COMMUNICATIONS UPDATE

BY CORY AYOTTE, VMSMA COMMUNICATIONS DIRECTOR

Since the start of 2020, Allison and myself have reevaluated how we’re communicating with members and consumers. We’ve put forth a lot of time and effort focusing on our three biggest areas of communication.

WEBSITE

The last several months we’ve gone through the website ensuring that all content and page layouts are up to date and visually pleasing. Some of our efforts have included building a more robust recipes page that’s being updated quarterly with seasonal offerings. We’ve also created a bios page for staff and board members, so consumers can get to know the folks behind the association. We’re working with our web developer, Eternity, out of Burlington to enhance the Advanced Listings page for members who opt into that. Other additions to the website included a press releases page, a jobs board for members and a holiday gift guide.

SOCIAL MEDIA

VMSMA has a social media presence on Facebook and Instagram, with Facebook having a large, engaged following of roughly 92,000 fans and Instagram with approximately 3,700. In prior years, VMSMA primarily used Facebook to share maple recipes to get fans thinking of other ways to use maple outside of pancakes and waffles. We still continue to do that, and the engagement in most of those posts is impressive. A lot of fans share the recipes with other Facebook users and some even comment on how they’ve adapted the recipe for their taste buds. On top of that, this past year we’ve ramped up the number of posts per week and we’ve included additional content such as our Meet a Sugar Maker interviews, industry news from the media, and general maple imagery to give fans an inside look into a sugaring operation. On Instagram, we share a lot of the same imagery as we do on Facebook and that does really well as that’s what people expect to see on Instagram. The last couple of months we began reposting content from members Instagram pages as a way to continue to market maple and to highlight what VMSMA members are doing. We’re finding this to be successful and we’ll continue to do this in the future.

E-NEWSLETTERS AND NEWSLETTERS

At the start of the pandemic in March, Allison felt that there was a need to be as communicative as possible with the ever-changing status of COVID-19. We sent out e-newsletters as soon as we received any information regarding COVID-19. Today, as the pandemic continues on, we’re still doing that. Within all of that, we began scheduling regular e-newsletters with information from around the industry every three weeks allowing members to be educated and informed on what’s happening in Vermont and within the industry.

Since the beginning of the 2020, we’ve expanded our quarterly printed newsletter to approximately 12 pages in an effort to get you more information. We’ve included some new features, like “Meet a Sugar Maker” interviews. These interviews are meant to connect members from all parts of the state. Other features have ranged from County Highlights, UVM Extension updates, event recaps, and general industry news. Moving forward, we plan to keep loading this newsletter with as much diverse information as possible.

Do you have a subject suggestion? Do you have an article you’d like to write? Please contact Cory; cory@vermontmaple.org

In all of these areas, we rely on a lot of images. Our library is small and needs expanding. If you have any images that you’d like to share, please send them to Cory; cory@vermontmaple.org.

/f/vermont.maple
/o/maplesyrupvermont
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, please reach out to Cory Ayotte at VMSMA (cory@vermontmaple.org).

SAM CUTTING III (USAF RETIRED)
October 2020

A sugar maker, businessman, farmer, outdoorsman and devoted family man, Sam was deeply involved in the Vermont maple industry for more than fifty years. His primary focus was to "raise the bar" on the quality standards of pure Vermont maple syrup so that it would continue to earn the reputation as the "World's Best Maple Syrup".

In 1960, Sam and his wife Joan purchased a 120-acre working farm with a small roadside stand on Route 7 in Ferrisburgh. This stand was called the Dakin Farm Maple Market and this was the beginning of Dakin Farm. First, Sam learned how to tap trees and make maple syrup, then how to smoke ham and bacon using corn cobs. He used old Vermont recipes that date back to the early settlers like Timothy Dakin, a Quaker who settled the Cutting's farm in 1792. These were the humble beginnings of a business that would grow into a well know tourist attraction and e-commerce business.

In recognition of his many years of service to the Vermont maple industry, Sam was awarded "The Sugar Maker of the Year Award," "The Maple Person of the Year Award," and the Vermont maple industry’s highest award, "The Sumner Hill Williams Memorial Cup" for lifetime achievement. Sam was also inducted into the Maple Hall of Fame in 2008 and the Vermont Agriculture Hall of Fame in 2013.

BRUCE MARTELL
October 2020

Bruce was employed with the Vermont’s Agency of Agriculture, Food and Markets for more than 30 years before his retirement. He loved maple and was known by most as the "Maple King". He served as Vermont Agency of Agriculture’s Maple Specialist. He also served on the Vermont Maple Promotion Board as treasure and one-time secretary. Bruce organized every PBS maple funding event. He participated in the Maple attractions and concessions within the Addison, Chittenden, and Franklin Counties Maple events, especially the annual Vermont Maple Festival.

In 2007, Bruce received VMSMA’s Sumner Williams Lifetime Achievement Award and, in 2010, he was inducted into the International Maple Hall of Fame at the American Maple Museum.
Tim Combs
November 2020

Maple producers may know Tim through his eight years at Leader Evaporator. Leader was not just a workplace for Tim, the many hours he spent on the road traveling to New York, Pennsylvania, Ohio, West Virginia, and Kentucky gave him the opportunity to bond with his customers and he considered them close friends and family. Have you ever met someone who could walk into a room full of strangers and within minutes start connecting folks? That was Tim Combs.

“Tim loved people and made every chance to connect with them,” says Kevin Lawyer. Kevin worked closely with Tim as they were both on the Leader sales team. They had dinner together fairly often and attended many trade shows together. “Tim cared about people. He cared about families. He remembered birthdays. He’d bring donuts to job sites. He’d go to baseball games to support friends and family. That’s just who he was,” says Kevin.

David Butler, also in Sales at Leader, recalls how the team took Tim with them into the woods on a client’s job site once. Tim was so excited, he went a little too far into the woods by himself, and David had to go get him. Always a learner, Tim jumped on the chance to understand everything he could about trees and woods, and within a short time became the most knowledgeable salesperson in the field.

Gary Gaudette
November 2020

Gary was involved in maple most of his life; he was not one to sit on the sidelines but was always involved and willing to help. Maple was in Gary’s blood; he worked in the industry but also enjoyed sugaring with his brother Randy and family in their own woods and many hours of boiling with Damian Branon and family at Shady Maples.

In 1966, Gary started at Leader Evaporator as a clerk, retiring in 2015 as President of many years. In 1983 he was appointed to the Vermont Maple Industry Council and then a year later he was elected an honorary member of the North American Maple Syrup Council. Gary was named the Maple Person of the year by the Vermont Maple Industry Council in 1996. He was recipient of the first Lynn Reynolds International Maple Syrup Industry Leadership Award, and he was the past Chair of the Vermont Maple Industry Council. In 2000, he was inducted into the Maple Hall of Fame at the American Maple Museum. And in 2008, the Vermont Maple Sugar Makers’ Association recognized him with their Sumner Williams Lifetime Achievement Award.
The Vermont Maple Sugar Makers' Association (VMSMA) Newsletter Issue Winter 2021

MEET A SUGAR MAKER

As part of our series highlighting Members, we’re sharing short interviews with Vermont’s sugar makers, large and small, near and far. On October 30, 2020, Cory had a conversation with Pam Greene of Ox Pasture Maple in East Berkshire, Vermont.

CORY: I read online that your sugaring operation has been around for approximately 50 years?

PAM: Yes, Stan Greene, my Dad, started the business 54 years ago. My Dad was an old time Vermonter who had a tremendous love of nature and being in the woods. He didn’t grow up sugaring at his house, but he spent time in neighbors’ sugarhouses. Although, he said back then children weren’t always welcomed into sugarhouses. He remembered getting yelled at a lot to get out of the way. My Dad worked as a Customs Officer, and when we started sugaring, we only did it on his days off. He wanted all four of his kids to get into it, but he was wary of building a sugarhouse at first. For the first two seasons, we boiled outside, even in the snow, rain and sleet. Luckily for him, we all liked it. Now today, the operation is at 15,000 taps which is sort of small by Franklin County standards, ha-ha. We tap 50 acres of our 200-acre sugar-bush and we boil with wood. We became certified organic over 10 years ago.

CORY: Who’s involved with your operation?

PAM: Jim Greene, my brother, is the master boiler. He sees maple as a business and also makes all equipment decisions. Louise, my sister-in law, never sugared until she came into the family. She manages our books. She is now retired from her career as a special educator. Before that she would spend any free moment outside of work helping out in the sugar-house. My nephew, Caleb, does a lot for the business. He’s a great mechanic, which comes in handy. It’s not a matter if something will break, it’s a matter of when. He assists with boiling, splitting wood, and tapping trees. He’s also a really good hunter. He helps keep the red squirrel population down. David, my partner, helps me with the marketing, canning, and shipping of our products. Through his efforts, we’ve seen our syrup photographed on the Great Wall of China, in Israel, and in South America. I help David with marketing, as well as running the Vermont Maple Gift Shoppe in Franklin. My niece, Michelle, is selling our syrup at a Farmers’ Market in Fort Myers, Florida.

CORY: Tell me about your business name. How did you come up with it?

PAM: When my Dad built the original sugarhouse, he unearthed a lot of ox harnesses and wire. He learned that the previous owner sugared with oxen in the late 1800s. He felt it was natural to call it Ox Pasture Maples.
CORY: In 2006, your original sugarhouse burned down. What’s the story behind that?

PAM: That was quite tough. Especially, because the fire happened during the last boil of season. It was really dry that season, to the point that my brother would wet down leaves around the sugarhouse regularly as he was afraid of sparks igniting the dry leaves. Which unfortunately happened. All of our barrels for the season were in the sugarhouse. We lost all of that and the equipment that was in the sugarhouse. Luckily, no one was in the sugarhouse when the fire started. One of the firefighters saw Jim’s four-wheeler next to the sugarhouse and they initially thought he was inside. We had to do a lot of hard thinking about rebuilding. Luckily, Caleb wanted to continue our tradition of sugaring. The silver lining is that we were able to build the new sugarhouse next to the roadside for customer exposure. In the winter, we get a lot of visits from skiers coming home from Jay Peak. You can see the steam from our sugarhouse coming from Montgomery, so the skiers and others will follow their eyes and scent to us! We were able to hook up to power. We had no power in the old sugarhouse and it was one mile up the mountain. The new sugarhouse is right next to my brother’s house, so his commute to work is now just a couple of steps. Being the oldest sibling, it was especially hard for me, I have a lot of great memories in that old sugarhouse.

CORY: Your operation is just a couple of miles down the road from the Canadian Border. Has the border closure affected your operation at all?

PAM: Yes, COVID-19 has affected us and it will likely impact us next season. This past season was freaky because it’s normally a social time of year. This year it was just immediate family. I certainly miss connecting with people. I’ve been able to see a lot of babies have their first taste of maple. I’ve never seen a baby spit up maple. Overall, sales were good. Our retail went up with everyone staying at home and cooking to pass the time. Believe it or not, a lot of sales come from Canadian skiers visiting Vermont. We also get a kick when our syrup goes over the border to Ontario and Quebec considering how big maple is in those provinces.

CORY: What’s your favorite meal/recipe with maple in it?

PAM: That’s a tough, but good question. It’s hard to pinpoint one, but I will say that we have a real kitchen in the sugarhouse, and we often will have salmon fillets or pan-fried ham steak drizzled with maple. Louise makes maple rag muffins that are to die for. All of us use the VMSMA cookbook regularly. I get a lot of compliments on the maple vinaigrette recipe at pot lucks. People ask for it so much, that I had to start bringing photocopies for people to take home with them. Dave often will stir maple into whole milk. I am trying something new this year, Bourbon Barrel Aged Maple Syrup for the Holidays.

CORY: What is your favorite part of the sugaring process?

PAM: I have a couple. One is spending time with family. Another is being close to nature. I love watching and seeing the change from winter to spring and sometimes back to winter. You never know when the height of the season will come. Lastly, I love carrying on the heritage from my Dad and other Vermont sugarmakers, including the Abenaki people who first sugared here.

CORY: What are some of your influences?

PAM: I have a handful that have been instrumental in my maple career. First, my Dad. He got me into sugaring. Dave Marvin was and still is an influence for me. He told my Dad years ago “I want to make it in maple.” And I’d say he has. I’m proud to see what he’s built and now what Emma and Ira are doing with Butternut Mountain. UVM Professor, Mari-franca Morselli. She was a heroine to me. Years ago, there weren’t a lot of women in maple. Larry Myott, a UVM Extension Maple agent taught my family so much. He had a great mantra, “Quick, clean, and cold.” And last, Bill Clark. He’s an old time Vermonter who was ahead of his time with maple marketing. I loved the flip charts that he used to bring to county meetings.

CORY: I’d like to end by saying that I hope everyone has a great 2021 Season.
REFLECTIONS ON THE IMPELDING EMERALD ASH BORER INFESTATION
BY DAVE MANCE, VMSMA SECRETARY & BENNINGTON COUNTY DIRECTOR

We recently were informed that Emerald Ash Borer is within 10 miles of our sugarbush – actually less than 5 miles – so we are planning an exit strategy for the ash component in advance of the impending attack. This “preemptive” salvage is allowed under Current Use because of the proximity of the bug and likelihood of it arriving within the next year or two. The big caveat, however, is that the salvage has to be part of an organized silvicultural treatment. In our case it will be called an “intermediate” commercial thinning focused on lowering the percentage of ash. Since that species represents less than 20% of the basal area of stand, the post-treatment level will still be in the 70-80 sf/ac range. I’ll be amending our Forest Management Plan to indicate this treatment.

That seems to be the easy part. Marketing the logs became more challenging due to being in the hot zone. Our ash will go to True Temper in Wallingford, and it’s okay to deliver the logs through the winter, but they must process them before May 31st. This means they will monitor their inventory and could no longer accept loads if they reach capacity. Between May 31st and October 1st, they will accept one load per day (pre-scheduled), immediately debark the logs, and process them. If you’re not lucky enough to get pre-scheduled delivery slot, your logs will sit, and even with waxed ends ash is extremely susceptible to pin worms and powder post beetles. The option is to wait until October 1st, but if Emerald Ash Borer shows up in May, many of those trees could be unsaleable by October.

Another caution – this anecdotally from a logger. When ash trees have shown significant crown dieback, they have become brittle and often come apart before reaching the ground. Extreme caution is therefore needed in felling them if you’re not using a mechanical harvester.

On the bright side, ash prices are currently holding up, and we hope to take advantage of that as we prepare to say goodbye to those tall, straight, noble members of our sugarbush and the less noble members of our fence rows.

Resources available:
**NOTE FROM CHAIR OF BOARD**

**A REFLECTION OF 2020**
BY EMMA MARVIN, VMSMA CHAIR

It’s at this point in a typical year that many of us begin to get anxious. We’re ready to get into the woods. We’re ready to get going. We’re ready to get ready and be ready for the season ahead.

As I reflect on 2020, though, the fact is that we’ve been living with anxiety since spring, and we aren’t out of those woods yet.

But we didn’t throw up our hands and give up. We stayed connected even as we had to keep our distance. We hired a new Executive Director – we are so incredibly lucky to have Allison heading up the VMSMA team. We’ve continued to develop the Maple Sugarhouse Certification Program, which will be launching in the coming weeks. We’ve continued to work to engage with you, our membership, and the broader Vermont maple community to ensure that we’re focused on doing those things that will have the greatest impact on protecting and advancing Vermont Maple.

All of us are parts of our communities. We’re a part of a place that takes care of each other - that laughs off little bumps and bruises, that shares in each other’s sorrows, and that gives a hand to help another up. We do what needs doing to make sure what needs doing gets done. While there is much we’d all like to forget about 2020 – hopefully what 2020 has helped remind us all of is how special this place, Vermont, is and how fortunate we are to be a part of the communities of which we’re a part. My thanks to each of you for making the Vermont maple community what it is. Here’s to a brighter, healthier and more “normal” 2021.

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**YOUR BOARD OF DIRECTORS**

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Peter Purinton | Huntington, VT
Kerry Sedutto | The Sugarman, Hardwick, VT

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[Image of Vermont Maple Sipur] - www.vermontmaple.org | 802.858.9444
Building a Better Mouse Trap (for the Sugarhouse)
By Arnie Piper, VMSMA Vice Chair & Lamoille County President

If you have a sugarhouse then you have plenty of mice trying to share your space. This is especially a problem during the summer and fall months when you aren’t in the sugarhouse every day. In the past I’d cruise through every few days checking on a few items, grabbing tools before going to the woods and of course re-setting the mouse snap-traps. I hate mouse traps! For one thing, I hate re-setting them, expecting to get hammered with the spring device as soon as I get ready to set it on the floor. I have visions of a mangled thumb or trigger finger crushed to the bone. The other issue I have is the mice often seem to run away with the traps. I’m not sure where they go but we’ve lost several over the years. The third issue is you either need a ton of traps or have to be on site every day to reset the traps in order to make a dent on the mice population.

This year I decided to put my time and effort into a 5-gallon bucket type mouse trap that is easy to set and is inexpensively made using materials in the sugarhouse. We used an old sheetrock mud bucket but an old vacuum oil bucket will work just as well. Drill a small hole in the top on both ends and place a 12-gauge wire through and bend back the wire so it stays in place. I used an Arizona Ice Tea can (no deposit so I save an extra 5 cents) through the wire so it will roll easily. Smear some peanut butter on the can as bait. Fill the bucket half full of water. I then position the bucket near the wall which allows the mice a way to get to the bait. Some folks put a small board which allows them to have a clear path to the rolling can. When the mice hit the can it spins and they fall off into the water and drown.

I’m sure some animal rights advocates will have a problem with this but it certainly isn’t as inhumane as poison which by the way could also kill any dog or cat that might find their way into the sugarhouse. Mice that feed on these anticoagulant baits can take several days to die. The poisoned rodents become increasingly weak, making them easy prey for predators. Hungry raptors or other wildlife can receive a lethal dose when they feed on the poisoned rats and mice. This is tragic not merely because hawks, owls, foxes and other animals are dying, but because wildlife predators provide us with valuable rodent control services – unless of course we kill them first.

Snap traps also seldom kill mice immediately. The bucket method isn’t just inexpensive it is also very efficient. Since we went to this method, we haven’t seen any evidence of mice feces in locations where we’ve seen them in the past. I believe mice are instantly attracted to the bait and fall to a quick death. Mice aren’t the smartest critters as I’ve found as many as seven mice at one time that were victims of the devious trap. As of this writing I’ve fished out 117 mice from the water trap. I’ve been disposing of the mice daily in a location adjacent to the sugarhouse and in one case they’ve disappeared in less than an hour. I suspect a fox is feeding her young with the mice but can’t be sure. In any case they are going to good use.

There are a few drawbacks with the system. When the water freezes the mice will likely get out of the bucket but a solution is to put some antifreeze in the bucket. You’ll have to find a new way to dispose of the mice as the animals consuming the mice will be poisoned. Another issue is peanut butter shouldn’t be used as a bait in the production area of a sugarhouse during any time and especially while you are making syrup. I suggest you change methods to snap-traps or sticky traps especially since you’ll be in the sugarhouse daily and can give them the attention they require.
As an ongoing series, we’re highlighting Vermont’s County Associations to connect sugar makers around the state. This time we’re looking at Windsor County with Les Motschman.

Windsor is Vermont’s largest county by area and ranks fourth in population. It borders five other Vermont counties and two in New Hampshire. There are twenty-two towns but no cities. Woodstock is the County seat and is somewhat centrally located. It may be because I live in the area, but it seems like Woodstock is also the center of sugaring in the county. Many of the larger producing operations are in that central area. There may be an underlying reason for that. Much of the bedrock in Windsor County is of the Waits River Formation. It is defined as an impure limestone or marble weathered to a brown, punky crust. The Vermont Geological Map shows the Waits River Formation running the length of eastern Vermont.

The Woodstock-Quechee area is probably one of the best areas in Vermont for producers to market their syrup. Interstate 91 brings travelers into the county from New York City and beyond. I-89 brings people from the Boston area into northern Windsor County. East-West Rte.4 goes through Woodstock and Quechee and is the route to Killington. The Ludlow-Okemo area on Vermont Rte. 100 in the southwestern corner of the county is also a tourist destination, with sugarmakers there as well.

The Windsor County Maple Producers Association was incorporated in 1988. We hosted three Mapleramas, two Governor’s Tree Tapping events, and worked with Extension to organize the annual winter county meetings. My wife Susan and I have done newsletters for many years. Windsor County does not have a fair.

Recognizing that, in the last ten years or so, fewer people want to come to meetings and even fewer want to work at events, our association has not been as active in recent years. We have an annual meeting in January, starting with a pot luck dinner. Three years ago, we started a summer cookout, free to all county sugarmakers. Don Bourdon of West Woodstock hosted the first at his modern sugarhouse. Last year the Rose family hosted us at their lakeside Green Mountain Sugarhouse in Ludlow. There was nothing in 2020, of course, but we hope to be able to get together in 2021.

Last November WCMPA worked with the Northwest Solid Waste District and two of our local waste districts to host a tubing recycling event. It was a success as we filled a 30 cu. yd. container. WCMPA President Mary McQuaid of South Woodstock deserves most of the credit for organizing this event.

Of course, interest in actually producing maple remains high here as in most maple regions. I know of no mega operations in our county, but sugarmakers are adding taps, modernizing equipment and developing new markets. Many sugarhouses are open on Maple Weekends.
WINDSOR COUNTY COMPLETES SAPLINE RECYCLING EVENT

BY RICHARD A. BACKER, NORTHWEST VERMONT SOLID WASTE DISTRICT

The Windsor County Maple Producers Association [WCMPA] hosted its first maple sapline recycling collection event on Saturday, November 7, 2020 at the South Woodstock Fire Department. The event was very much successful, collecting 6,000 lbs. [35 cubic yards] for diversion from landfill. WCMPA hosted, planned, and coordinated the event, preparing a customer list and estimated volume of sapline for delivery prior to the event day.

WCMPA worked in partnership with the Greater Upper Valley Solid Waste Management District and the South Windsor/Windham Counties Solid Waste Management District for additional event messaging and event staffing. The Northwest Vermont Solid Waste District [NWSWD, Georgia, VT] provided rolloff container service and transportation, baling and compacting and will manage the sapline materials for recycle.

The event planning began in late 2019 when NWSWD and WCMPA began discussing the event concept; specifically, holding a one-day event and utilizing rolloff container service to collect and transport the materials to Georgia, VT for compacting/baling and consolidation of the bales into a larger 42,000 lb. over-the-road shipment to a downstream recycling facility located in Arkansas.

The success of the event was ensured as WCMPA pre-sold the full capacity of the rolloff container to its members and area producers on a first come, first serve basis and agreed to pay the transportation costs to transport the collected sapline to NWSWD’s facility. Sixteen customers delivered small and large quantities to fill the rolloff container. Event volunteers packed the box to make room for the sapline.

Producers delivering sapline for recycling paid NWSWD fees to recycle the sapline: $5.00/yard for sapline without contaminant plastic fittings or spouts; $20.00/yard for sapline with contaminant fittings; mainline must be cut into 36’ lengths.

Please contact Northwest Solid Waste District [NWSWD] if your association would like to host a sapline collection event during 2021. Please call: 802-524-5986.

Photos Credit: Ham Gillett
**NEW MOON MAPLE MUFFINS**
**ELMORE MOUNTAIN MAPLEWORKS**
**NORTH CHITTENDEN, VERMONT**

- 2-1/4 cups all purpose flour
- 3/4 cup whole wheat flour
- 1 tablespoon baking powder
- 1/2 teaspoon salt
- 1.5 cups maple syrup, preferably Dark Amber
- 12 tablespoons unsalted butter, melted
- 1/2 cup whole milk
- 1 large egg
- 1 large egg yolk
- 1 cup coarsely chopped walnuts (optional)
- Softened unsalted butter, for greasing the pan

1. In a large bowl, whisk together all the dry ingredients. Set aside.

2. In a medium bowl, whisk together the maple syrup and melted butter. Whisk in the milk, followed by the egg and egg yolk. Add this mixture to the dry ingredients and whisk until just smooth. Stir in the walnuts, if using. Let the batter sit for 5 minutes.

3. Meanwhile, grease the muffin pan generously with softened butter and preheat oven to 400°F.

4. Spoon the batter evenly into the prepared pan. The cups will be almost full. Bake for 10 minutes, then reduce the temperature to 375°F and bake for about 10-15 minutes more, or until the muffins are golden and a cake tester inserted into the center of a muffin comes out clean.

5. Let cool for 5 minutes, then remove from pan. Serve warm with butter and jam, or place on a rack to cool.