

OMSPA Board of Directors Meeting
May 15, 2023, 9 am to 12:30 pm
Hybrid Meeting

Attendance:

Frank Heerkens	Michael Levitan*
Brian Bainborough	Kyle Gilbertson*
Ray Bonenberg*	Mark Youmans*
Leann Thompson*	Al Murray*
Steve Needham*	Jules Rochon*
Bill Vandenberg*	Randall Goodfellow*
John Williams	Chad Jackman*
Liz Garrett*	Steve Smith
Bob Snider	Jack McFadden

[Phil Thomas](#)

*attended on-line via Zoom

Guests:

Carl Campitelli

Michelle ?

1. Call to order, conflicts of interest if any, Approval of agenda - 4

The meeting was called to order at 9:05 am.

There were no conflicts of interest identified.

Other Business: Museum, (Ontario and International)

Governance: continuation of the board going up to the locals.

With some additions to the agenda the agenda was approved by Ray Bonenberg and seconded by Randall Goodfellow

2. Approval of Feb 23rd meeting minutes - 2

Two corrections were noted (Al was present) and will be added to the attendance and correction to the spelling of Chapeski.

The minutes of February 23rd were approved as amended by Peter Lorrigan and seconded by Phil Thomas.

3. Business arising from the minutes, action items - 10

- a) Shirt order on hold
- b) Insurance hold over
- c) Mainline update hold over
- d) Museum proposal - Al will update today later in the agenda under other business.
- e) North American order - complete and John had samples.

4. Local updates

Algoma - [Kyle Gilbertson](#)

- Started off with an early season then season then slowed down, below average.

- Workshop is planned for September 7th in conjunction with North American and IMSI. This is an all day session and the first to be done in Ontario..

Algonquin - [Michael Levitan](#)

- Average season if on vacuum; poor season for those not on vacuum. Reportedly higher levels of sugar sand in a lot of the areas.
- Six producers participated in maple weekend. Need a new rep. for MW as Tom Stehr is stepping down. The Powassan Maple Festival last weekend of April went really well despite rain and there were brisk sales.
- Board meeting next week.
- Secured primary location for Summer Tour 2024.
- Report on Michael's sugar house fire and thank you to Algonquin members for their help.

Eastern - Jules Rochon

- Great season.
- Three courses on the go throughout the year: Chainsaw, transformation (confections) and beginners course.
- Bilodeau and CDL will attend.
- Year one dercho meeting (one year) on May 27th
- Local governments have been invited to come in.
- Have spoken to Dave Branson and Leann for Summer Tour 2025
 - committee has been formed

Grey Bruce - Steve Smith

- Average season with 100% production.
- Five participants in Maple Weekend.

Haliburton and Kawartha - [Bob Snider](#)

- Reports indicated northern part of the area was average.
- For Maple Weekend 10 producers took part. Five of the 10 reported excellent crowds as well as excellent sales and will all return for next year.

Lanark - [Leann Thompson](#), [Randal Goodfellow](#)

- North of highway 7 impacted by an ice storm so reported below average or average early tapping. Better South of highway 7 with slightly warmer temperatures for better flows and less ice.
- 12 participated in maple weekend. Provincial First Tapping hosted at Thompson Town. One member at the Delta festival over Easter weekend had the best sales ever. 12 OMSPA members in the Festival of Maples Competition. Sales and attendance were good.
- The Summer Tour Committee is actively working at planning the upcoming tour..

Ottawa

- Typical north of 7 weather and could not take advantage of the February weather
- Big producer in the area has a more south facing forest so he did average. Ray below average. Quality was really good due to the cold weather and filtering was good.
- Maple weekend was incredible with 750 in attendance and excellent sales.
- Local still transitioning the treasurer, but we are still having issues paying with cheques.

Quinte - [Mark Youmans](#)

- Record sap flows through the season more in the southern half. Most producers did catch the early February run.
- Offering membership a 50% reduction on the North American manual. Board will pay half as an incentive.
- Fall workshop planned for September 9th value added products..
- Board meeting 2 weeks ago, looking at starting a maple syrup festival in Lennox Addington in late April 2024.

Simcoe [Jack McFadden](#)

- Had a mixed bag of production anywhere from poor to exceptional. a lot of sugar sand issues. Generally there seemed to be more dark produced than usual.
- Ten participated on maple weekend. Efforts to continue with maple weekend secured a grant towards maple weekend and towards general promotion.
- First tapping large number of politicians came out to John's operation. A lot of media coverage as well.
- Board has met twice now and put some time into arranging today's meeting.
- Board looking at courses and activities; novice course last year was sold out so perhaps have it again. A lot of work but provides a great service to members.
- Secured County of Simcoe grant for a total \$5,600 towards Maple Weekend and maple syrup promotion in general.
- Must be OMSPA members to participate at the Festival of Maples and, if not, a different fee structure applies. Not likely to happen with Elmvale as the lead local producer is not a member and won't rejoin.
- Elmvale Festival changed it's layout by moving off the main street. Weather not good but the sales were still good. Some talk of limiting producers to local ones.
- The International Plowing Match will be held in Dufferin County and we don't have a lot of members from the area. We do have one member on our board on the organizing committee. Close to the Wellington Waterloo border so ongoing talks to see if they can help us out.
 - Is it viable to have OMPSA at the event?
 - A generic OMSPA display would have been nice. Looking at getting a spot in a forestry tent with a variety of different organizations in a prime spot.
 - getting in with the OFA an option now that we aer memes.

Action item : Jack to head up sub committee. on the IPM with Leeann.

Southwestern: Bill Vandenberg and [Chad Jakeman](#).

- Early fantastic run, average to poor season..
- All golden or amber; very little dark.
- Most people had a good season in our area.
- On June 23rd a full month earlier than the Summer Tour an open house by Jakemans is planned to show our new facility.
- one participant Maple Weekend

Waterloo-Wellington: Al Murray,

- Executive meeting was held at the end of April and discussed a wrap up on the season.
- If you tapped early you had an above average; golden and amber quality.
- Set up display at Almira festival. Good turnout of about 80,000 people. .

- Maple weekend was good with 11 participants. Turnouts were above average.
- Looking for volunteers for the IPM.
- Maple purity research article was interesting.
 - Take action to connect with the University of Guelph.
 - Interesting CBC article about maple purity and the research that's going on at University of Guelph. (Action item for Phil).
- Potluck in June is a chance to connect with producers so we host it at a members home.
- First tapping was well attended.
- First tapping ceremony was well attended on a cold day with lots of politicians and media coverage.

5. President's report - FH - 5

The President presented his report (see attached) highlighting the following:

- Five Year Strat Plan has been sent to OMAFRA along with sector development priorities
- Grassroots Sector Development and Marketing Grants final reports were also submitted.
- 98% approval rate from membership.
- All committee members have been approved by the Executive.
- Future board meetings
- Museum funds
- Attended maple international hall of fame which was amazing. preserve history keep museum open. motion later to donate funds.
- Thinking about all local members present for a day conference.

6. ED report. - JW 5

The EDs report and a financial report included below.

- Grants - a lot of work lately.
- Maple weekend went well and the store was busier this year.
- If you have anything for the mainline please get into me.
- Member count is getting close to 600. Discussion on member recruitment.

7. Governance - BS

Strat Plan and Committee Mandates:

- Members were provided with a slide presentation regarding committee mandates and overview of the bylaws requiring executive meetings be held annually to execute standing committees and the terms of reference.
- Members were encouraged to review the mandate for each committee.
- Examples of the pillars of the Strategic Plan and their specific outputs were highlighted. Committee Mandates were a collaborative effort and, as per the bylaws, approved by the executive.
- In addition, constitutional amendments or a complete rewrite of the constitution will be undertaken next year to allow us to meet the ONCA (ON not for profit Corporations Act)
- Board members were encouraged to review the mandates and join a committee by the end of May.

Hybrid meetings:

A discussion was held regarding future meeting formats noting that the cost of travel (ie to Lindsay/Orillia needs to be taken into account. Members provided their input. Suggestion of a couple of hybrid meetings and a couple in person. Members will think about this and a vote will be held in July. The new incoming President should formulate how they would like to have meetings conducted. Randal will put together some options for the board to consider at the next meeting.

Government & Industry Relations RG See report below.

The following update was provided:

- All busy throughout the season.
- Mandate has been adopted, and all our committee members are in place.
- Strat Plan was submitted at the end of March along with submitting the maple sector dev plan. Both have been accepted.
- Maple Sector Dev plan is not on our website at present. In the Maple Sec Dev Plan it lays out what we will do as an industry and what we need help from Government with and there were 8 areas of challenges which were detailed.
- Minister of Agriculture announcement regarding climate resilience.
- Deputy Minister wants tours and visits in our sector so that the most senior people can come out and really understand the sector.
- OMAFRA at summer tour and conference and they want to show their support.

ACTION: add Sector Development Report to the website.

8. Summer Tour

A report was provided noting the following:

- Showing 55 currently registered,
- Revenue coming in and the process is online and manual also.
- List of sponsors and exhibitors that are lined up.
- Hotel is sold out on Thursday and Friday nights, but this was an error by the staff
- Board meeting the same week (Wednesday) the day before in Perth.
- AGM is on Friday.(Algonquin College on Friday).
- Algonquin College is also one of the sponsors. There are 40 speakers of different streams.
- [Dave Branson](#) working on a full agenda for the Summer Tour as there isn't a complete one right now.
- Is the syrup contest organized?

Awards

Discussion regarding awards and in particular who owns the syrup.

Lifetime Achievement and Award of Merit are the two awards.

Deadline for nominations is June 15

Criteria needs to be that they made a significant contribution to OMPSA.

ACTION: ED will circulate the document to the Board. Also will circulate award nominees to the board for an email vote.

9. M & P LT

Leeann circled report for all members (See below) noting the following:

Maple Weekend:

- General promotion on social promotion along with the newsletter.
- Marketing money to enhance this year and outline

- 68 producers from all our locals.
- There is a survey that has been done 26/68 responded but preliminary feedback exp 18,000 visitors and actual sales at 63K on the first weekend in april.
- Metrics in the report regarding digital marketing and notes a large growth.
- Other items included in the report Fall in Love with Maple (looking at dates for feedback membership over thanksgiving).

IPM discussion (International Plowing Match) Beneficial?, educational? Currently budgeted such that provincial provides support to the local. If the local wants to take it on we are there to support. Successful only when the local is interested and has the resources. Simcoe considering whether they are better to spend their time and resources on something that generates more interest locally like a Novice workshop.

Fall in Love with Maple regarding dates which might possibly fall over the Thanksgiving weekend. Request feedback from membership. Survey will be distributed.

10. Break - 15 min.

11. OMAFRA update - Jenny 10 no update

12. Communications - RB

Normal duties of working through mainline etc. It is really important, the media will spin stuff out and important for us to emphasize to the membership be careful with media. Communicate that a producer is asked to give an opinion that it is yours and not the view of OMPSA.

13. IMSI- RB

Report provided and attached highlighting that the AGM is June 6th and roundtable is June 12th. Implementation of an international marketing strategy is being worked on at the round table. A new country has been taken on for more intense marketing - AUSTRALIA.

14. Membership -SN

Currently 586 members. Reminders to renew went out around May 1st. We are working on a better shipping benefit. Looking at Clickship/Freightcom.com as an option to Flagship. Meeting set up to work on the membership brochure.

15. RTTC PT (Phil)

Buddy Sap program - several producers providing fresh samples this past season. The researchers have been out in the field with sample test strips for proof of concept. Promising results but some adjustments need to be made. on the damaged tubing project tubing samples may be sent to Trent university to analyse DNA traces to help identify what caused the damage.

16. QA BB

Mandate for our committee is now approved from the strat plan. Will work with tools from NA on the 50 questions and answers for hobbyists by Steve Charles . There is workshop September 7 in Algoma. Please notify Brian if your local is interested in a workshop.

NA: delegate meeting in Crogan on Friday followed by the Hall of Fall ceremony. Seems across the board the crop report is less than last year everywhere. There is a lot of golden syrup in the US. The conference planning for Massachusetts is going well. Make sure we don't miss the deadline for the research. There were 3 from Ontario added to the Hall of Fame recently and its positive. There is a lot more communication between the IMSI and NAMSC right now which is a good thing.

17. Other Business - 5

Waterloo Museum - Museum in St. Jacobs has closed so looking for a new home for the museum. Right now materials have been moved out of the old location and we have a local group looking at possible options. Nothing has been firmed up yet but the goal is to get it back up and running somewhere within our local (Waterloo-Wellington). Exploring partnerships such as the Region of Waterloo, donating artifacts or would like to open a new museum in ontario.

International Maple Museum - walked around in awe. Very little support from associations. The budget committee will look at donating.

Motion by [Brian Bainborough](#), Seconded by Bob Snider that the budget committee for 2024 consider donating to the International Maple Hall of Fame. Passed.

18. Adjourn: Next Meeting Wed, July 19th, 2023 at the Summer Tour. Conference Room of Best Western Perth. 4 to 6 pm

Action items:

- Options for Board meetings: location, hybrid, in-person, etc. Randal
- Maple sector Development plan up on website. John
- Award criteria circulated, emailed board vote on recipient nominees - John
- Algoma insurance Brian
- Budget committee to consider donation to Int. Maple Museum for 2024

adjourned at 12:40

Draft Agenda OMSPA Board of Directors Meeting May 15, 2023, 9 am to 12:30 pm - Hybrid Meeting

1. Call to order, conflicts of interest if any, Approval of agenda - 4
2. Approval of Feb 23rd meeting minutes - 2
3. Business arising from the minutes, action items - 10
4. Local updates?
5. President's report - FH - 5
6. ED report. - JW 5
7. Governance - BS

- a. Committee Mandates
- b. location of board meetings
- 8. Government & Industry Relations RG
- 9. Summer Tour
 - a. Awards
- 10. M & P LT
- 11. Break - 15 min.
- 12. OMAFRA update - Jenny 10
- 13. Communications - RB
- 14. IMSI- RB
- 15. Membership -SN
- 16. RTTC PT
- 17. QA BB
- 18. Other Business - 5
 - a. museum
- 19. Adjourn: Next Meeting Wed, July 19th, 2023 at the Summer Tour. Conference Room of Best Western Perth. 4 to 6 pm

Zoom Meeting Details

<https://us06web.zoom.us/meeting/register/tZUvd-iupzsuGd1VvkqSz2r1RdvYmQ-iOTeol>

Call in:

+1 647 374 4685 or +1 647 558 0588

Meeting ID: 812 0169 0439 Meeting Passcode: 651165

President's Report

Good morning, everyone. The February to May period is always the slowest time of the year for any OMSPA work. We are just too busy sugaring day after day to really get involved into any heavy lifting. In saying that John was still able to get the final reports off for the grassroot grants we had open. The 5-year strategic plan has been sent to OMFRA along with the sector development priorities. The M & P grants also.

I can say the government has sat up and taken notice of our work especially with a 98.3 approval rate from the membership. We have had a couple of meetings thus far with them. Randall will speak more on this later under government relations.

The governance leadership under Bob Snider has gotten all the committees and members approved by the executive and will comment further on in the meeting. I can tell you now if u haven't joined a committee yet now is the time to come forward. Hint hint

When talking about your local updates today please give a general overview of production in your local.

I attended the International Maple Hall of Fame in Croghan New York for the new inductees. Amazing to see all the people before us that have worked hard in making maple the industry it is today. We need to have a discussion on providing some funds on a yearly basis to keep the museum open and preserve history. Brian has offered to do some history in the mainline on some of the inductee members. I am personally putting forward a motion to help with donating funds.

We need to discuss how future board meetings will be run. I implemented the PRESIDENT meet the local members program with hybrid in person and Zoom. We have 3 options to chose from.

- 1 WE ALL GO BACK TO MEETING IN LINDSAY ALL DAY SESSIONS

- 2 LEAVE THE HYBRID SYSTEM IN PLACE. IF SO PRESIDENT AND E.D. EXPENSES MUST BE PAID WHEN VISITING LOCALS.
- 3 100 PERCENT ZOOM CALL

At this time, we should be thinking of having the Orillia conference again all locals present 9 -3 along with committee members for a 1-day hands-on workday.

If you are not aware Jenny will be leaving us in late July or early August depending on the arrival of the newest member of her family. Thank You Jenny for all your hard work and efforts for OMSPA.

At this time, I would like to thank all the Board Members for their efforts during my term in office and for putting up with me, I know I can be annoying at times. I will be stepping down in July and I wish my successor the best of luck. Oh, I will still be there as Past president and still as annoying.

When I took on this roll as president someone told me if I kept up with ideas, I kept putting forward I wouldn't make any friends. WELL, WE HAVE STARTED THE NEW VISION OF OMSPA AND CONTINUING THE VISION OF OUR PREDECESSORS. I have more friends than I ever had. ALL FOR ONE. ALL FOR MAPLE, THANK YOU ALL

[Frank Heerkens](#)

Executive Director's Report for the May 15, 2023 Board Meeting

Financial

- See financial report spreadsheet for 2023 Q1
- Books for 2022 nearly ready for the accountant
- Cash position a bit lower than normal as we are waiting for payment from 3 grants.
 - Total approx. \$50k

Grants

- Grass Roots Sector Development is now officially finished and closed. The final report was submitted in April and we just received notification that payment of the final \$18.6k has been authorized.
- Grass Roots Marketing (\$20K total, 50% share) This augmented our \$10K M&P budget with extra funds to allow more general promotion and funds for promo of Maple Weekend 2023 and Fall in Love with Maple 2022. The final report is due May 15th with \$2k outstanding.
- Tourism Relief Grant with Fed Dev. S. ON. (\$36,000 total, we pay \$2,000). This has boosted spending for Maple Weekend. Added items include Social Media promotion, Public Service Ads on Cable, photo's/video in locals, part of printing of Mainline and John's contract. Was all spent by the end of March 2023. Now finished and working on final reporting. Nearly \$30k outstanding.

Maple Weekend

- Assisting Leann and Amy with communications, webforms and website updates and grant work.

Store

- Ordered and receive NA manual 3rd edition

Mainline

- Starting work on Summer Mainline. We have had two companies take on our Corporate Sponsorship program. This will boost our advertising revenue. Their logos will appear in the Mainline, e-letter and on our website.

Membership

- Members paid up for 2023 around 586 currently
- Still a few stragglers we expect to renew.

Dates:

- Next board meeting at the Summer Tour in Perth - Wed., July 19 2023, 4 to 6 pm
- Next Mainline, early to mid June.
- AGM - Summer Tour - Algonquin College, Friday July 21, BIRL Lab, 4:30 to 5:30 pm

John Williams

OMSPA 2023 Financial Report Q1 2023

	Budget 2023	Mar. 31, 2023	Budget Notes
Income			
Membership	\$60,645	\$57,310	
Donations/membership benefit programs	\$7,000	\$377	
OMSPA Publications Income	\$16,105	\$8,050	includes website payments more income from corpor
Subscriptions	\$11,000	\$10,926	
Jug program	\$20,000	\$0	CDL, D&G, Ampak
Summer Tour	\$10,000	\$0	Auction \$4K plus \$6K split
Store Contribution	\$16,000	\$9,211	
Grant Projects - OMAFRA & Fed Dev	\$62,000	\$4,500	Sector Dev. \$18700, to come in, GR Marketing \$634
Farm & Food care-Breakfast from the farm	\$4,000	\$0	likely to stay at zero this year.
Total	\$206,750.00	\$90,374.22	

Expenses			
Office (inc. all postage and non store ship, internet)	\$5,000	\$1,124	See details B73
Insurance	\$3,750	\$3,275	
Admin. Support	\$44,675	\$7,151	John plus Liz full year
Bank Fees	\$3,000	\$1,023	higher credit card fees this year, more online membe
Assurance Reporting	\$3,000	\$0	
OMSPA Publications (Mainline, Prod. Survey)	\$7,950	\$723	done at current Mainline layout printing and mailing c
Transfers to Locals	\$11,600	\$0	
Subscriptions	\$11,000	\$7,248	Maple Digest and Maple News
OMAFRA Grants	\$60,900	\$60,410	Sect dev. \$18700, GR Marketing \$6000, TR \$36200
IMSI - membership, travel	\$5,000	\$0	\$3400 membership, \$1600 travel- Quebec
NAMSC - membership,travel	\$9,250	\$0	\$2750(483*4*1.4) membership \$2500 travel - Crogar
Other Memberships	\$1,000	\$150	AAC \$150, OFA \$500, Vol. Can. \$150
Storage	\$1,300	\$330	Storage to \$110/month in April
Telephone inc. Zoom, Website hosting and maint.	\$2,400	\$738	unexpected large charge for google maps
Admin travel	\$2,000	\$0	Two board meetings plus regular local mileage
Summer Tour	\$2,150	\$0	Admin travel (half of \$1300) + S. tour speakers (\$150
Misc Exp. Breakfast from the Farm	\$2,000	\$0	
Total Base expenses	\$175,975	\$82,172	

Committees			
Executive			
Info. Day Travel	\$3,000	\$2,257	
Other Travel	\$2,000	\$0	
Canadian Round Table contribution			as needed
	<u>\$5,000</u>	<u>\$2,257</u>	
Research and Tech. (see above for Jug contribution)			
detecting buddy sap #1		\$3,750	\$4000 take from donations in reserve
M-ART centre definition	\$1,000		
Carbon Neutral research	\$1,000		
Tubing Damage project #2	\$500		
Samples to Research Programs#5	\$100		
Fertilizer/Lime application Hubbert/Matthews #4	\$0		
	<u>\$2,600</u>	<u>\$3,750</u>	
Quality Assurance			
Tasting Workshops	\$750		Algoma - Sept. Plus ?
Assistance to IMSI Grading Workshops	\$300		
Hobbyist Q&A sheet from NAMSC	\$500		

OMSPA 2023 Financial Report Q1 2023

	Budget 2023	Mar. 31, 2023	Budget Notes
BP manual update			to be funded
	\$1,550	\$0	
Marketing and Promo.			
Ontario Maple Marketing Plan/Proposal			
Social media management (12 months @ \$300)	\$2,700		TRF will cover first 3 months
Consumer Newsletter (5 mon. @ \$250)	\$1,000		
Maple Weekend/FILM Social/promo (\$1850 each)	\$1,850		\$850 coord. \$1K promo, MW cover by TRF
Advertising, etc.			
external shows (inc. Farm&Food Care membership)	\$1,500		Food & Farm Care memb., Royal sponsorship, IPM, t
	\$7,050	\$0	Approx. \$3500 spent in Grassroots marketing lin
Membership			
Reprint of Member certificate	\$500.00		move to base?
membership brochure/promo pamphlet	\$1,500.00		#1
Ontario Hall of Fame	\$400.00		#2
Competition sponsorship			#3 removed to cut deficit
Membership Management System			see above
	\$2,400.00	\$0.00	
Communications			
Revision/Redesign of Mainline	\$2,000.00		#1, #4 Mainline editing included in base
Maple Tree planting at Summer Tour	\$400.00		#2
French language updates ontariomaple.com	\$500.00		Plugin for auto trans. plus manual updates
Forest Management/Climate Change Poster			#3 removed to cut deficit
Local Web page development and maintenance			to base
Web (omspa.ca) page development and maintenance			to base
Meetings and travel	\$200.00		
Website consolidation MW with ontariomaple.com	\$0.00		
	\$3,100.00	\$0.00	
Governance			
Governance/constitutional changes - meetings/travel	\$500		
ONCA review and legal	\$1,500		
	\$2,000		
Government and Industry Relations			
Building Partnerships - travel, fees, conference	\$2,000		With OWA, OBA, OFA, AAC, OFA membership in ba
Funding application work w. OMAFRA, etc.	\$2,500		
Budget for proposal writing	\$5,000		
Sector Development Strategy			
	\$9,500	\$0	
Total Committee Expenses	\$33,200	\$6,007	
Total Base Expenses	\$175,975	\$82,172	
Store expenses	\$12,800	\$7,369	
Total Expenses	\$221,975	\$95,547	
Total Income	\$206,750	\$90,374	
Net	-\$15,225	-\$5,173	Reserve approx \$25K, Typical balance \$105K Need \$80K f
May 9 cash on hand	\$26,085.00		
GIC	\$50,432.00		

Government and Industry Relations Standing Committee

Mandate: Adopted

Committee Members: All in Place

OMSPA Strategic Plan: Submitted end of March

Maple Sector Development Plan: Submitted April 14th

1. Putting More **Maple Trees into Production**
2. Mitigating the **Risks of Climate Change**
3. Protecting and Developing the Ontario Maple Syrup **Brand**
4. Addressing the Looming **Human Resource** Challenges
5. Putting Ontario-focused **Research and Training Capacity** in Place
6. Ensuring **Quality** Product
7. Securing the **Sustainability of OMSPA**
8. Using Ontario Maple Sector **Data** for Effective Strategic Planning and Decision Making

Contact from AAFC / OMAFRA: Beginning 3rd Week of April

- **AAFC – MISB:**
 - Sustainable CAP programs of interest (Trade and Marketing);
 - Increasing Profile of the Ontario Maple Syrup Sector.
- **OMAFRA:**
 - Sustainable CAP programs for individual Maple Syrup Producers (Energy use efficiency / carbon sequestration);
 - Economic Policy / Regulatory / Sector Initiatives (1 meeting to brief the Economic Development Branch of OMAFRA and set up the following meeting);
 - Cross Department Meeting with Deputy Minister and Assistant Deputy Ministers and their staffs (presentation in Guelph in the next 3 – 4 weeks);
 - Office of the Minister of OMAFRA (**initiated by the Minister**) – the Minister wants to make some announcements (Climate Resilience of our Sugar Bushes);
 - Request to set up tours / visits of our sector for the most senior levels of OMAFRA;
 - Expect significant presence of OMAFRA at the Summer Tour and Conference.
- **Ontario Woodlot Association:**
 - Maple Tree Inventory on Private Land – Ray Bonenberg

OMSPA Maple Weekend Report 2023

The final count for 2023 Maple Weekend participants was 68 (three had to drop out close to the date) (2022: 64). Every local had participation. A big thank you to all the representatives from each local, John William, Amy Hogue, and Frank Heerkens for all their support in executing this event.

External funding was secured to enhance the marketing activities for this event. As part of the grant the following were undertaken paid promotion on social media, paid advertisement in Post Media (both print and digital), paid Rogers Media commercials, photography sessions for four locals, an event partnership guide, photography and video for OMSPA, and the purchase of a pop-up tent, flags, and tablecloth. The grant also

covered some general administration and postage expense. A media release was circulated with good circulation and the event was loaded into event listings.

A participant survey has been circulated to the members. At the time of this report, 26 members had responded. Prorated visitor numbers across the whole event estimates 18,765 visitors to our members (actual reported in survey: 7,175). Prorated sales across the whole event are \$165,432 (actual reported in survey: \$63,250)

Social Media Reach:

- March 1 to April 30: 288,506 paid reach, 628,602 paid impressions (Nov. 24, 2022 and Feb. 21, 2023: 38,500)
- March 1 to April 30: Facebook organic page reach 430,700 (Nov. 24, 2022 and Feb. 21, 2023: 39,981)
- Instagram Reach: 6,992 (Nov. 24, 2022 and Feb. 21, 2023: 767)

Website:

- Page Views: 111,104 (90 days prior to Feb meeting : 9400)
- Unique Page Views: 82,883

Most Popular Pages

1. Maple Weekend Search (to find a sugarbush)
2. Maple Weekend
3. Where to Buy
4. Homepage
5. Maple Products
6. Simcoe District
7. Maple Recipes
8. How to properly identify and tap a maple tree
9. Ottawa Valley District
10. Breedon's Maple Syrup

Newsletter

- Total Opens: 1205
- Total Deliveries: 850
- Links Clicks: 277
- Clicks Per Open 28%, Open Rate 66.6%

Top 5 Link Clicks:

1. Maple Weekend
2. Maple Taffy Recipe
3. Crème Brulee Recipe
4. Maple Trivia
5. Maple Nutrition Info

Remaining link clicks were where to buy and maple festivals.

News/Blog posts added to the website:

What's new and interesting in Sweet Ontario



Making maple memories: 5 sweet things to expect from Maple Weekend

Spring has finally sprung and it's time for the sweetest of spring activities — the

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March 20, 2023



Maple trivia: Everything you never knew you didn't know about Canada's iconic sweetener

Think you know everything about maple syrup? Think again. This natural and delicious sweetener has

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From our family to yours: Make sure your maple syrup is "Sweet Ontario"

Here in Ontario, we take our maple syrup seriously! From tree to table, our maple


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News recipes added to website:

OUR FAVOURITE RECIPES

MAPLE RECIPES




Recipe Category

Maple Desserts (6)


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MAPLE DESSERTS



Canada Day Maple Cupcakes

Canada Day is right around the corner and what better way to celebrate it than


MAPLE DESSERTS



DIY Maple Taffy

If taffy season is not quite long enough for you and you would love to

MAPLE DESSERTS



Maple Crème Brûlée

Who says crème brûlée should be made with plain old sugar? Maple syrup adds that

Post Media Campaign

*Stats pending from Post Media but promised approximately 300,000 reach (Paid article advertisement attached)

Rogers Videos

- 1,500 PSA airings
- In excess of 1 million views

Breakfast on the Farm- Farm Crawl Edition (June 17, 2023)

This event will feature an all-Ontario breakfast, interactive educational displays, an opportunity to meet the farmers, family photo-ops and a tour of two working Ontario farms!

Tickets are a \$5 deposit per person, returned on attendance. Each ticket includes one (1) breakfast sandwich. Tickets are available here:

<https://www.eventbrite.ca/e/breakfast-on-the-farm-farm-crawl-edition-tickets-607464591947?aff=FFCOWebsite>

The event is taking place in the Grey-Bruce local. Steve Smith is working with the FFCO to connect them with a maple producer to support the event.

International Plowing Match (Blowing Green, September 19-23, 2023)

When information becomes available, OMSPA will forward it to the local. The budget allocates \$500 for this event.

Fall in Love with Maple

The Events Working Group will be circulating a survey to the membership very shortly. Feedback is desired to help set the 2023 dates. The group will meet next month to confirm dates.

International Maple Syrup Institute (IMSI) Update May 15 2023 OMSPA B of D meeting

- A break in most activities at the Board level due to sugaring commitments.
- Considerable “back and forth” with the US FDA on the Standard of Identity (SOI) journey. Our petition garnered numerous questions which we answered on a zoom call late February. We also had a call with CFIA on March 6 to prod them along regarding our petition of 2022. We have since sent a letter this May to the new Director asking for another audience on progress.
- Numerous dialogue with Mark Isselhardt and Jason Lilley from U Vermont and U Maine respectively on a different model for the IMSI grading school. Our Brian Bainborough has been engaged from the NAMSC on delivery options. We are hoping for a more robust delivery model utilizing the skill sets out there in various Associations and by using virtual technology.
- The IMSI Climate and Environment committee meets on May 24th to further refine methodologies and approaches to determining the carbon footprint impact of maple syrup producers. We then are aiming for expanded discussion and feedback at the board IMSI meeting on June 6th in Magog Quebec.
- Work continues on modernizing the IMSI website. Our Executive Director has been

plugging away at new and updated material for the site. I have been a reviewer of material when requested.

- The IMSI AGM, along with a regular Board of Directors meeting will be held June 6 2023 in Magog Quebec. Registration and turnout for the meeting is strong. Many will be staying for the 25th celebration of Centre Acer to be held June 7 at the same location.

Ray Bonenberg
IMSI Director for Ontario