sure that any of the vendors will visit with you. Every year they have different equipment to show us and they are also there to answer your questions. From 5:30 – 6:30 P.M. there will be a social hour followed by our buffet and awards presentation. We will be drawing a winner’s name from our fall tour. That person will receive a free fall tour in 2014. It will be in District B. We will then follow this with the presentation of the Maple Producer of the Year Award which will be followed by the Honorary Life Member Award. On Saturday, we will open with registration starting at 7:00 A.M. during which time we will have coffee and doughnuts. There will also be time to visit with the equipment dealers at this time. At 9:00 A.M. everyone will be welcomed by our Association President, Al Hermann. Al will then introduce our morning speaker, Michael Farrel. He will be presenting the topic “Marketing Pure Maple in the 21st Century”. At 10:30 A.M. everyone will have a half an hour break before resuming his presentation. We will have a lunch buffet at 12 Noon and at

IMPORTANT INFORMATION FOR THE WINTER INSTITUTE:
Room rates at The Plaza are $75.00 plus tax. I have them blocked in until December 20th, but to be sure that you get a room call now at 1-800-754-9728 or 1-715-845-4341 and give them the block number which is 2793. I have rooms blocked in for Thursday, Friday and Saturday. If you do not give them this block number you will end up paying over $100.00 per night. This rate also includes a Continental Breakfast.

The registration fee for the Winter Institute and meals is as follows:
Friday Buffet and Awards Ceremony $30.00 per person
Saturday Buffet (members) $40.00 per person
Non-members $65.00 per person
Students w/association member $15.00 per student
This includes the entire day on Saturday. Vendors will have to register also. Their booth set up does not include meals.
Deadline for this registration is December 30th, 2013. After that you will not be guaranteed a meal, as meals are fixed on the registration numbers. A Winter Institute flyer should be coming to you in the mail from one of your dealers. They have agreed to send them out for us.

AUCTION ITEMS NEEDED!!!
Wisconsin Maple Syrup Producers, we are in need of auction items that will help us raise money for our association and also a portion that will be donated to the Maple Research Fund. We are one of the very few associations that have not donated to this fund and we feel that it would benefit all of us as maple syrup producers.

The items can be new, used or even antiques. We just ask that they are in good condition and something that others would be willing to bid on. Please let me know in advance of what you are willing to donate, so that we can get them on a list for the auctioneer.
Thank You to everyone who is willing to donate and also to those who will bid on these auction items.
My phone number is (715) 447-5758 or my email address is gretchen_grape@yahoo.com

and at 1:00 P.M. our maple association will be hosting an auction. The proceeds from this auction help our association promote maple and also it was voted on this year to put a percentage towards the Maple Research Fund.

From 1:45 P.M. until 4:15 P.M. there will be breakout sessions for you to attend. At this time we are still in the planning stages as to what the subjects will be. There may be a session on Text Marketing. I know that there will be a Beginners Session and also Michael Farrel will have a breakout session. During which time he will have his new book “The Sugarmaker’s Companion” for sale. Did you know that as well as maple, you can also tap birch and walnut trees? He will be talking about that during his presentations.

Please Reserve:

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<th>Item</th>
<th>Description</th>
<th>Cost</th>
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<td>Buffet</td>
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<td>Buffet</td>
<td>Saturday Buffet (members)</td>
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<td>Buffet</td>
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<td>Buffet</td>
<td>Student w/WSMA member (with lunch)</td>
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<td>Buffet</td>
<td>Non-members (includes lunch) or join &amp; have the extra amount applied to dues</td>
<td>$65.00</td>
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Total: $135.00

Deadline for this auction is December 30th, 2013 (meal head count). Late registration & walk in’s are welcome but not guaranteed a meal. (No Refunds after this date).

Send this form with payment to: Gretchen Grape Executive Director WSMA 33186 County Highway W Holcombe, WI 54745-4430

If you would like a flyer and haven’t received one in the mail, contact: Gretchen Grape at 715-447-5758