

2nd Annual Lake Erie Maple Expo

Breakout Sessions & Presenters for Saturday November 9th 2013

Updated 7/24/2013

◊ Presenter: Glen Goodrich

Bio: Family producing maple since 1800, installing tubing working with vacuum over 30 years, leader in getting high-vacuum pumps and wet-dry conductor systems into common use

Topic #1:

Topic #2:

Presenter: Ruth Goodrich

Bio:

Topic #1:

Topic #2:

◊ Presenter: Sarah Orban

Bio: Many know me as Glenn Goodrich's youngest daughter. I grew up in Cabot Vermont and maple has always been a huge part of my life. I loved spending every minute I could working with my dad in the woods and the sugarhouse and those memories are some of the best from my childhood. After high school I joined the Army and served for 4 years as a military police specialist and completed a 12 month tour in Mosul Iraq. My parents would often send maple products to me, which made me extremely homesick but also very popular among my fellow soldiers. I knew then that I would always be involved in maple. In 2009 I began forming my own business, Thunder Bay Maple Supply located in Posen, Michigan. It opened in 2010 and it has been an amazing adventure for me. Family is very important to me and I love that I get to work more with my family through the business.

Topic: Women in the maple industry and family roles.

Women in the maple industry and family roles. Also a questions and answers time during the course will be included.

◇ Presenter: Dr. Tim Perkins

Bio: Dr. Tim Perkins is the Director of the UVM Proctor Maple Research Center in Underhill Center, Vermont. His research focuses primarily on issues relating to tree health, chemistry of maple sap and syrup, and methods to increase sap yields from trees. He has authored numerous scientific and maple-industry publications, and is co-editor of the 2006 North American Maple Syrup Producer's Manual.

Topic #1: Reassessment of Tapping Guidelines

Tapping guidelines can vary considerably in different areas. Current guidelines were developed to reduce the amount of internal wounding in trees. Recent research at the UVM Proctor Maple Research Center is aimed at reassessing tapping guidelines from several perspectives, including wounding, removal of carbohydrates (sugars) from trees, and the trade-offs between wounding/sugar removal and sap yield. This presentation will describe ongoing effects to scientifically evaluate tapping guidelines from a multi-faceted approach to forest crop management.

Topic #2: Strategies for Improving Sap Yields and Profits

There are three main factors affecting sap yield from maple trees: the tree resource itself, vacuum level, and sanitation. This presentation will explore how different spout and tubing sanitation strategies affect sap yield and the how the effects of implementing and using different strategies affects the net profit for maple producers.

◇ Presenter: Stephen Childs

Bio: Steve Childs has been a New York State Maple Specialist since 2004 and is from Cornell University

Topic #1: Maple value added products

Demonstrations of maple value added products. Granulated maple sugar, maple cotton and maple cheese cake

Topic #2: Marketing Maple products

Marketing Maple products and basics of putting together a maple marketing plan for your business.

◊ **Presenter: Dr. Eric Randall**

Bio: Eric Randall has a lifelong affiliation with many aspects of maple syrup industry. Raised on a western New York dairy-cash crops farm, he earned a BS Biology degree from SUNY-Oswego in 1968 and a PhD in Botany from The Pennsylvania State University in 1973. Following a 25 year tenure at SUNY College at Buffalo where he was Professor of Biology, Dept. Chair, Associate Dean and later Dean of the College of Natural and Social Sciences, he accepted a position of Dean of the School of Science, Mgmt and Technology at Edinboro University of Pennsylvania. He retired from Edinboro University of Pa in 2010 and expanded his family maple production facility about three-fold. Currently the Randalls operate a 3200 tap operation on two farms in Wyoming and Genesee Counties. They use two reverse osmosis machines, a wet/dry vacuum system, a 30"x10' Leader Vortex evaporator with Max pans and an enhanced Steamaway system. Most of their product is sold retail at the farmgate, local shops, as well as consignments at regional and state fairs. Dr. Randall is past president of the NY State Maple Producers Assn, currently President of the Wyoming Co. Maple Producers, New York Delegate to both the IMSI and the NAMSC and continues to serve several other professional boards and associations.

Topic #1: Maple Plant Anatomy (How does that maple tree work?)

Most of us know how to make maple syrup and have a pretty good idea how to lay out a tubing system, but how many of you know how that sap we harvest is manufactured initially by the tree? Where does it come from; is sugar sap there only in March; why maple and not oak, ash, or beech; are we "hurting" our trees by tapping them, etc? Many of these questions and the ones you bring to the session will be looked at and maybe- just maybe, a few will be answered. Come to this session with your questions and we will take a tour into the workings of your trees. Believe it or not, a lot of your customers and visitors to your sugarhouse will ask similar questions. This session will go beyond your basic high school biology class but the scientific language will be kept to a reasonable minimum.

Topic #2: Maple Syrup Production—Beginners and Beyond

This session will take the novice sugarmaker through all phases necessary to complete their first or tenth season of syrup production. The basics needed for selection of tappable trees, actual tapping methods to include both bucket and rudimentary tub

◊ **Presenter: Dr. Gary Graham**

Bio: Dr. Graham is a faculty member serving as an Extension Specialist in Natural Resources for The Ohio State University Extension system, within the School of Environment and Natural Resources located at the Ohio Agricultural Research and Development Center in Wooster, Ohio.

His research and teaching efforts in the fields of conservation and land management have emphasized the importance of utilizing best management practices in all land use situations. In 2001 Gary signed on to become the Extension maple specialist working with the Ohio maple syrup industry. Gary's Doctoral Research at The Ohio State University was on the Ohio Maple Syrup Industry Trends. Other maple research interests are on super sweet maples, sugarbush management and sustainable tapping.

Topic #1: Sugarbush roads and trails best management practices

This presentation covers practices to implement on the roads and trails used to collect for bucket operations or to service tubing systems to have the least amount of impact to the trees within the sugarbush.

Topic #2: Sugarhouse Aesthetics, What the public sees

This presentation covers how what people visiting your sugaring operation see can translate to the quality of syrup they think you make. People taste as much with their eyes and nose as they do their mouth.

◊ **Presenter: Nate Bissell**

- Bio:
- Co-owner of Bissell Maple Farm in Rock Creek, OH.
 - Ohio Maple Producers Association (OMPA) board member.
 - Chair of OMPA's Maple Madness™ Tour
 - Professional career in manufacturing industry for GE Water and Process Technology & Chemetall
 - BA Chemistry, MBA Youngstown State University

Topic #1: The Dirty Little Word Called Profit.

The Dirty Little Word Called Profit. OK, we all love making maple syrup. We know the in's and out's. That is the language we speak. But how do we make money? This course is geared towards the business end of the maple syrup industry, for both beginners and experienced sugarmakers.

◊ **Presenter: Kate Ziehm**

Bio:

Topic #1:

Topic #2:

◊ **Presenter: Chris Casbohm**

Bio: Chris has been making maple syrup for 50 years in the Albion area. Cheryl (wife) and our family help make syrup each spring, and have won many ribbons at local fairs and competitions. Our highest honor was winning the Best of Show at the Crawford County fair in Meadville PA in 2012, with our light amber syrup. Currently our sugar bush consists of all mature hard maples along area roadways. The custom designed gravity tubing systems at 32 locations allow us to easily gather sap from 600 taps. The sugarhouse was designed and built by our family and has plenty of room for guests during boiling. An antique 3 x 10 King evaporator has been modified with a hand crafted steam awayand power draft systems to improve efficiency.

Topic #1: Making Maple Mustard

We will be making Maple Mustard, a value added product that everyone can make easily in their kitchen with all grades of good flavored maple syrup. We will review the method we use to make one batch of maple mustard. Usually about 18, 8 oz bottles.

The demonstration will include:

- The equipment,
- The method, (recipe handout included)
- Safety suggestions during boiling,
- Tips that we use during the process
- Container suggestions
- Packaging tips
- Labeling
- Inspection and shelf life.
- Use of the product
- Marketing the product
- Time for questions

Topic #2: Sugarhouse Construction

Sugarhouse construction. This is a discussion of the features that we designed into our sugarhouse built in the fall of 2000 and 2001. Our Sugarhouse design uses features taken from many local sugarhouses. We will review some of the basics you should cons

◇ Presenter: Les Ober

Bio: Les Ober is an OSU Extension Program Assistant in Agriculture and Natural Resources. Les coordinates the programming for maple syrup education in Northeast Ohio, along with the Commercial Agriculture Programming in Geauga County. He is currently the Ohio Correspondent for The Maple News writing a monthly column for the publication. He is also the Editor of the Ohio Maple News and the Ohio Maple Blog, media publications of the Ohio Maple Producers Association. Les is a 4th generation maple syrup producer running a 500 tap maple operation in central Geauga County, utilizing a vacuum tubing system, 30X8 wood pellet evaporator and Reverse Osmosis.

Topic #1: Maintaining Your Vacuum Tubing System for Better Performance

Most vacuum tubing systems run well when they are first installed. The problems come two three and four years down the road after the system has been exposed to the elements. When you think of maintenance you think of squirrel chews and lateral line leakage, however there are many more key components that can fail and ultimately can lead to the loss of vacuum and profit. This session will look at trouble shooting those components. It will also look at total system performance and how to improve it.

◇ Presenter: Ray D.Gingrich

Bio: Ray is a syrup producer with a 8000 tap sugarbush. He is set up to buy large amounts of sap. He builds gas and electric powered R-O machines from hobby to 1000 gal per hour units.

Topic: RO's - Hobby to Commercial

Discuss the pros and cons of hobby to commercial size R-O machines. Talk about daily cleaning and operations.

Presenter: Jill Burnham

Bio:

Topic #1:

Topic #2:

◇ Presenter: Garry Wohlshlegel

Bio: Garry and his father began producing syrup as a hobby on their 150 tap backyard open pan system over 30years ago. This was followed by 2 successive small wood fired evaporator upgrades, which were housed in a converted chicken coup. A recent expansion includes approximately 4200+ Taps, a 3' x 12' evaporator, a Steam-away, and a Reverse Osmosis system on a wet-dry conductive vacuum system, housed in a multipurpose facility. This facility includes a Retail Store as well as living quarters for the recent empty nesters.

Garry's previous career at the Eastman Kodak Company in Rochester, NY as a prototype and development machinist and CAD designer, helped him leverage many of the skills necessary for an expansion of this nature.

Topic: Sugar House Design

A detailed description from the ground up (literally) will be provided based on site prep, sizing your sugarhouse, floor plan design, placement of equipment and placement of services. Tips include do's, don'ts and antidotes' on an expansion of this order in a short time-line.

◇ Presenter: Eric Johnson

Bio: Eric Johnson is the owner of Tucker Mountain Maple, LLC in Andover, New Hampshire. This 1400 tap operation in the Lakes Region of New Hampshire has continued to grow by focusing on maximizing retail sales. Eric is also one of the main organizers of the annual New Hampshire Maple School. When not wearing his "maple hat", Eric is the Program and Membership Director for the New Hampshire Timberland Owners Association, a state-wide trade association that promotes the working forest of New Hampshire.

Topic: Making 500 taps work for you

This session will focus on a cost comparison of selling retail vs. bulk the syrup produced by a hypothetical 500 tap operation. Discussion will focus on breaking down the various costs (containers, advertising, insurance, labor) of selling syrup in both a retail and bulk setting. Additional time will be spent on simple ways to "brand" or market your syrup.

◇ Presenter: Daniel Lalanne, CDL

Bio: Daniel Lalane, with a bachelor's degree in mechanical engineering and a masters degree in business administration, is one of the owners of CDL maple sugaring equipment.

Topic: Tapping

◇ **Presenter: Tom Patterson, Lapierre**

Bio:

Topic #1:

Topic #2:

◇ **Presenter: Bryan Exley**

Bio: Bryan Exley is a small producer from Eastern Ontario

Topic #1: ~ Agri-Tourism for the Small Producer ~

Bryan Exley is a small producer from Eastern Ontario that has developed a rather unique niche market by offering a “make your own maple syrup” package to local customers. Based on the popularity of pick your own berry farms a full program was designed to allow families to visit his sugarbush and take home syrup they made that same day. By selling the experience rather than just the finished syrup both profitability and market exposure were increased despite being surrounded by much larger producers. Program suitable for producers in the 50 ~ 250 tap range.

◇ **Presenter: Chris Pfeil**

Bio: Chris has been sugaring and selling equipment for the past 15 years. His operation has grown to two locations in Lyndeborough, New Hampshire and consists of 2000 taps. In addition to packing 1000 gallons of syrup each year, Chris is the inventor of the Acc-u-cup and Hands-free Bottling System. He is currently developing a new filter press for small producers.

Topic: Bottling and Filtering for the Small Producer

Chris will discuss the process of filtering with conventional filters and a small press operation. Key points include good bottling practices, differences in glass and plastic containers, proper bottling temperature and achieving desired density in syrup.

◇ **Presenter: Mark Braun, Nationwide Insurance**

Bio:

Topic #1:

Topic #2: