

The official voice of Vermont sugar makers

# VERMONT *Maple* SUGAR MAKERS' ASSOCIATION

Committed to the promotion and protection of the branding of Vermont maple products since 1893.

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## LEGACY FOREST STEWARDSHIP

BY ETHAN TAPPER, CHITTENDEN COUNTY FORESTER

As I write this, I am putting the finishing touches on a Forest Management Plan for the Milton Town Forest, a 485-acre jewel in Milton and Westford. In describing how we will care for this remarkable forest over the next 10 years, this plan ranges from the pragmatic to the esoteric, the conceptual to the logistical. It includes actions that most would recognize as “forest management” – cutting (or not cutting) trees – but also goes beyond that, prescribing a comprehensive approach to protect the Milton Town Forest’s unique ecology, its wildlife and more. Forests are complex, and safeguarding all of the benefits they provide requires us to think holistically. It requires us to practice *stewardship*.

Simply put, stewardship (or *forest stewardship*) is the way that we take care of our forests. Forest stewardship encompasses many different things, from actions as simple as marking and maintaining boundary lines to those as profound and transformative as harvesting trees. From one day to the next, being a forest steward can mean clearing trees off your sugaring lines, brush-hogging a pollinator meadow, controlling non-native invasive plants, or simply walking through the woods to see what you see.

In my work, I meet some truly special forest stewards. These people who take their role as landowners, land managers, and citizens seriously, who understand and care for forests deeply, who are selfless in their desire to build a better world and who work hard to make it so. You’ll find these people pulling invasive plants at dusk on a Sunday, shoveling-out waterbars to keep trails stable in the middle of a rainstorm, reading endless books about forests and wildlife at night.

Forests provide us with clean air and water, regulate our climate, provide habitat for wildlife, support our economy and make our world beautiful. In a state which is 75% forested, forests define our character and our culture – if you love Vermont, chances are that forests are at least part of the reason why. About 80% of our forests are privately-owned, about 60% by individuals and families. We rely on these people to be *stewards* of these forests: to care for them on behalf of everyone.

*Continued on Page 2*







*Stewardship continued...*

Being a forest steward is often challenging, both physically and ideologically. Just like in our societies, in forests we inherit complex *legacies*. These legacies can be problematic: forests that have been degraded and fragmented, that are infested with non-native invasive plants and over-browsed by deer. Being a steward means making tough decisions to fix these problems, regardless of how they came to be, and leaving a better legacy for the future. It can mean cutting that unhealthy red maple to release the sugar maple growing in its shade, losing a tap today to gain two tomorrow. It can include dropping sugaring lines so that you can engage in the thoughtful harvesting of trees, which, done well, can be profound and beautiful, can make forests healthier and more *resilient*, can be regenerative.

This is what truly defines stewardship: *continuity* and *legacy*. Being a steward means recognizing your role as a temporary caretaker, safeguarding something on behalf of future generations. It means working to build a better world for our children and our grandchildren. In the case of forests, it means taking care of them so that future generations can live in a world as beautiful and as functional as we do.

While most of us don't have the privilege of owning forestland, we are all forest stewards. We all co-own our public land, our town and community forests, our state and federal lands. We can volunteer on conservation commissions, planning commissions, development review boards and select boards, the decisions of which have a profound influence on the forests in our communities. We can conserve land and support local land trusts, which help us protect land for future generations.

The next time you take a walk in the woods, when you take a breath of crisp autumn air or a drink of clean water, when you marvel at the beauty of Vermont's Green Mountains, ask yourself what legacy you will leave behind. Ask yourself how you will fulfill your promise to future generations, how you will give them the gift of living in a Vermont where forests make our world work and make our lives beautiful. In what way will you be a forest steward today?

*Ethan Tapper is the Chittenden County Forester for the Vermont Department of Forests, Parks and Recreation. See what he's been up to, check out his YouTube channel, sign up for his eNews and read articles he's written at <https://linktr.ee/ChittendenCountyForester>*



**Quality. Access to markets. Premium pricing. Environmental stewardship. Joining a movement.**

Vermont Organic Farmers has been certifying maple syrup and sap for 30 years. Contact us to learn more about joining 800 farms and producers using our local organic label to connect with consumers.

[nofavt.org/vof](http://nofavt.org/vof) | [vof@nofavt.org](mailto:vof@nofavt.org) | (802) 434-3821

# NOTES FROM THE BOARD CHAIR



## NEW PERSPECTIVE

BY EMMA MARVIN, VMSMA CHAIR

We each have our own ways of welcoming in the new year – and parting with the year past. For me and my family this year it was a bonfire. A giant bonfire. Given all that 2021 brought and the hope for a fresh start with 2022 it seemed only appropriate. Blazing through the transition of one year to the next with the opportunity to let go of the past and spark a new perspective for the future (and with good reason).

2021, much like 2020, yielded challenges at every turn. A sugaring season with less than ideal weather conditions, and lower than normal sap sugar content. A pandemic that gave signs of relenting and then came back full of fury. Supply chains that were pushed making us think twice about items we'd never pondered the origins or availability of before. Events that are eagerly anticipated each year, adapted or simply canceled. 2021 was a year of flux. It was also a year of resiliency – sugar makers, and Vermonters, don't tend to sit idle when things get tough.

For VMSMA that meant pivoting and adapting. Staff shifted events online when feasible – like Maple Schools. We realigned our priorities and approaches to ensure that we were financially healthy as the uncertainty of the pandemic continues. Our packaging committee, led by VMSMA Board Member, James Buck is executing on a plan to lessen jug lead times with the intent of making plastic containers more available for the 2022 sugaring season (the plan includes working with Board Member, Peter Purinton, who will take delivery of the containers and label them for VMSMA rather than Hillside). As we look to 2022, we can confidently say we don't know what will be in store for us, but we can also confidently say we know that we have the tools to adapt and meet the challenges that likely lie ahead. It's amazing what an organization of 1,000+ members can do... and I'm looking forward to navigating 2022 with all of you.

[f/vermont.maple](https://www.facebook.com/vermont.maple)

[@/maplesyrupvermont](https://www.instagram.com/maplesyrupvermont)

## BOARD & STAFF

### Executive Committee

Chair - Emma Marvin  
Vice Chair - Arnie Piper  
Secretary - Dave Mance  
Treasurer - Jason Gagne  
At Large - James Buck

### Staff

Executive Director,  
Allison Hope  
Communications Director,  
Cory Ayotte

### County Directors

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Bennington | Dave Mance  
Caledonia | Jason McFarland  
Chittenden | Paul Palmer  
Franklin | Jason Gagne  
Lamoille | Arnie Piper  
Orange | Roger Palmer  
Orleans | Donna Young  
Rutland | Jenna Baird  
Washington | James Buck  
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Emma Marvin | Butternut Mt.  
Farms, Morrisville, VT

Peter Purinton | Huntington, VT





## SUGAR MAKER REMEMBRANCES

Please join us in fondly remembering several friends of Vermont Maple who passed away this year and will be truly missed. If you know of someone who should be remembered in a future newsletter or we missed anyone in 2021, please reach out to Cory Ayotte at VMSMA ([cory@vermontmaple.org](mailto:cory@vermontmaple.org)).



**JACK CORSE**  
December 2020

Longtime member of VMSMA, Jack Corse Jr. had many interests and hobbies in his life including sugar making. He grew up in Lamoille County where he obtained many skills throughout his life. After graduating from Lamoille Union High School, he moved out west for new adventures.

Eventually he migrated back to Vermont where his heart always was. He returned to Cambridge Junction to work alongside his parents, his brother Jerry and his Uncle Henry in the family fuel business. Jack eventually bought the business and grew Jack F. Corse Inc. into what it is today. Jack was an active member of the Vermont Fuel Dealers Association, a past member of Cambridge Area Rotary, National Skeet Shooters Association and various other community organizations. He was a man with many talents, aside from sugar making, he was an excellent brew master, Captain of his own charter boat, an accomplished skeet shooter and a generous community member with a loud voice and a big heart. To many, he was larger than life.



**LARRY MYOTT**  
March 2021

Affectionately known as "Mr. Maple", Larry was involved in the maple industry throughout his lifetime. He started as a child, and his love for sugaring continued into his careers. In 1975, he became Chittenden County Agricultural Agent for the University of Vermont Extension Service. He became a Regional Maple Specialist in 1988 and Vermont Extension Maple Specialist in 1992. In later years, he was named Associate Professor Emeritus.

In January 2004 he was presented Vermont Maple Sugar Makers' Association's highest honor, the Sumner Hill Williams Memorial Cup, for outstanding leadership in the Vermont maple industry. Later in 2004, Larry was inducted into the American Maple Museum International Hall of Fame for outstanding service to the maple industry. He was nominated by the International Maple Syrup Institute, an organization with more than 25,000 members, and he served as Executive Secretary of the IMSI for more than ten years. For many years, he served on the Board of Directors of the Champlain Valley Exposition. He served on the Board of Directors of the Vermont Maple Festival for twelve years including two years as chairperson. For nearly ten years he served as co-manager of the sugar house in the Vermont Building of Eastern States Exposition in Massachusetts. Larry's commitment to community service extended beyond maple. He was very involved in other Vermont associations.





## BILL CLARK

May 2021

A fifth-generation Vermonter, Bill started sugaring at the age of 6. When he was 12, he and his brother Jack formed the Clark Brothers Maple business that later expanded to a mail order business for customers all over the country. They built their first sugarhouse in 1945 and Bill expanded this to a large sugarhouse in 1957.

Bill was a champion of the Vermont maple industry. Bill served as president of the Rutland County Maple Producers for 8 years and participated on the Vermont Maple Industry Council, the Board of Directors of the Vermont Maple Sugar Makers' Association (VMSMA), and then was President of VMSMA for 32 years from 1969 to 2001. He was President of the North American Maple Syrup

Council for 8 years, organized the first Vermont Maplerama, and was president and an organizer of the Vermont Agriculture Enterprises that manages the Vermont building in Eastern States Exposition. In 1974 he helped create the International Maple Syrup Institute (IMSI) between the United States and Canada and served as its president for a two year term.

As part of his VMSMA service, Bill drove hundreds of thousands of miles around the state representing VMSMA in hundreds of UVM Extension Maple Schools. His service to Vermont agriculture totaled 51 consecutive years presiding as president of agricultural organizations. Bill won numerous awards including the Sumner Hill Williams Lifetime Achievement Award, Lynn Reynolds International Leadership award, Vermont Farmers Food Center Lifetime Achievement Award, and the Eastern States Exposition Agriculture Adventurers award.



## THOMAS MORSE

December 2021

Thomas was an eighth-generation sugar maker, a lover of books and history (especially Vermont history and his family's connection to it), an amateur writer and poet, a composer and arranger, and a hunter. His passion was sugaring, and he felt honored to work the land that he loved and that his father and grandfather had farmed before him.

He was a talented musician, namely a trumpeter and a flügelhornist, but also was trained in classical piano and dabbled in electric bass as a boy. He loved playing his trumpet and performed around Vermont with countless bands in a wide range of styles, from funk to blues to rock to jazz and everything in between. He was widely admired and recognized for his beautiful tone on trumpet, his instantly

recognizable sound, and his understated but intentional approach to improvisation. He enjoyed watching sports in his rare free time, especially baseball and basketball, and was a die-hard Red Sox fan. He loved listening to a wide variety of music, from heavy metal to jazz, and would regularly share songs he was inspired by with his wife and friends. He loved driving the backroads of Calais and was among the few who could navigate any combination of roads in central Vermont without using a map.

Tom was known for his incredible kindness and caring, always taking time to stop and ask folks how they were doing and about their family, and seemingly never forgot a name.



## LUCIEN PAQUETTE

December 2021

Lucien had a long career serving agriculture throughout Vermont. Lucien was a native of Craftsbury, VT. After graduating UVM in 1940, he began his extensive career in agriculture. He first worked with the UVM Extension Service serving as UVM County Agricultural Extension Agent in Grand Isle County. In 1946, he moved to Middlebury, filling the same role in Addison County. In addition, he served as the first superintendent of the UVM Morgan Horse Farm in Weybridge, 1951-1959, after UVM acquired the farm from the U.S. Government.

Lucien received his Master's Degree from UVM in 1965 and attained the status of Professor. He had an accomplished career, including the creation of the Addison County Farm and Field Days, now known as the Addison County Fair and Field Days in 1948. He held several positions within the Field Days Committees. In 1978, he organized and started the hand mowing contest at Field Days which is still an annual event. He was instrumental in the formation of the Addison County Maple Sugar Makers Association in the early 1970's. He was inducted into the Vermont Agricultural Hall of Fame in 2014. Lucien was also a charter member of the Middlebury Union High School Booster Club. In 2007, Lucien received the Middlebury College Citizens Medal in recognition of his distinguished contributions to the Middlebury community.



## MEET A SUGAR MAKER: DON DEFLORIO

As part of our series highlighting Members, we're sharing short interviews with Vermont's sugar makers, large and small, near and far. On November 1, 2021, Cory had a conversation with Don DeFlorio of Macintosh Hill Maple Works in Randolph, VT.

**CORY:** What piqued your interest in starting a sugaring operation?

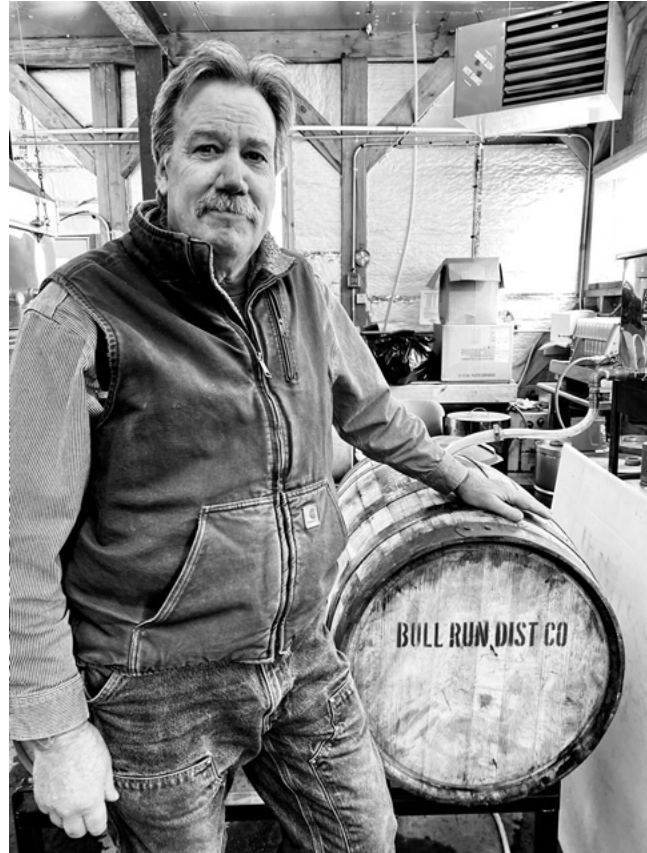
**DON:** The site I'm on had been sugared by previous owners. I tried to fix the old sugarhouse, then abandoned it. I ended up building a modern sugarhouse with a vacuum and RO. Now I have GPS driven vacuum control with a phone app that shows me where leaks are. Micro leaks are hard to find. Beech leaves can create a noise that sounds similar to a leak and can fool me sometimes. Having the GPS unit saves me a lot of time. As I was building the sugarhouse, a lot of other sugar makers in Randolph would come over and give advice. I received a lot of helpful information. And it came from people with all sorts of operations; small and large. Maple has great camaraderie. I don't see that ever going away.

**CORY:** In a previous conversation, you told me that you have a neighbor that helps you?

**DON:** Yes, Paul McAdams has helped a ton over the years. He is 78 years old and has a lot of sugaring experience. He used to gather with buckets and horses in his younger days. He has a lot of stories, haha. He pops in most days. He drops his wife off at Shaw's in Randolph where she still works at the age of 80, then comes up to the sugar house until it's time to pick her up. He loves to calculate how many gallons of sap are coming into the sugarhouse, how much we'll produce that day, etc. Paul does a lot of the bottling when I'm running the evaporator. He's also a talented carpenter and handyman. His skills have come in handy many times over the years.

**CORY:** Also, in a previous conversation, you mentioned that you sell your syrup on the West Coast. Can you talk about that?

**DON:** Yes, I am currently selling my maple in Oregon and Washington State. I live in the Portland, Oregon area for half of the year. I was a Merchant Marine, and I spent the last twelve years stationed in Portland. That's why I'm in that area. I used to install fiber optics and do repairs off-shore. When I started selling my products, I was doing it at Holiday Shows. My son was stationed outside of Tacoma, Washing-



ton and I started my West Coast sales at the Tacoma Dome Show. In four days, I sold about a quarter of my crop.

It took me a while to break into the Farmer's Market scene in both states. The issue I was running into was that my product was not local to either state. I inquired about my product for a Farmer's Market in St. John's, Oregon and I got lucky. The person managing the market was a graduate from UVM and a huge fan of maple syrup. She let me into the market. I've been selling in that one since July. I've started making bourbon barrel aged maple syrup and I've been able to get that into Farmers Markets because the barrels are coming from local distillers. For a while I was travelling two hours to sell my product near my son's place. I would stay with him. Now he is stationed in Fort Meade, Maryland.





Back in Vermont, I sell my used bourbon barrels to Good Measure Brewing Co. in Northfield. I'm in Vermont from December to May. Once the season is over, I bring the first half my crop out west. Then I bring the other half in the fall. I like to learn what is selling best before I bring the rest of my crop out. Bourbon barrel maple is currently selling the best. A lot of people love the value-added products.

Due to Covid, I lost more than half of my business in Portland. Two out of the three restaurants I was selling to closed. I had to make up for that loss with Farmer's Markets. I really enjoy working the markets and talking to people about the process and the products. It's fun education for the consumer. People on the West Coast don't understand how hard it is to make maple syrup. A lot of them think you just tap a tree and syrup comes out. I always have tap lines and taps on hand to show off.

**CORY:** You have mountain bike trails (Ridgeline Outdoor Collective) that run through your property. Can you talk about your relationship with that group?

**DON:** Of course. There are also VAST trails that run across my property, too. Zac Freeman, the head of the Ridgeline Outdoor Collective has built a lot of trails in the area and has been very easy to work with. He built a bridge over a sap line and I told him that wouldn't work for me, and he told me that he would fix the issue. I've seen bikers ride through the property during the night with loads of lights. It was neat to see.

**CORY:** Have you noticed a correlation between the people who have ridden your trails and syrup sales? Do they buy your product down the road?

**DON:** No, but we are a Harvest Hosts location and that has worked out wonderful for me. I am a motorcycle guy and once we hosted a lot of state cops from New Jersey who were riding for Children's Cancer in the area. They all spend \$100 each. As they settled in, they asked me about local rides. I ended up taking them on a tour around the area. That group later went to an event at the Harley-Davidson shop in Barre and they invited me to come along. I brought syrup and was able to sell it out of the tailgate of my truck. The first day of the event I sold \$1,400 of product and I went back the next day and sold \$500. That was a nice surprise. Like this group, I've met a lot of nice people through Harvest Hosts. I really enjoy giving them samples and tours of the sugarhouse and sugarbush. Sometimes I've taken people out on my side-by-side or snowmobile. A lot of folks get a lot of enjoyment out of that experience.

**CORY:** Do you have any plans for the future?

**DON:** No major changes, just keep on doing what I am doing. I have the max number of taps that I can possibly have. Maybe I'll bring in sap from somewhere else and produce more syrup or maybe do a few more Farmer's Markets. Who knows?

**CORY:** Don, I appreciate your time. Thanks for a great interview.

**DON:** Anytime! Thanks for reaching out.

*If you'd like to be featured in this section in a future newsletter, please email Allison at [allison@vermontmaple.org](mailto:allison@vermontmaple.org) or Cory at [cory@vermontmaple.org](mailto:cory@vermontmaple.org).*





# PREPARING YOUR E-COMMERCE SHOP

BY MIEKO OZEKI, RADIANCE STUDIOS LLC

For 2022, VMSMA has launched a new membership benefit - a year-round education series (perhaps we'll name it the "Spout of Knowledge"?). Based on the current statewide pandemic statistics, we'll start with these as Zoom sessions and perhaps transition to in-person at a later date.

In May, we'll be offering a session with Mieko Ozeki. Prior to this session, we wanted to offer members some information on how to get ready, during the maple season, to set up or improve upon an e-commerce shop. This article offers some easy and concise steps to take during sugaring season to make sure that you're ready for the May session and the creation of an online store. If you have any questions about this work, prior to our May session, please reach out to Cory or Allison for assistance!

Mieko owns Radiance Studios LLC, a web development and content strategies agency, in Burlington. She was the former Market Director of Burlington Farmers Market and currently serves as a Commissioner on Governor Scott's Future of Agriculture Commission.



When the sap starts flowing and sugaring season ramps up, it's easy to forget about marketing your syrup till it's bottled. Nothing feels worse than scrambling to put together your e-commerce and digital presence when you're ready to ship or have local pick-ups of your products. Don't be in a lurch in mid-April when you sell online. Here are four actions you can take to prepare your business for a successful e-Commerce experience.

## 1 PICTURES AND VIDEO

Pictures and video are a great draw to your products, particularly to your website and social media. Bring a digital camera or camera phone on site to take photos/videos of the process of maple syrup production from tapping to boiling to filtering and bottling. Make sure to include the family and staff members involved in the process. By taking a few minutes to capture these moments, you will have fresh images to add to your e-Commerce and social media. Download and sort these photos and videos into accessible folders on your desktop or cloud filing system.

## 2 PRODUCT DESCRIPTIONS AND INVENTORY

Block some time, before posting online, to write short product descriptions. Put together a spreadsheet of your inventory along with your descriptions for each product. Later on, it will be easier to copy and paste product information to your online shop; on some platforms, you can upload your inventory list in bulk as a .csv file.



### 3 CREATE OR CLAIM YOUR GOOGLE BUSINESS PROFILE

Make your business stand out when a potential customer searches for maple products. Google is the most popular and top used search engine by consumers. In addition to listing websites and pages from a user's search, Google features a profile where customers can access information about your business including website, hours, contact information, pictures, map, and customer reviews.

Businesses can create their Google Business profile for free. Here is how you claim your listing:

- Google search your business and see if a box on the right pops up next to search listings.
- If there is a box featuring your business and you haven't managed it, click on the link to claim your business. You will go through steps to verify that you are the owner of the business.
- If there isn't a box, you can create a Google Business profile by going to [www.google.com/business](http://www.google.com/business) and sign up for free. You will enter your information to create a profile. Google will mail a postcard to your business address with a confirmation code to verify your business location. You will enter this code when you login to Google Business and your listing will be featured in Google Search.
- On your business profile, make sure to regularly update: business hours, health & safety protocols if customers are allowed to visit your site, website and social media links.
- Encourage customers to write reviews and upload their photos. Promptly respond to reviews (both positive and negative) on your business profile. Customer reviews and photos provide genuine content for future customers to consider in their purchasing decisions.

### 4 BUILD YOUR EMAIL LIST

Once your syrup and products are ready for purchase and added to your e-Commerce site, alerting potential and loyal customers will be key to stimulating sales. Add a form or link to an email subscription list on your website or through email marketing services like Mailchimp, Constant Contact, Flodesk, etc. Encourage followers on your social media pages to sign up for your newsletter by providing a link to the subscription page.

Taking a little bit of time on each of these tasks, from now and through the sugaring season, will make the launch of your e-Commerce and direct sales less hectic in the spring. We look forward to sharing more information in May, specific to setting up an online store, using the "homework" you've completed during maple season!



# VERMONT MAPLE SUGAR MAKERS' ASSOCIATION

## BENEFITS AND SERVICES FOR MEMBERS



### DISCOUNTS ON SUPPLIES AND APPAREL!

**10% OFF  
REGULAR PRICED  
MERCHANDISE!**



**LENNY'S APPAREL**

BARRE, WILLSTON, ST. ALBANS

**15% DISCOUNT ON SNOW SHOES, BOOTS,  
CLOTHING, SOCKS, GLOVES**



**R&L ARCHERY**  
BARRE

**15% OFF TUBING SUPPLIES; UP TO 40%  
OFF BULK CLAMPS**



**JOHNSON FARM & GARDEN**  
JOHNSON

**10% OFF IN-STORE PURCHASES!**



**WALKER'S FARM & TACK**  
ST. ALBANS, FORT ANN, NY

SOME EXCLUSIONS APPLY.

**10% OFF IN-STORE PURCHASES!**



**WILLISTON WORKWEAR**

WILLISTON

**20% OFF  
WORK BOOTS & GLOVES!  
30% OFF  
CARHARTT & ARBORWEAR**  
FARM-WAY  
BRADFORD

### DISCOUNTS ON INSURANCE



VMSMA producer-members who qualify for Co-operative Insurance Company's group discount insurance plan will be able to receive up to 10% discount on your home, mini-farm and auto insurance policies. Anyone who already has a policy with the Co-op and who qualifies will be eligible for the discount at the time of your policy renewal. For more information and a list of local Co-op agents please visit the Co-operative Insurance Company website: [www.Co-OpInsurance.com](http://www.Co-OpInsurance.com).



Farm Family Insurance offers special benefits for Vermont Maple Sugar Makers' Association members. VMSMA members who have paid their current dues are eligible to receive up to a 25% credit on their Special Farm Packages, which combines coverage on your home and personal property with coverage for your business property. For more information and to find an agent near you, visit [FarmFamilyVT.com](http://FarmFamilyVT.com).

### SUGARHOUSE CERTIFICATION PROGRAM

Members are eligible to participate in our third-party food safety certification program, created by sugar makers specifically for pure maple production. Certification is good for two years and includes a review of your documentation and an onsite visit to review your operations and setup. Find more information on the VMSMA website here: [www.vermontmaple.org/sugarhouse-certification](http://www.vermontmaple.org/sugarhouse-certification)

### STAY ON TOP OF INDUSTRY NEWS!

#### VMSMA NEWSLETTER AND EMAILS

Members receive VMSMA's quarterly printed newsletter and regular email newsletters including information on research, events, marketing and grant opportunities, industry updates and regulatory issues.

#### THE MAPLE NEWS

Save \$5 by subscribing to The Maple News for a discounted price as a VMSMA member! Subscription includes 10 issues per year and the Annual Maple Syrup Almanac. The Maple News is a privately owned publication that reports on maple news throughout the US and Canada.



### PROMOTIONAL OPPORTUNITIES AND MEMBER-ONLY CONTENT ON VMSMA WEBSITE

For only \$50/year, Members can choose an Advanced Web Listing on the VMSMA website - includes your pictures and logo, a link to your website and social media accounts, and lists the products you sell as well as certifications you have. In addition, you will reserve a free spot in our annual winter Holiday Gift Guide, promoted online.

Go to our website at [www.vermontmaple.org/member-benefits](http://www.vermontmaple.org/member-benefits) for a complete listing of benefits currently offered and check back as we continue to pursue and offer additional member benefits.

[www.facebook.com/vermont.maple](http://www.facebook.com/vermont.maple)

[www.instagram.com/maplesyrupvermont](http://www.instagram.com/maplesyrupvermont)



# VERMONT MAPLE SUGAR MAKERS' ASSOCIATION

PO BOX 81, WAITSFIELD, VT 05673  
802-786-9437 • FOR QUESTIONS, CONTACT CORY AYOTTE • CORY@VERMONTMAPLE.ORG

## 2022 MEMBERSHIP APPLICATION

For your convenience, registration can be completed online at:  
[www.vermontmaple.org](http://www.vermontmaple.org)

TYPE OF APPLICATION: RENEWAL  NEW MEMBER

NAME:

BUSINESS NAME:

MAILING ADDRESS:

TOWN/STATE/ZIP:

PHONE:

EMAIL:

TAP COUNT FOR 2022 SEASON:

SUGARHOUSE/  
BUSINESS ADDRESS  
(IF DIFFERENT):

### MEMBERSHIP

#### Producer Membership:

VMSMA By-Laws define a voting member as one who sets at least 100 taps and/or produces 25 gallons of maple syrup in 2 of the last 5 years. **New this year** - small producer membership with 1-99 taps (non-voting member).

- |                          |                      |       |
|--------------------------|----------------------|-------|
| <input type="checkbox"/> | 1 - 99 TAPS          | \$25  |
| <input type="checkbox"/> | 100 - 999 TAPS       | \$30  |
| <input type="checkbox"/> | 1,000 - 1,999 TAPS   | \$40  |
| <input type="checkbox"/> | 2,000 - 3,999 TAPS   | \$50  |
| <input type="checkbox"/> | 4,000 - 8,999 TAPS   | \$60  |
| <input type="checkbox"/> | 9,000 - 14,999 TAPS  | \$80  |
| <input type="checkbox"/> | 15,000 - 29,999 TAPS | \$150 |
| <input type="checkbox"/> | 30,000 + TAPS        | \$300 |



THE MAPLE NEWS:  \$28

VMSMA Members receive a discounted rate. One year subscription includes 10 issues per year & the official maple syrup almanac.

### PAYMENT

MEMBERSHIP DUES

MAPLE NEWS (\$28)

ADVANCED WEB LISTING (\$50)

TOTAL

#### Friends of Vermont Maple Membership:

Anyone with an interest in supporting the Vermont Maple Industry. This membership level is non-voting.

FRIENDS OF VT MAPLE MEMBERSHIP \$25

### ADVANCED WEB LISTING

Enhance your presence on the VMSMA website with pictures, logos, and links to your website and social media pages. Also includes free advertising in our Winter Holiday Gift Guide! Only \$50/year with your membership!

PLEASE MAKE CHECKS PAYABLE TO: VMSMA • MAILING ADDRESS: P.O. BOX 81, WAITSFIELD, VT 05673

**VMSMA MEMBERSHIP UPDATE! YOUR 2022 MEMBERSHIP WILL BE VALID 12 MONTHS FROM YOUR DATE OF PAYMENT. SINCE THIS CHANGE STARTS WITH 2022 MEMBERSHIP, IF YOU PAY IN DECEMBER, YOUR MEMBERSHIP WILL BEGIN ON JANUARY 1, 2022.**



Please consider renewing your registration at [www.vermontmaple.org](http://www.vermontmaple.org). Submitting your registration online helps to save limited staff time to be dedicated to projects that directly support and benefit our Members. Thank you!

[www.vermontmaple.org](http://www.vermontmaple.org)



Vermont Maple Sugar  
Makers' Association  
PO Box 83  
Westford, VT 05494

## SAVE THE DATES

### MAPLE OPEN HOUSE WEEKEND MARCH 19 & 20 AND MARCH 26 & 27, 2022

Mark your calendars and open your business during Vermont's sweetest time of the year! This year, we've expanded Maple Open House Weekend to two weekends to allow more consumers to sample Vermont's official flavor and to help you get more maple syrup in their pantries. Additionally, the extra time will help us cover the different climates in the state and boiling periods.

Register at <https://vermontmaple.org/mohw> and get ready to get your 2022 crop to locals and visitors alike!



[www.vermontmaple.org](http://www.vermontmaple.org)

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