



# International Maple Syrup Institute

## MINUTES - Annual General Meeting

1500 – 1600hrs Tuesday October 19<sup>th</sup>, 2021

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### IMSI BOARD OF DIRECTORS MINUTES - MEETING JUNE 29, 2021

PRESENT **Fred Ahrens**, *Ohio Maple Producers*, **Jim Adamski** - *CDL Wisconsin*, **Brian Bainborough** – *Ontario Maple Syrup Producers Association*, **Bruce Bascom** - *Bascom Maple Farms*, **Julie Barbeau** - *Producteurs et productrices acéricoles du Québec (PPAQ)*, **Nadine Beloin**, *Maple Industry Officer, Agriculture Agri-Food Canada*, **Ray Bonenberg** - *IMSI Past President and Ontario Maple Syrup Producers Association*, **Ben Bostaph** – *Master’s Maples MN*, **Philippe Breton** – *Lapierre Equipment - Les Équipements Lapierre*, **B.W. (Bev) Campbell**, *Maple Consulting & Services*, **David Campbell** - *IMSI Treasurer*, **Mark Cannella** – *University of Vermont Extension*, **Jacques Couture** - *Couture’s Maple Shop*, **Michael Cobb** – *CEO Crown Maple*, **Peter Christopher** – *Maple Grove/B&G Foods – Vermont*, **Geneviève Clermont** – *Centre Acer – Quebec*, **Daniel Dufour** - *Conseil de l’industrie de l’érable*, **Mike Farrell** – *The Forest Farmers*, **Christine Jean**- *Conseil de l’industrie de l’érable*, **Martin Désilets** - *Dominion & Grimm*, **Roger Fridge**, **John Goldberg** – *The Normandy Group*, **Pamela Green** – *President, IMSI*, **Mark Harran** - *IMSI Past President & Connecticut Maple Syrup Producers*, **Katharine Hopkins** - *Maple Consultant*, **Mark Isselhardt** - *University of Vermont*, **Luc Lagacé**, *Centre Acer – Quebec*, **Jean Lamontagne** - *IMSI Executive Director*, **Jason Lilley** - *University of Maine Extension*, **Betty Anne Lockhart** – *Maple Producer and Writer*, **David Marvin** – *Butternut Mountain Farm – Vermont*, **Emma Marvin**, *Butternut Mountain Farm – Vermont*, **Lyle Merle** – *Merle Maple*, **Richard Norman** - *Norman’s Sugar House*, **Mary Jeanne Packer** - *IMSI Bookkeeper*, **Stu Peterson** – *Minnesota Maple Syrup Producers Association*, **Louise Poitras** - *Association acéricole du Nouveau-Brunswick - New Brunswick Maple Syrup Association*, **Winton Pitcoff** – *Massachusetts Maple Producers Association & Editor Maple Syrup Digest*, **David Pease** - *Glen Osprey Farm*, **Guillaume Provost** - *Producteurs et productrices acéricoles du Québec (PPAQ)*, **Peter Roth** *CDL Wisconsin & Roth Sugarbush*, **Tyge Rugenstein** - *Chief Operating Officer at Crown Maple*, **Andy Schmidt** – *Winsor Hill Sugar House*, **Steve Selby** - *AEC Specialty Products*, **Helen Thomas** – *New York State Maple Producers*, **François Sylvestre** – *Citadelle coopérative de producteurs de sirop d’érable*, **Tom Zaffis** – *1<sup>st</sup> Vice-President IMSI & Turkey Hill Sugarbush*, **Abby van den Berg**, *University of Vermont*, **Adam Wild** - *Director of Cornell Universities Uihlein Maple Research Forest* **Mathew Wilkinson** - *Maple Syrup Producers Association of Connecticut (MSPAC)*

GUEST SPEAKERS – **Matt George** - *Data Analytics Manager - The Atlantic Corporation/Consumer Research*, **Ryan Wallace** - *Executive Director of the Maine Center for Business and Economic Research*



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REGRETS - **Steve Andersen** – *Andersen's Maple Syrup*, **Nicolas Bell** – *LB Maple Treat*, **David Kemp** – *New Hampshire Maple Syrup Association*, **Lyle Merrifield** - *Maine MSPA* **Simon Trépanier** - *Producteurs et productrices acéricoles du Québec (PPAQ)* – *Quebec*, **Jeff Smith** – *Leader Evaporator (MSPAC)*,

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#### 46TH ANNUAL MEETING OF THE INTERNATIONAL MAPLE SYRUP INSTITUTE

1. IMSI President Pam Green, opened the meeting at 1500hrs, October 19, 2021.
2. A motion by Jacques Couture seconded by Stu Peterson to accept the minutes of the October 30th, 2020, Annual General Meeting carried.
3. Financial Review – David Campbell, Treasurer posted the financials and P&L internally to the Board of Directors.
4. Ray Bonenberg confirmed the appointment of the 2021 Financial Audit Committee, namely, Jacques Couture, Mark Bigelow, Stu Peterson, and Steve Selby.
5. Jean Lamontagne advised that the membership grew with some notable new members. The IMSI's membership through it equipment manufacturers, packers and exporters and producers and producer associations represent the majority of the industry. Membership fees grew by \$8,244 to \$81,282 in 2021.
6. The group discussed the BoD meeting dates of first half of 2022 and next AGM (see Appendix V for schedule). For the record, we note that the present meeting replaced the AGM held to be held at the Annual October Convention in Niagara New York due to pandemic travel restrictions and that the next AGM will be held in person in June 2022.
7. The executive director provided an update of the year's activities and accomplishments. Some notable points were the successful well attended industry meetings and the high involvement of our industry and association leaders as well as the modernization of the maple SOI.
8. Election of IMSI Directors for 2022. Ray Bonenberg provided the nominations committee report. A motion by Ray Bonenberg seconded by Jacques Couture to accept the 2022 IMSI Slate of Directors was carried. (See appendix 1). The group of 30 directors includes two new directors, namely, Jean-Marc Lavoie of the Conseil de



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l'industrie de l'érable/Maple Industry Council and Peter Roth of CDL Sugaring Equipment, U.S. & Canada.

9. This meeting was adjourned at 1545hrs
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1. **Call to Order of IMSI 2022 Directors.** IMSI President Pam Green, opened the meeting confirming the new Slate of Directors at 1545hrs, October 19, 2021.
  2. **Election of IMSI Executive for 2022.** A motion by Ray Bonenberg seconded by Mark Haran to accept the 2022 IMSI Executive Committee was carried. (See appendix 2).
  3. **Acceptance of IMSI Consultants for 2022.** A motion by Ray Bonenberg seconded by Helen Thomas to accept the 2022 IMSI Courtesy Members and Consultants was carried. (See appendix 3).
  4. **IMSI Committees** (See appendix 4). A list of the IMSI committee members was posted to acknowledge and recognize these volunteers. Ray Bonenberg emphasized the IMSI's gratitude for the courtesy members, consultants, and members of all the committees who give their time and energy to help our maple community act to protect and promote our interests.
  5. Other business – No other business mentioned.
  6. Adjournment 1600hrs.
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**Atlantic Research Group presented “*Maple Consumer Insights*” from 4 – 5 pm.**

Matt George and Ryan Wallace presented information derived from a large survey of consumers in the United States. They presented *very good information about US consumer markets, broken down by State that can be accessed via research dashboard tool that interested parties can search and drill-down for maple data & insights.*

**The research can be accessed at <https://maplemaps.gitlab.io/>**



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#### Appendix I - IMSI Directors Slate 2022

IMSI Directors 2022	
1	Fred Ahrens – Ohio Maple Producers Association
2	Steve Andersen – Wisconsin Maple Syrup Producers Association
3	Bruce Bascom – Bascom Maple Farms - New Hampshire
4	Peter Christopher – Maple Grove/B&G Foods – Vermont
5	Ray Bonenberg - Mapleside Sugar Bush - Ontario Maple Syrup Producers Association
6	Geneviève Clermont – Centre Acer – Quebec
7	Nicolas Bell – LB Treats/Lantic Sugar - Quebec
8	Philippe Breton – Lapierre Equipment - Les Équipements Lapierre
9	David Campbell – Mapleland Farms – New York
10	Jacques Couture – Coutures Maple Shop – Vermont
11	Martin Désilets – Dominion & Grimm - Quebec
12	Mike Farrell – New Leaf Tree Syrups
13	Pam Green – Greens’ Sugar House – Vermont Maple Sugar Maker’s Association
14	Mark Harran – Brookside Farm - Maple Syrup Producer’s Association of Connecticut
15	Dale Forrester – Michigan Maple Syrup Association
16	David Kemp – New Hampshire Maple Syrup Association – New Hampshire
17	<b>Jean-Marc Lavoie – Conseil de l'industrie de l'érable – Maple Industry Council</b>
18	David Marvin – Butternut Mountain Farm - Vermont
19	Lyle Merrifield – Merrifield Farm - Maine Maple Producers
20	Richard Norman – Norman’s Sugar House - Connecticut
21	<b>Peter Roth – CDL Sugaring Equipment – U.S. &amp; Canada</b>
22	Stu Peterson – Minnesota Maple Syrup Producers Association
23	Louise Poitras - Association acéricole du Nouveau-Brunswick - New Brunswick Maple Syrup Association
24	Andrew Schmidt – Windsor Hill Sugar House - Massachusetts
25	Steve Selby – AEC Specialty Products -
26	Jeff Smith – Leader Evaporator - Vermont
27	François Sylvestre – Citadelle coopérative de producteurs de sirop d’érable
28	Helen Thomas – New York State Maple Producers Association (NYSMPA) - New York
29	Simon Trépanier - Producteurs et productrices acéricoles du Québec (PPAQ) - Quebec
30	Tom Zaffis – Turkey Hill Sugarbush – Quebec



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#### Appendix II - IMSI Executive and Advisors 2022

IMSI Executive 2022	
President	Pam Green – <i>Greens Sugarhouse &amp; VMSMA</i>
1 <sup>st</sup> Vice-President	T B D -
Treasurer	David Campbell – <i>Mapleland Farms – New York</i>
2 <sup>nd</sup> Vice President	Mike Farrell – <i>New Leaf Tree Syrups – New York</i>
Past President	Ray Bonenberg - <i>Mapleside Sugar Bush &amp; OMSPA - Ontario</i>
Advisors 2022	
Senior Advisor & Past President	Mark Harran
Senior Advisor	Helen Thomas

#### Appendix III - IMSI Courtesy Members and Consultants 2022

IMSI Courtesy Members		
Mark Bigelow	Vermont Maple Sugar Makers Association	
Mark Cannella	Extension Associate Professor University of Vermont	
Mylène Denicolai	Producteurs et productrices acéricoles du Québec (PPAQ)	
Luc Lagacé	Centre Acer	
Emma Marvin	Butternut Mountain Farms IMSI	
John Garwood	Marketing Consultant	
Mark Isselhardt	University of Vermont Extension	
Christine Jean	Maple Industry Council	
Jean Jones	Butternut Mountain Farms – Labels & Nutritional	
Kathy Hopkins	Maple Business & Education – Maine	
Navindra Seeram	Professor – University of Rhode Island, USA	
Annie St-Onge	Producteurs et productrices acéricoles du Québec (PPAQ)	
Martin Pelletier	Centre ACER	
Adam Wild	Cornell University	
Tim Perkins	University of Vermont - Proctor Maple Research Centre	
Abby Van den Berg	UVM Proctor Maple Research Centre	

#### IMSI Consultants



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<b>IMSI Consultants</b>		
<b>John Goldberg</b>	The Normandy Group	
<b>Dave Chapeskie</b>	Maple Consultant	
<b>Mary Moore</b>	IMSI Website Maintenance & Graphic Design	
<b>Mark Bigelow</b>	Vermont Maple Sugar Makers Association	

### **Appendix IV – IMSI Committees 2022**

#### **IMSI AUDIT COMMITTEE**

Mark Bigelow  
Jacques Couture  
Stu Petersen  
Steve Selby

#### **IMSI NOMINATIONS COMMITTEE**

Ray Bonenberg  
David Campbell  
Mark Harran

#### **SUSTAINABLE FUNDING COMMITTEE**

Fred Ahrens  
Peter Christopher  
Mark Cannella - Chairman  
David Campbell  
Pam Green  
Mark Harran  
Dave Kemp  
Lyle Merle  
Arnold Piper  
Peter Roth

#### **IMSI SOCIAL MEDIA COMMITTEE**

Ray Bonenberg  
Pam Green  
Mark Harran  
Allison Hope  
David Marino

#### **IMSI STANDARD OF IDENTITY COMMITTEE**



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Ray Bonenberg  
Philippe Breton  
Pam Green  
Christine Jean  
Luc Lagacé  
Annie St-Onge  
Helen Thomas  
Abby Van den Berg  
John Goldberg

#### **LEGISLATIVE & REGULATORY AFFAIRS COMMITTEE**

Ray Bonenberg – Co-chairman  
Philippe Breton  
David Campbell  
John Goldberg  
Pam Green  
Emma Marvin – Co-Chairman

#### **STATISTICS & NASS COMMITTEE**

Mark Canella  
David Folino – Co-chairman  
John Goldberg (consultant)  
Pam Green  
Mark Isselhart – Co-chairman  
Les Ober  
Adam Wild



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#### Appendix V – IMSI FOUR NEXT MEETINGS SCHEDULE

1. BOD MONDAY DECEMBER 6<sup>TH</sup> \_\_\_\_\_ 1600hrs – 1730hrs
  2. BoD MONDAY FEBRUARY 14, 2022 \_\_\_\_\_ 1530hrs – 1700hrs
  3. BoD FRIDAY APRIL 8, 2022 \_\_\_\_\_ 1530hrs – 1700hrs
  4. AGM & BoD THURSDAY JUNE 9TH - On-site - US or Canada TB  
IMSI Board of Directors Meeting \_\_\_\_\_ 1000hrs -1300hrs  
IMSI Annual Meeting (AGM) \_\_\_\_\_ 1400hrs – 1445hrs  
IMSI Speaker (TBD) \_\_\_\_\_ 1500hrs – 1615hrs  
IMSI Gala Dinner & Awards Ceremony \_\_\_\_\_ 1730hrs - 2200hrs
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