

ONTARIO MAPLE MAINLINE



PRESIDENT'S MESSAGE

Maple Dateline

Mainline Deadlines

Spring - Feb. 15, 2024

Summer - May 15, 2024

Fall - August 15, 2024

Winter - Nov. 15, 2024

Board Meetings - 2024

Feb. 23rd May 15th

June 17th July 23rd

Oct. 1st Nov. 19th

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Sweet Ontario

PURE MAPLE SYRUP

“Just Ask”

By Randal Goodfellow

Just Ask John; I have, on more than one occasion, caused a delayed in the publication of both the e Newsletter, and The Mainline while he waited for my written contributions.

I find it challenging to find the right words of wisdom, insights, and inspiration that I think (maybe erroneously) are expected in a ‘President’s Message’. The end result is that I procrastinate sitting down at the computer to write something.

Because I only have a limited supply of words of wisdom, insights, and inspiration; and because wisdom, insights, inspiration abound in our membership, I have in recent President’s Messages begun to **Just Ask** readers. To date I have **Just Asked** readers:

- To share what new things they have **learned this past season**;
- To suggest **names of next generation maple producers** that we should include in the new *‘Profiling a Next Generation Producer’* feature in The Mainline;
- To **name journalists** (print, audio, visual) who provided top-notch accurate coverage of the maple products sector and send an example of their work. The idea is that we could eventually create a media award such as other sector organizations do.

To date:

Terry Hoover has shared a **new thing that he learned this season** which was that de-mineralized water (permeate) does not conduct electricity but rather that it is the minerals in water that conduct electricity. He found this out when his electric extractor would not work. Terry explained:

“There are two 2 probes in an extractor, once the sap level gets high enough it touches the top probe and the pump turns on and once it empties to bottom probe it shuts off. The extractor was not turning on when the ‘water’ hit the probe so I called in an equipment service technician and it still would not work. As a last resort the technician connected the two probes with two screwdrivers and on went the pump!! The technician jokingly said that the water was too clean! A little light went off in my head! For the first time



Maple weekend

Continued on Page 2

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Training Coordination: **Dave Branson**

Governance: **Bob Snider**

Government & Industry Relations:
Randal Goodfellow

Marketing, Branding & Promotions:
Leann Thomspson

Member Services: **Frank Heerkens**

Best Practices: **Brian Bainborough**

For committee chair contact
information, email
admin@ontariomaple.com

*this year I decided to use permeate to flush the lines. That's when the technician explained **water does not conduct electricity!** It's the minerals and iron and in the water that does. That info will save you \$350 in parts and labour!!"*

We have received a number of links to good / accurate media coverage but no response to the idea about establishing a media award and no recommendations on next generation producers to feature.

For this issue of The Mainline the above **Just Ask** questions are still open. Please send me your examples and recommendations and they will be used in future preparation of the e Newsletters and The Mainline.

With the objective of creating greater two-way communications in the E Newsletter and The Mainline please send me questions that you want to **Just Ask** of me. They will be used in future editions of the E Newsletter and The Mainline.

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**Thank you for your support of our
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EXECUTIVE DIRECTOR'S REPORT

Why so many surveys?

These days, every organization has limited resources. Information is a necessary part of directing the use of those resources. Online surveys are a cost effective way of gathering that information.

For example, OMSPA has been working with the OFA on Crop Insurance for maple syrup. We must present background information to Agricorp as part of this process. We need Ontario production data, luckily available from many years of our Production Survey. We also need to gauge the interest of our members in this insurance product. Thus, the survey emailed out last month. It's important to hear from those interested in it and those who are not. It will take a large amount of time and effort to put insurance in place, so we need to know that our members are interested in this risk management tool.

Why would this insurance be better than holding some extra barrels over from one season to the next? Because government will pay a portion of the administration costs and the premiums.

While you are at it, take the time to compile the statistics for our Production Survey and submit it online or using the sheet enclosed. The stats in this survey are so useful for us as an association and for individual members. I just had a request for bulk pricing in Ontario over the last 20 years from one of our members doing business planning. Because of the Production Survey, we have that information available.

Work continues on our marketing program for Ontario maple syrup. We have received a grant for 50% of the costs of the planning phase through Grow Ontario. We are now part way through the approval process for another portion of funding with FedNor. Keep your fingers crossed!

See you at the Summer Tour!

John Williams

Online versions of the Crop Insurance and Production Surveys are on omspa.ca in the Members Only section (pw brix). Please call the office if you need a paper copy.

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NORTH AMER. MAPLE SYRUP COUNCIL UPDATE

A delegate meeting was held May 10 in Croghan, NY in conjunction with the Hall of Fame inductions May 11, with Stu Peterson (Minnesota) and Yves Bois (Quebec) being inducted into the Hall. It was great to see that all signage in the venue has been replaced, proclaiming the facility as the International Maple Museum.

Crop reports from all associations including Quebec were presented, with most reporting that those who tapped early and used technology had at least an average year if not above average. Quebec reported 200M lbs, similar to 2022 results. They announced that the reserve will be fully replenished.

A permanent ED search committee proposed a Summary of Responsibilities for the role; the draft posting for the position and time-frame was proposed to the delegates for approval at this meeting. This posting will be advertised by the end of May. Applications will be accepted until the position is filled, with applications received by July 15 being given priority. The committee consists of David Briggs, Helen Thomas, Alison Hope, Jim Adamski, Co-Chairs Stu Peterson and Brian Bainborough.

The Hall of Fame committee, chaired by Ray Bonenberg, presented terms of reference for the selection processes involved with the Hall. This proposal was unanimously endorsed by the Council.

NAMSC's Education group is looking at ways to expand criteria for the grant process, to include more collaboration between associations and industry. This

approach is similar to what Ontario did with the University of Maine.

Maine is hosting the NAMSC conference in Portland, Maine October 21-24 and the host group reported that things are on track, and registration will be available by summer.

Ontario will be hosting the NAMSC Conference in 2026 in Sault Ste Marie. The host venue has been selected as the Quattro Hotel and Conference Centre. The next committee meeting for the organizing group is being held in the Sault on June 13th.

NAMSC had previously received funds from various donors and managed these funds separately. At the October conference a motion to consolidate these investments was made and approved. Terms of reference were proposed at this meeting to document and memorialize the purpose of the Legacy Fund. This plan was passed unanimously after some discussion.

The Research Committee reported that a "request for proposals" has opened and the committee will accept preliminary proposals now.

The International Grading school is to be held right after the annual conference, and is partially funded by NASMC. Please consider adding your name now to attend Ontario's school in 2026, as there already are names of hopeful participants on the list, indicating their wish to attend.

Brian Bainborough, NAMSC President,
OMPSA Rep.



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NAMSC LOOKING FOR EXECUTIVE DIRECTOR

The North American Maple Syrup Council (NAMSC) is excited announce an opportunity for a visionary and skilled leader to join our team as Executive Director. This critical role offers a chance to work with NAMSC's members to shape the future of maple products and lead initiatives to improve and enhance our industry.

We are seeking candidates who have a genuine passion for agriculture and an ability to work well with a range of constituents to advance the interests of the Council and the broader maple producer community. The industry and NAMSC have made great strides in recent years, and the Council now seeks a permanent part-time Executive Director who can build on that momentum to lead NAMSC's continued success and growth.

Applications will be accepted until the position is filled, with those applications received by July 15 being given priority consideration. We hope to select a candidate in September to begin work in early October.

To learn more about this opportunity and to apply, please visit NAMSC – North American Maple Syrup Council <http://northamericanmaple.org>

STEPS LEADING UP TO THE PROPOSED BYLAW AMMENDMENT

Governance Committee Report, May 2024

A bylaw amendment that modernizes OMSPA's governance and brings the Association into compliance with the Ontario Not-for-profit Corporations Act has been prepared by the Governance Committee with the support of SV Law in Guelph. Since the fall of 2023 the Governance Committee has sought input from both the Board and local leadership. The Board of Directors reviewed the draft bylaw at the May 14, 2024 meeting and provided input on several key changes. In early June, 2024 Local leadership will be invited to participate in a question-and-answer session about the bylaw amendment. At a special meeting of the Board in June, 2024 a motion recommending that the proposed amended bylaw be put to the members will be considered.

With the Board's approval to move forward notice will be provided to the membership that a motion to adopt the amended Bylaw will be put to the voting members at the July 17, 2024 Annual General Meeting of the Ontario Maple Syrup Producers' Association. The proposed amended Bylaw will be posted online on or about June 30, 2024 with a member zoom meeting to answer questions conducted in mid July, 2024.

The support of the Governance Committee, Local leadership and Board Directors has been both helpful and appreciated.

Bob Snider

Chair, OMSPA Governance Committee



Sweet Innovations

SUMMER TOUR & CONFERENCE

July 17-20, 2024 North Bay, ON

2024 Algonquin Summer Tour Maple Syrup Competition

Algonquin Local is gearing up for a great Summer Tour based out of North Bay!

Producers are invited to enter the 2024 Maple Syrup Competition where the top 3 choices of the judges in each class as well as the Best in Show will be recognized by their peers and awarded prizes! So put aside that award winning syrup this spring! All entries will be returned to the producer along with a score card.

**Entries must be delivered to the Conference Registration Desk
by 8:00 AM on Thursday July 18, 2024.**

Go to www.omspasummertour.ca to download the entry form.

Maple weekend

weekend de l'érable

2024 Recap



Members Take Part in OMSPA's 8th annual Maple Weekend!

Seventy-five members from different parts of Ontario took part in Maple Weekend over the first weekend of April. Started in 2015 (with two years skipped due to the pandemic), Maple Weekend provides consumers with a chance to engage directly with local maple producers and witness the process of making maple syrup firsthand.



Participants

75 members from all 11 locals took part. Participation is open to all members.



OMSPA's Investment

\$1,500 marketing budget. Website is included in core budget. Executive Director provides support.



Marketing Reach

Between January and April, social media pages reached 114,881 people. Visits to the website were 108,000. Maple Weekend and Where to Buy Maple Syrup pages were most visited.



Surveys

Visitors and participants were surveyed to help improve future events. This feedback is shared with the locals. 58% of Maple Weekend participants completed the Participant Survey



Visitor Data

Extrapolated From the Participant Survey Data:
 Total attendees - 18,230
 Total sales - \$221,667
 Average sale per visitor - \$12.16



Volunteer Hours

Maple Weekend relies on volunteer hours from the Marketing Events Working Group who contributed approximately 150 hours to organize the event.

Thank you to the group members for their dedicated work: Brian Bainborough, Ray Bonenberg, Clancy Lavender, Paul Partridge, Amy Shaidle, Steve Smith, Kevin Snyder, Andy Straughan, Leann Thompson, Mark Youmans, Anne Zoeller, Randal Goodfellow, John Williams, Amy Hogue

Testimonial from 2024 Participant:

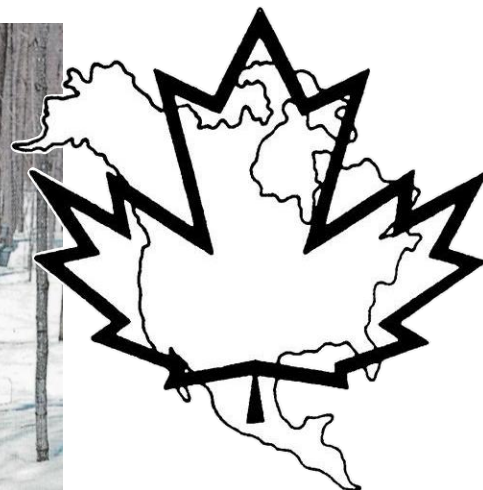
Our best weekend for sharing information with others about how maple syrup is made from tree to bottle!



2025 Dates: April 5 & 6

North American Maple Syrup Council 65th Annual Conference

*“Be Sure It’s
Maine Pure”* October 21-24, 2024



Maine Maple Producers Association Welcomes You To Portland, Maine!

Maine Maple Producers Association welcomes you to join us for the 65th Annual North American Maple Syrup Conference. This will be located just inland from the beautiful coast of Portland, Maine at The Double Tree by Hilton. We are looking forward to seeing you all.

“Be Sure It’s Maine Pure”

For more information and updates visit
<https://mainemapleproducers.com>

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PROFILING A NEXT GENERATION PRODUCER BY RANDAL GOODFELLOW

Name: Alexander (Alex) Beaudette

Age: 24

Location of the maple syrup operation:

St. Andrews West, ON (EOMSPA
Chapter of OMSPA)

1. How did you become interested in the maple syrup industry?

- Alex is a member of a 6th generation dairy farm family who until his interest were not maple syrup producers;
- An entrepreneur from an early age, he bought chickens in Grade 6 and produced eggs to sell to neighbours and teachers at his school;
- The same store where he bought the feed for hens in Monkland, ON also sold maple equipment so by Grade 8 he purchased his first equipment using his profit from the sale of eggs;
- He started with 20 buckets and a heating plate, then moved to a flat 2'x 4' pan on a home-made arch and has grown from there every year;
- He has learned from being a member of OMSPA.

2. What is the current scale of the operation: Taps / equipment-processing capabilities / how is the maple syrup marketed / any value-added products?

- Alex, in addition to being a full-time member on his family's 85 cow dairy farm, currently has 1,400 taps and is installing an additional 600 taps in 2024 to be at 2000 taps for the spring of 2025;
- The taps are located on the home dairy farm as well as on a neighbour's

property that he rents on a per tap basis;

- Currently, he produces using a 2 x 6' flued evaporator, an RO that bring concentrate to 20 Brix, and a vacuum & monitoring system that achieves 28 inches of vacuum;



Alex in his element

- 20% of syrup production is sold retail at the farm and a holiday market, 80% is sold in bulk;
- His current sugar camp is a 20 foot sea freight container which he is rapidly out growing.

PROFILING A NEXT GENERATION PRODUCER - continued

3. Who is involved with you in the operation?

- Alex receives help in the woods from his brother, and occasionally from his mother in the sugar camp.

4. What stage are you at in integrating into this operation?

- Alex is the principle operator of the maple syrup business on taps that he rents from the home farm and neighbours using equipment that he owns;
- He is also integrating in to the ownership of the dairy operation.

5. What plans do you have for the future of the maple syrup operation?

- A new 36' x 50' sugar camp to be built in 2025 and ready for the 2026 season (engineering is being done and designs are being drawn up; builders are being sought);
- The purchase of a 3' x 12' evaporator is planned to allow for production beyond the 2000 tap level;
- An expansion to 7000 taps over the next decade on owned land and rented taps.

6. What educational background do you have?

- Diploma in Agriculture from the University of Guelph (Ridgetown).

7. How has this, or might this contribute to your maple syrup operation / to the maple syrup industry?

- This education has helped him to take a commercial approach to optimizing

his maple syrup yields while controlling operating and capital expenses.

8. Have you taken up any leadership position in the Ontario Maple Products Sector?

- Alex is a director of the local OMSPA Chapter (EOMSPA);
- He is also the V.P. Of the local chapter of the Junior Farmers of Ontario.

9. Tell us something interesting about yourself; i.e. your 'backstory'

- Alex's backstory is on of entrepreneurialism and hard work from an early age;
- At age 24, he has many more years to build a backstory;
- The recent Maple Production Improvement Initiative has been key to his recent expansion (larger RO, monitoring system, new filter press, tanks, etc) and came at an opportune time for the planned growth of his business.

10. What can OMSPA do for emerging / next generation producers like you?

- One of the main things that OMSPA can do for producers like himself is continuing education by providing high quality information made available through webinars and hands-on workshops;
- Another key focus for Alex is the continued lobbying government for granting programs such as the one that supported his recent expansion.

**LANARK & DISTRICT MAPLE COMPETITION WINNERS
at the Festival of the Maples**



Grand Champions - Oliver's Mapleworks



Lanark County 4H Awards Ceremony



Champions - Century Maple



*Best Maple Sales Booth -
Thompstontown Maple*



*Reserve Champions - Thompson's Sweet
Retreat*



*Best New Exhibitor - Oak Leaf Road
Maple Syrup*



*Marion Paul Memorial Award for Value Added Basket -
Thompstontown Maple*



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Elmira Produce Auction Cooperative Maple Syrup Sale April 18, 2024

The auction in April sale showed a huge increase in volume over the January sale. The volume was up about ten fold but the prices stayed at a fairly good level, only showing a 7% drop in barrels. Reflecting the weather of our season, there were large amounts of dark and very dark available. The high numbers of pails did push down prices a bit more than in barrels. The next sale will be on July 18th.

Here are the statistics:

Drums:

	Total Weight	Average
Golden	1779 lb.	\$3.15/lb.
Amber	9275 lb.	\$3.05/lb.
Dark	6135 lb.	\$2.92/lb.

Very Dark	3180 lb.	\$2.73/lb.
Overall drum price		\$2.97/lb.

Pails:

Golden	2665 lb.	\$3.11/lb.
Amber	3484 lb.	\$3.08/lb.
Dark	8684 lb.	\$2.84/lb.
Very Dark	3344 lb.	\$2.72/lb.

Overall pail price		\$2.90/lb.
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Total sale average of		\$2.93/lb.
47 drums and 296 pails were sold.		

The next sale is scheduled for July 18th, 2024, followed by October 17th, 2024.

WHOLESALE MAPLE SYRUP AUCTION

July 18th, 2024 (Sale starts at 1:00 pm)

7400 Reidwoods Drive, Elmira ON

Maple auctions also on Oct. 17 2024

Product will be received, starting at 8:00 am on sale day.

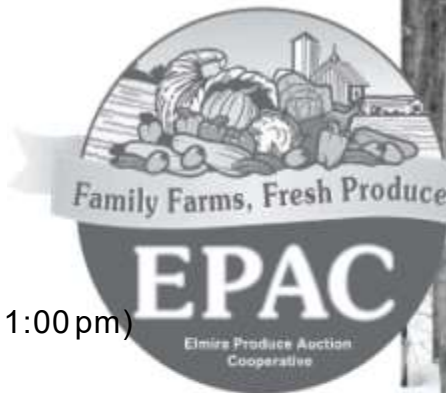
Please try to be on site by 10:30, to let us book you in.

Order buying available

All Ontario syrup produced in accordance with Ontario syrup production guidelines accepted. **Please provide a sample bottle** and the brix of each lot. SS drums preferred but pails accepted. Containers need to be food grade. Galvanized is discouraged.

For information call: 519-669-3884

Lunch booth on site.





ALGONQUIN LOCAL: 2024 SUMMER TOUR & CONFERENCE HOSTS

Greetings everyone from the Gateway to the North! In the last mainline, we gave you a quick synopsis of our guest speakers for the 2024 Conference and Summer Tour. This month we are offering a preview of the tour hosts and their farms. We have ten locations over two days and will be serving lunch as part of the bus tours.

The site tours begin on Thursday with two of our region’s biggest producers. Both families are well known in the maple community and have not only grown their operations from humble beginnings but have been inspirations for countless other producers both locally and provincially. Both Hubbert’s Maple in Sundridge and Matthews Maple in Powassan tap over 15,000 each. They utilize RO to concentrate sap and steam evaporators to complete the process. Also in Powassan, right behind Mathews, is Bella Hill Maple. Dan and Lori Costello have been making award winning maple syrup on their 110-acre sugar bush for over 30 years while tapping a conservative 2,000 trees. Having carved out a niche in local grocery stores, online, and from the farm gate, they have also been a big part of the Maple Weekend, Fall in love with Maple, and the Powassan Maple Festival.

Not far down the asphalt trail is Sugarstone Farm and your hosts Andy and Shelly Straughan.

Tapping over 1,400 trees they have worked hard not only at developing a sustainable diverse property but have trained their children to appreciate the complexities of true maple syrup from the time they were able to say “mmmapple!”. Both Andy and Shelly have strong backgrounds in forest management and have been more than willing to share their expertise. Despite Andy’s suggestion on our farm to “get rid of

all that spruce” he does claim to appreciate them. Andy is currently serving as President of the Algonquin local and like most maple families he and Shelly work extremely well as a team for the Summer Tour ’24, Powassan Maple Festival, Maple weekend, and Fall in Love with Maple. Andy was also the inspiration behind the New Ontario Maple Red Lager which will be available during the Thursday night Banquet.

Over the river and through the woods will take us to Long’s Sugarbush. Paul and Mary Kate welcome you to their generational family run maple farm. As a graduate of

Maple Life Family University, Paul has grown up with an appreciation for all things maple including the amount of work that goes into

(Continued on page 16)

SUMMER TOUR 2024 continued

each golden jar. Tapping over 10,000 trees and boiling with steam Paul and Mary Kate have changed roles and are now teaching the next generation the finer points of brix.

Thursday evening Algonquin invites you to banquet! The chef at the Best Western has been thrilled and inspired to create a menu fit for the Ontario Maple industry. Whether you are a backyard producer or a commercial producer you will be sure to enjoy an amazing offering.

Friday kicks off early as we have a lot of ground to cover. Visiting Michael's Maple, hosts Michael and Jennifer Levitan are more than happy to share the journey of the small (microbrewery) sugar bush. Featuring battery operated vacuum and transfer pumps, no RO, and a boutique operation that has grown from 10 taps and a turkey roaster to 300 (2025) and a 2x6 CDL evaporator. Michael is grateful to the planning committee for selecting his place for the tour because it has permitted some expansion approval from the Mrs. all in the name of "it's for the tour!".

Travelling up the road and around the corner you will visit Weiskopfs Honey and Maple Syrup. Hosts Wilfred and Carmen Weiskopf are more than pleased to show you around their almost 500 tap sugar bush and wood fired evaporator. In an ideal situation all sap lines run downhill to the sugar house. Unfortunately, this is not the case for the Weiskopf's but this does present an opportunity to rise above the dilemma. This of course creates an ideal situation for innovation and creativity. Longtime generational sugar makers and OMSPA members (yes, they introduced me to OMSPA) are diligently teaching the next generation.

Now sit back and relax, and if you are on Randall's bus you might be able to talk him into sugar bush karaoke... (but you didn't hear it from me.)

Next stop, we visit our hosting First Nations community and Tom's Sugarshack. Tom Stephens and Steph are more than happy to share their experiences of growing their family run sugar bush to over 5,000 taps.

Heading up the highway to visit hosts Dan and Tracy Séguin of CreekBend Farm/Sucrerie Séguin Sugarbush we will highlight 2 locations. First will be the sugar bush, located on 200 acres of crown land tapping over 8,000 trees. Using RO and a highly efficient wood fired evaporator they have produced award winning syrup that is sought out from across Canada. Down the road a wee bit is their home and CFIA certified kitchen and packing facility. Long time members of OMSPA Dan and Tracy have done an amazing job of teaching other sugar makers the craft and have been significantly involved in developing the community. Friday's amazing lunch will be served at their home location with an award winning featured chef.

But, that's not all! There are 5 more locations you are welcome to visit on Saturday at your own pace:

Sugarbush Hill, Woodgate Farm, Barmont Maple, Maple Hill Farm, Utterson Valley Blueberry Farm and Sugar Shack. For more information and directions please see the web site, and all of this will be in the program book which you will receive upon registration on Wednesday July 17th.

See you at Summer Tour 2024!

Michael Levitan, co-chair



REGISTRATION FORM

2024 OMSPA Summer Tour

Wednesday July 17 to Friday July 19, 2024



Name(s) as you like them to appear on the name tag(s) (Add additional names in the Notes section below)

Name #1: (First/Last)	Name #2: (First/Last)
Address:	E-Mail:
Telephone:	OMSPA Local:

Activity	OMSPA Member	Youth (Age 2-17) Under 2 FREE	Non Member	Qty	Total
Full 3-Day Package (July 17-19) (WITH Breakfast Best Western) Includes: Wednesday Speakers (2 sessions), Tradeshow Access, Opening Ceremony and Meal, Coach Bus Site Tours Thursday and Friday with lunches, 2 Breakfasts (at Best Western Hotel), Thursday Buffet Banquet.	\$ 310	\$ 285	\$ 355		
Full 3-Day Package (July 17-19) (WITHOUT Breakfast Best Western) Includes: Wednesday Speakers (2 sessions), Tradeshow Access, Opening Ceremony and Meal, Coach Bus Site Tours Thursday and Friday with lunches, Thursday Buffet Banquet.	\$ 254	\$ 229	\$ 299		
Wednesday ONLY – Speakers, Tradeshow, Opening Ceremony & Dinner	\$54	\$52	\$72		
Thursday Tour ONLY – Coach Bus Tour & Lunch	\$ 70	\$ 60	\$85		
Friday Tour ONLY – Coach Bus Tour & Lunch	\$ 70	\$ 60	\$85		
Thursday Banquet Buffet Dinner – Banquet Dinner & Auction	\$ 60	\$ 57	\$57		
Thursday Breakfast @ Best Western – Classic Buffet Breakfast	\$ 28	\$ 28	\$28		
Friday Breakfast @ Best Western – Classic Buffet Breakfast	\$ 28	\$ 28	\$28		
TOTAL:					

Notes: Dietary needs? (Additional Names) _____

Payment Options:

1. Interac e-Transfer: Email registration and send e-Transfer to amspaontario@gmail.com (Preferred)
2. Payment by Cheque: Mail registration with payment (CDN funds) payable to **Algonquin Maple Syrup Producers** to: Shelley Straughan P.O. Box 129. 150 Lindsay's Hill Rd. Trout Creek, ON P0H 2L0



www.omspasummertour.ca



amspaontario@gmail.com



Sweet Innovations

SUMMER TOUR & CONFERENCE
July 17-20, 2024 North Bay, ON

Wednesday July 17

- 10:00 am Registration opens, Ballroom Lobby
- 11:00 am Trade Show, Ontario Rooms A, B, C
- 1:30 pm Guest Speaker **Tauseef Khan**, Regency Ballroom
- 3:00 pm Guest Speaker **Mark Isselhardt**, Regency
- 4:00 pm Ballroom Trade Show and Networking
- 5:00 pm OMSPA AGM, Regency Ballroom
- 6:00 pm Opening Ceremony
“Tastings of Maple” by Chef Maxime Corriveau

Thursday July 18

- 6:30 am Registration, Ballroom Lobby
Buffet breakfast, Regency Ballroom
Trade Show, Ontario Rooms
- 7:30 am Tour busses depart (sharp!) Southern Area
- 4:00 pm Trade Show
- 6:00 pm OMSPA Gala Banquet and Auction

Friday July 19

- 6:30 am Registration
Buffet Breakfast
Tradeshow
- 7:30 am Tour busses depart (sharp!) Northern Area

Saturday July 20

- 9:00 am Self Guided Tour (until 2:00 pm)



IN COLLABORATION WITH
OUR AUTHORIZED DEALERS

SAVE
10%

ENDING ON JUNE 30TH

OR

60 MONTH TO PAY AT AN
ADVANTAGEOUS RATE OF

2.99% **



Shift Gears for Success

Looking to gear up with the best maple sugaring equipment for the next season? Pedal no further than our top-of-the-line products! Our maple sugaring equipment is crafted with the highest quality materials and expert workmanship, ensuring a smooth and efficient maple sugaring ride. From evaporators to tapping equipment, we've got everything you need to make this season your best lap yet. But don't brake too long to secure your orders - our equipment is flying off the racks!

Order now to guarantee your supply and shift your maple sugaring game into high gear.

The 10% discount on the retail price applies to everything sold by Lapierre, except for tanks, silos, transport tanks, stainless steel drums, plastic bottles and jugs, non standard or special order items. A 20% deposit is required to benefit from the discount. The offer is valid from April 15th, 2024, to June 30th, 2024. Orders deliverable before August 31st, 2024. Valid at participating dealers. Consult your Lapierre representative for more details.

** Financing subject to credit approval, other terms available based on your needs.

Squirrel Creek Farm Ltd
Millbrook, ON
705 932-2868
maple@squirrelcreek.ca
www.squirrelcreek.ca

Weber Sugarbush Supplies Inc.
Heidelberg, ON
519 699-4769

Reist Farm Supplies Inc.
Elmira, ON
519 669-1422

Maple Ridge Farm
Barrie, ON
705 726-8973 (Barrie)
705 282-8758 (Manitoulin Island)
brian.bainborough@sympatico.ca

Garland Sugar Shack
Vars, ON
613 835-3362
garlandsugarshack@gmail.com

Springdale Farm Maple
Clayton, ON
613 256-4045
info@springdalemaple.ca
www.springdalemaple.ca



www.elapierre.com | info@elapierre.com

OMSPA Promotions Store

Contact the Executive Director at :

Phone: 613-258-2294

Email:

admin@ontariomaple.com

Maple Mainline Deadlines

Spring

February 15, 2024

Summer

May 15, 2024

Fall

August 15, 2024

Winter

November 15, 2024



ADVERTISING RATES

Classified Ads: \$12.00 /15 words + .80 each additional word

1/8 page: \$ 55.00

Sizes are available for review from the OMSPA Office.

1/4 page: \$ 99.00

Please supply print-ready ads in .jpg, .pdf or word format.

1/2 page: \$170.50

Black and white or grayscale layout is preferred.

Full page: \$302.20

Ad set-up can be provided at an additional cost.

Invoices will be sent to advertisers with the current Mainline edition. Rates are for members only. Non-members will be charged an additional 25% plus applicable taxes. Ask about our reasonable rates for our monthly e-letter. **Please note** that rates are under review and may change during 2024. Ask about our Corporate and Business Sponsorship plans.

THE ONTARIO MAPLE MAINLINE is a quarterly publication of the **ONTARIO MAPLE SYRUP PRODUCERS' ASSOCIATION.** For information or to place an ad, contact OMSPA:

2193 Wood Road, Wyebridge, ON, L0K 2E0 • admin@ontariomaple.com

www.omspa.ca

Telephone 613-258-2294



Ontario Woodlot Association

Consider joining the OWA for access to resources on forestry and private woodlot management.

To join: www.ontariowoodlot.com/join