



2021 Virtual Winter Maple Institute & Maple Trade Show [wismaple.org](http://www.wismaple.org)

Educating Maple Producers for 2021 and Beyond

www.wismaple.org/winter-institute

- Install Zoom Software before the virtual conference <http://zoom.us>
Unless you are calling in by phone
- For information on installing the App
<https://m.youtube.com/watch?v=vFhAEoCF7jg&feature=youtu.be>
- If calling in use *6 to unmute yourself
- Go To: <https://wismaple.org/winter-institute> for meeting log in and information.
- Auction link can be found on <https://wismaple.org/winter-institute>
- Please remember to bid on items. Proceeds will benefit WMSPA and Maple Research.
They will be shipped direct to highest bidder after payment is received.

FRIDAY JAN. 8, 2021

Online Auction: Begins 8:00 a.m. Friday, Jan. 8 - Ends at 4:00 p.m. Saturday Jan. 9, 2021

10:00 a.m. – 3:00 p.m. Maple Syrup Judging, Live Streamed

2:00 p.m. – 2:55 p.m. Maple 101: Jessie Randall, Director of MSU's AgBio Forestry Innovation Research Center

3:00 p.m. – 3:30 p.m. Web design: Justin Baroun, 2018-2019 Maple Marketing Intern

3:30 p.m. – 4:00 p.m. Facebook, Instagram, Twitter: Kenni Bores, 2020-2021 Maple Marketing Intern

4:05 p.m. – 4:55 p.m. Travel WI: Jeff Anderson, WI Dept. of Tourism

5:00 p.m. – 5:10 p.m. Belmark

5:15 p.m. – 6:30 p.m. Maple Syrup Filtration. What is the best filter press to use in my operation? Jim Adamski, CDL/Roth Sugar Bush, Followed by: Round table of Equipment Dealers Different Filter Press Options: Joel Oelke, Leader Evaporator, Pete Roth, CDL/Roth Sugar Bush, Tim Sternitzky, The Maple Dude

6:35 p.m. - 6:45 p.m. Maple Dude

6:50 p.m. – 7:00 p.m. DJV Label & Packaging & WB Bottle

7:05 p.m. – 7:15 p.m. Selling bulk maple syrup? What is an FDA DUNS number and how do I obtain it? How do I become licensed to sell maple syrup? Anderson's Maple Syrup

7:20 p.m. - 8:00 p.m. Virtual Specialty Happy Hour Drinks made with Maple Syrup

SATURDAY Jan. 9, 2021

8:00 a.m. – 8:10 a.m. Greg Bussler, NASS

8:15 a.m. – 8:25 a.m. Lapierre

8:30 a.m. – 9:20 a.m. Factors affecting Maple Yield, Tim Perkins, University of Vermont Proctor Maple Research

9:25 a.m. – 9:35 a.m. Maple Hollow and Sunrise Metal

9:40 a.m. -10:40 a.m. Cooking with Maple, Inga Around the Farm Table

10:45 a.m. – 10:55 a.m. Sap Spy/Remote Monitoring

11:00 a.m. – 11:50 a.m. Tubbing Maintenance: Jim Adamski, CDL/Roth Sugar Bush

11:55 a.m. – 12:05 p.m. Leader Evaporator

12:10 p.m. – 12:40 p.m. Wastewater Application: Michelle Balk, DNR

12:45 p.m. - 1:00 p.m. Break: WMSPA Life Time Member

1:05 p.m. – 1:15 p.m. Roth Sugarbush, Inc /CDL

1:20 p.m. – 2:05 p.m. Liability Insurance: Pat Truttmann, Rural Mutual Insurance

2:10 p.m. – 2:20 p.m. Label Slayer

2:25 p.m. – 3:05 p.m. Licensing and Inspection: Stefan Boerboom, WDATCP

3:10 p.m. – 3:20 p.m. Belmark

3:25 p.m. – 4:05 p.m. Nutrition Label Changes: Patrick Campbell, FDA

4:00 p.m. Online Auction Ends (Auction items will be shipped to highest bidder)

4:10 p.m. – 4:20 p.m. Bosworth Company

4:25 p.m. – 5:05 p.m. Invasive Species affecting Maple Trees: Asa Plonsky, Regional Invasive Species Coordinator

5:05 p.m. – 5:15 p.m. Thank you Associate Members: Anderson's Maple Syrup, Belmark, CDL/Roth's Sugarbush, DJV Label &Packaging, Lapierre, Leader Evaporator, and WB Bottle

5:20 p.m. – 6:00 p.m. How to make Maple Cream: Ski's Sugarbush

2021 Virtual Winter Institute

Educational Sessions

Friday January 8, 2021

Maple Syrup Judging

10:00 a.m. – 3:00 p.m.

Watch Live Streamed Winter Institute participants maple syrup judged on density, color, flavor, clarity and labeling. Judging will be done in accordance with the WMSPA Wisconsin Maple Syrup Judging Guidelines. Ribbons and certificates will be awarded.

Beginner Maple 101

2:00 p.m. – 2:55 p.m.

Presenter: Jesse Randall, Director of MSU's AgBio Forestry Innovation Research Center

Learn the ins and outs of maple syrup production, from start to finish. The presentation will include maple tree identification, what size trees to tap, the cooking process, and through the finished product. The presentation will also include tips and tricks to use on the way.

Web Design

3:00 p.m. – 3:30 p.m.

Presenter: Justin Baroun, 2018 – 2019 WMSPA Maple Marketing Intern

Tune in to learn how to set up your own website for your maple operation. The presentation will also focus on how to set up a simple website, where to find a low-cost domain for your website, and how to set up analytics.

Facebook, Instagram, Twitter

3:30 p.m. – 4:00 p.m.

Presenter: Kenni Bores, 2020 – 2021 WMSPA Maple Marketing Intern

Everyday it seems the avenues of social media change, tune in to learn about how to set up a Facebook page along with Instagram and Twitter accounts.

Marketing Your Visitor Experience through Travel Wisconsin

4:05 p.m. – 4:55 p.m.

Presenter: Jeff Anderson, WI Dept of Tourism

Learn about the marketing resources available through the Wisconsin Department of Tourism to promote your maple syrup experience. Jeff will share a variety of resources available for producers to promote their experience leveraging the Travel Wisconsin brand. Additionally, you'll hear an update on the Wisconsin tourism industry including the state of the visitor economy and current trends in travel and tourism.

Vendor Showcase: Belmark

5:00 p.m. – 5:10 p.m.

Filtration of Maple Syrup/What is the best filter Press to Use In my Operation

Presenter: Jim Adamski, CDL/Roth's Sugar Bush

5:15 p.m. – 6:30 p.m.

Learn about the filtration of maple syrup, how to use a filter press, the advantages of using filter press. Followed by a round table of 3 different WI maple Dealers: Tim Sternitzky, Maple Dude, Pete Roth, Roth's Sugar Bush/CDL, and Joel Oelke, Leader Evaporator.

Vendor Showcase: Maple Dude

6:35 p.m. – 6:45 p.m.

Vendor Showcase: DJV Label & Packaging & WB Bottle

6:50 p.m. – 7:00 p.m.

Selling Bulk Maple Syrup, FDA DUNS number, and Licensing 7:05 p.m. – 7:15 p.m.

Presenter: Anderson's Maple Syrup

What is required for selling bulk maple syrup? What is an FDA DUNS number and how do I obtain it? How do I become licensed to sell maple syrup? Anderson Maple Syrup

Virtual Happy Hour 7:20 p.m. – 8:00 p.m.

What kind of cocktails can I make from maple syrup? Join in with various maple producers and their maple cocktails to end the night.

Saturday, January 9, 2021

NASS 2020 Maple Stats 8:00 a.m. – 8:10 a.m.

Presenter: Greg Bussler, USDA/NASS

Learn about the 2020 USDA WI Maple Syrup Survey Results. Greg will present the data collected from the WI maple producers that voluntarily participated in the 2020 USDA Maple Survey.

Vendor Showcase: Lapierre 8:15 a.m. – 8:25 a.m.

Factors affecting Maple yield on Maple Trees 8:30 a.m. – 9:20 a.m.

Presenter: Tim Perkins, University of Vermont Proctor Maple Research

Zoom in to learn about the features of a maple tree, tapping practices and other various aspects that affect sap flow.

Vendor Showcase: Maple Hollow and Sunrise Metal 9:25 a.m. – 9:35 a.m.

Around the Farm Table: Cooking with Maple 9:40 a.m. – 10:40 a.m.

Presenter: Inga Witscher, Around the Farm Table

Learn about cooking using maple syrup from PBS's Around the Farm Table, Inga's home kitchen. Inga has a passion for farming and cooking with the best Wisconsin local products, such as maple syrup.

Vendor Showcase: Sap Spy/Remote Monitoring 10:45 a.m. – 10:55 a.m.

Tubbing Maintenance 11:00 a.m. – 11:50 a.m.

Presenter: Jim Adamski, CDL/Roth Sugar Bush

Learn about how to maintain your maple syrup tubing from maple season to maple season. Find out the never-ending answer to the question "What should I clean my tubing with?"

Vendor Showcase: Leader Evaporator 11:55 a.m. – 12:05 p.m.

Wastewater Application 12:10 p.m. – 12:40 p.m.

Presenter: Michelle Balk, DNR

Zoom in to learn about what the new Wastewater permits are and what is needed for a maple syrup operation. Michelle will explain the application process and how to apply.

- WMSPA Life Time Member Presentation** **12:45 p.m. – 1:00 p.m.**
Presenters: Fred Hedmark, Lifetime Member Committee and
Theresa Baroun WMSPA Executive Director
- Vendor Showcase: Roth Sugarbush/CDL** **1:05 p.m. – 1:15 p.m.**
- Liability Insurance** **1:20 p.m. – 2:05 p.m.**
Presenter: Pat Truttmann, Rural Mutual Insurance
What kind of insurance do I need for my Sugar Bush? Do I need liability for just my Sugar Bush? My Products? Should I have extra insurance if I host tour groups? Pat will present on the different insurance policies are appropriate for each sugarbush
- Vendor Showcase: Label Slayer** **2:10 p.m. – 2:20 p.m.**
- Licensing and Inspection** **2:25 p.m. – 3:05 p.m.**
Presenter: Stefan Boerboom, WDATCP
State's licensing and inspection is an important part of our maple industry. Through licensing and inspection, we can provide a standard of quality and consumer confidence that is critical to market your maple syrup. In order to make inspections meaningful, our association needs to work closely with the department of Agriculture, Trade, and Consumer Protection to develop inspection guidelines that make sense for our industry. In this session you will learn about the licensing and inspection process as well as what the inspectors are trained to look for. And the current updates to the WDATCP webpage.
- Vendor Showcase: Belmark** **3:10 p.m. – 3:20 p.m.**
- Nutrition Label Changes** **3:25 p.m. – 4:05 p.m.**
Presenter: Patrick Campbell, FDA
Effective July 1, 2021, Maple Producers will need to start labeling with the new nutritional information guidelines adopted by the FDA. Learn about the changes that will go along with the new label guidelines.
- Online Auction Ends** **4:00 p.m.**
- Vendor Showcase: Bosworth Company** **4:10 p.m. – 4:20 p.m.**
- Invasive Species affecting Maple Trees** **4:25 p.m. – 5:05 p.m.**
Presenter: Asa Plonsky, Golden Sands RC&D
Learn about invasive plants and their impacts on maple trees. Asa will also cover the identification of some common forest invasive and how to control them.
- Vendor Showcase: Associate Members** **5:05 p.m. – 5:15 p.m.**
- How to make Maple Cream** **5:20 p.m. – 6:00 p.m.**
Presenters: Jon and Katie Podgorski, Ski's Sugarbush
Can I make maple cream? Will this increase the value of my maple syrup? Learn all the tips and tricks to making maple cream.

Speaker Backgrounds:

Featured Speakers

Jessie Randall

Jesse is the director of MSU's AgBio Forestry Innovation Research Center located in the Upper Peninsula of Michigan just outside of Escanaba. His research focusses on silvicultural treatments in hardwoods and lowland conifers, sugar maple and Christmas tree improvement, and deer / forest interactions. Randall's Extension program focusses on maple syrup production, sugarbush management, and forest management for wildlife. Prior to MSU, Jesse was an Assistant Professor and Extension Forester at Iowa State University.

Justin Baroun

Justin Baroun has been involved in the maple industry since he was a child at his family's sugar bush. He was the 2018 - 2019 WMSPA Maple Marketing Intern. He is a recent graduate of the University of WI-Oshkosh. He earned a Bachelor's degree in Digital Marketing and Marketing Analytics. He worked at a local sporting goods store redesigning and updating their website and also has designed his family business website. His knowledge will be very beneficial for producer's looking to design or redesign their website. Justin is currently Assistant manager/Project Manager at Skiers Outlet.

Kenni Bores

Kenni Bores is the current Maple Marketing intern. She grew up on her family's dairy farm in Auburndale, WI as the fifth generation to be involved. She grew up involved in 4-H, FFA, and the Wisconsin Junior Holstein Association and exhibited dairy animals at the Central Wisconsin State Fair. Kenni graduated from the University of Wisconsin-River Falls this December with a Bachelor of Science in Agriculture Marketing Communications. On campus she was involved in Dairy Club and Block and Bridle. She just accepted a position with Optimize Social Media as an Account-Consultant-Digital Media.

Jeff Anderson

Jeff Anderson is a Regional Tourism Specialist with the Wisconsin Department of Tourism based in central Wisconsin and working primarily with the 18 counties of north central and north eastern Wisconsin. In this role, he serves as the boots on the ground for the Department making available a variety of resources and partnership opportunities to local destination marketing organizations, tourism related businesses, and associations. Jeff is directly familiar with the agritourism industry through his family's pick your own pumpkin patch which has been in business for more than 25 years.

Jim Adamski

Jim Adamski is a fourth-generation sugar maker and has been a maple syrup producer for the last 33 years. The family Sugar bush started in the backyard with 25 taps near the city of Antigo in north central Wisconsin. The sugar bush that started with 25 taps has grown to over 10,000 taps. Jim has been on the forefront of new technology in the maple world and has employed vacuum tubing and reverse osmosis equipment in the family sugar bush for more than 20 years. In 2013 Jim was hired by CDL Wisconsin/Roth Sugar Bush as a sales consultant for the Midwest. Jim is a past President of the Wisconsin Maple Syrup Producers Association and is the current delegate for Wisconsin for the North American Maple Syrup Council where he serves as a member of the strategic planning committee.

Joel Oelke is a maple syrup producer in Merrill, WI and Midwest Sales Rep, for Leader Evaporator

Pete Roth is a maple syrup producer in Cadott, WI and owner of Roth's Sugarbush/CDL

Tim Sternitzky is a maple producer in Granton, WI and owner of The Made Dude.

Greg Bussler

Greg Bussler is the Wisconsin Field Office state statistician with the USDA National Agricultural Statistics Service (NASS). His office is located in Madison, WI. Mr. Bussler has been with NASS for almost 32 years, and has worked in the Minnesota and Kentucky Field Offices along with spending 12 years in Washington D.C. at NASS Headquarters

Tim Perkins

“Dr. Tim” Perkins grew up in northeast Vermont helping on his grandfather’s farm and sugaring operation. He received Bachelor’s degrees in Forest Ecology and Geology, and Masters and Doctoral degrees specializing in forest physiology from the University of Vermont. He was appointed Director of the Proctor Maple Research Center in 1996 where his work centers on understanding sap flow, increasing yields from maple, and sustainability of tapping. He holds five patents for various maple devices or practices. He has authored or coauthored over 35 scientific journal papers, written numerous articles in the maple industry literature, and has done hundreds of presentations throughout the maple producing region. He was an author and co-editor of the 2nd edition of the North American Maple Producers Manual and is lead editor and contributing author for several chapters in the upcoming 3rd edition. Dr. Perkins received the “2003 Maple Person of the Year” from the Vermont Maple Industry Council, the Golden Maple Leaf Award in 2008 from the IMSI, the Distinguished Service Award from the North American Maple Syrup Council in 2009, the Sumner Hill Williams President’s Cup in 2011 from the Vermont Maple Industry, the Richard G. Haas Distinguished Service Award from the North American Maple Syrup Council in 2013, the IMSI President’s Award in 2018, and will be inducted into the North American Maple Hall of Fame in 2021.

Inga Witscher

Inga Witscher is a fourth-generation dairy farmer, milking cows and making cheese on her small farm in Wisconsin. Inga’s passion for farming and local food led her to co create and host the PBS television series Around the Farm Table. Part cooking show, part farming adventure, the series highlights Midwestern farmers and food producers. Inga also hosts a Podcast of the same name.

Michelle Balk

Michelle Balk is the Wastewater Field Supervisor for the Wisconsin Department of Natural Resources’ Northern Region. She joined the DNR in 2011 and since that time she’s worked with her team to protect and promote healthy waters of the state across its northernmost 18 counties. In her free time, Michelle enjoys traveling, gardening, kayaking, and cross-country skiing. She lives in Spooner with her husband Adam and their two skijoring dogs.

Pat Truttman

Patrick Truttman is a Wisconsin Insurance Agent in the Green Bay, Wisconsin area at Rural Mutual insurance. He has been a Rural Mutual agent since 1990. Farm Bureau agent for 31 years. He works with all different aspects of insurance needs. He works with protecting the things that are most important to you - your home, family, farm and future. He looks forward to showing you how simple insurance can be.

Stefan Boerboom

Stefan Boerboom is an Environmental Health Technical Specialist at the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) and has served the state of Wisconsin for ten years. His current duties include review of extended run processing variances, HACCP plans, and facility plans of food manufacturing facilities for compliance with State of Wisconsin regulations and development of informational and educational materials related to division programs and activities. He delivers both general and specific food safety training for WDATCP staff and industry. Stefan holds a registered sanitarian credential through the National Environmental Health Association. Prior to his current role with the State of Wisconsin he was a state inspector of retail food establishments and recreational facilities for seven years. He has also worked in industry as a supervisor in a facility producing products subject to meat HACCP, in research and development of food products, and in various retail food environments. Stefan graduated from UW-Eau Claire with a B.S in Environmental Public Health.

Patrick Campbell

Patrick Campbell worked for the FDA as a food and feed Consumer Safety Officer for 10 years. Before the FDA, Patrick was a veterinarian for about 17 years. In his spare Pat has chickens, makes hay for his wife's horses, cuts wood, keeps bees, and makes maple syrup.

Asa Plonsky

Asa Plonsky is the Terrestrial Invasive Species Coordinator at Golden Sands Resource Conservation and Development Council (RC&D), a conservation non-profit based out of Stevens Point. Within Golden Sands RC&D, Asa is the coordinator of the Central Wisconsin Invasive Partnership, a cooperative invasive species group serving seven counties in central Wisconsin. Most of her work focuses on planning collaborative education, prevention, mapping, and control projects for invasive plants like garlic mustard and buckthorn. Asa also assists with forestry projects through Golden Sands RC&D, including Cooperating for Woods and Wildlife, an initiative focused on developing local forest landowner cooperatives and helping neighbors work together to manage their woodlands

Jon and Katie Podgorski

Jon Podgorski is a second-generation sugar maker who has a battle scar on his left hand from making maple syrup as a little boy with his father and two older brothers. After a lengthy break from sugaring in the winter of 2013 Jon and older brother Matt decided to start renovating an old milk house to start making maple syrup again. Spring of 2014 Ski's Sugar Shack was started with 1,100 taps and let's just say the rest is history. Today with the help of his wife Katie there 4 children and other family they make around 1,400 gallons of maple syrup a year and sell a wide variety of value-added products including maple cream and bourbon barrel aged maple syrup.

Upcoming Maple Events (Subject to change due to COVID 19)

- **February 3-6, 2021**
Open House - **Roth's Sugar Bush Super Store** Cadott, WI - www.rothsugarbush.com
- **March 13, 2021**
WMSPA Annual First Tree Tapping, 10:00 a.m.
Marvin Sugar Bush
W9111 North Rollwood Rd. Antigo, WI 54409 - www.wismaple.org
- **April 10, 2021**
Phelps Maple Syrup Fest, 8:00 a.m. – 4:00 p.m.
4451 Old School Rd. Phelps, WI 54554
- **April 24, 2021 (tentative date permitting COVID19, Not Scheduled)**
Taylor County Lions Maple Fest (Taylor County Fairgrounds)
State Hwys 13 & 64 Medford, WI 54451
- **May 8, 2021**
WMSPA Annual Meeting and Maple Syrup Judging at 10:00 a.m.
Marshfield, WI at Hotel Marshfield
- **August 5 - 15, 2021**
Wisconsin State Fair
640 S 84th St. Milwaukee, WI 53214
- **September 18 and 19, 2021**
Marshfield Maple Fest Wildwood Park 1800 S. Roddis Ave. Marshfield, WI 54449

- **October 26th- 29th, 2022**
International Maple Conference
 La Crosse, WI

On behalf of WMSPA, we would like to thank:

- Everyone for attending the WMSPA Virtual Winter Institute
- WMSPA members and Our Associate Members: Anderson Maple Syrup, Belmark, DJV Label & Packaging, Lapierre, Leader Evaporator, Roth's Sugar Bush/CDL, and WB Bottle Supply
- Maple Judging contest helpers: Pete and Dawn Roth, Dave and Shirley Lemke, Mike and Julie Van Deurzen, Justin Baroun, Corey Grape, Steve Anderson, and Jason Zaleski
- Our presenters: Jim Adamski, Jeff Anderson, Michelle Balk, Justin Baroun, Stefan Boerboom, Kenni Bores, Greg Bussler, Patrick Campbell, Fred Hedmark, Joel Oelke, Tim Perkins, Asa Plonsky, Jon and Katie Podgorski, Jessie Randall, Pete Roth, Tim Sternitzky, Pat Truttmann, and Inga Witscher.
- Our Virtual Vendors: Anderson Maple Syrup, Bosworth Company, DJV Labeling & Packaging, Leader Evaporator, Roth's Sugar Bush/CDL, Sunrise Metal, Belmark, Maple Hollow, USDA NASS, Maple Dude, Lapierre and Maple IoT Solutions.
- Zoom Webinar/chatrooms/IT Help: Theresa Baroun, Steve Anderson, Corey Grape, Brenda Hansen, Dave and Shirley Lemke, Brett, Brenden Bodendorfer, Justin and Alicia Baroun, Jason Zaleski and Hotel Marshfield Staff.
- Hotel Marshfield for their accommodations, especially Tricia Berg
- WMSPA Promotion Committee for their help planning the Winter Institute

If you have any question throughout the year, I can be reached at director@wismaple.org or (920)680-9320.

Have a great and successful maple season,
 Theresa Baroun, WMSPA Executive Director

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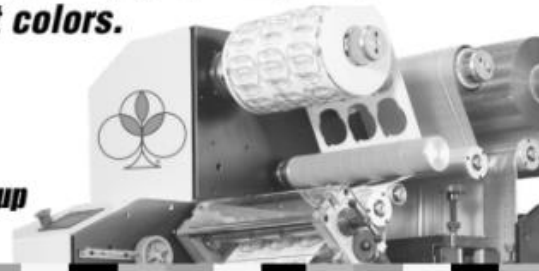
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