



## NORTH AMERICAN MAPLE SYRUP COUNCIL

SUPPORTING THE MAPLE INDUSTRY SINCE 1959

### **Who we are:**

The North American Maple Syrup Council, Inc. is an international network of maple syrup producer associations representing seventeen (17) commercial maple producing States and Canadian Provinces within North America. Each member state or provincial association appoints a Delegate and Alternate Delegate to represent their local interests at the Council.

The NAMSC or Council, as it is commonly referred to, is a non-profit organization established with the purpose of bringing together industry leaders, researchers and affiliated industry groups to share common interests, experience and knowledge for the betterment of the maple syrup industry. The NAMSC began as the *National Maple Syrup Council* in October 1959 and has grown and expanded over the years to serve the needs of its membership and industry.

### **What we do:**

#### Communication & Education

The NAMSC communicates and collaborates regularly with officials of the International Maple Syrup Institute (IMSI) in coordinating efforts and resolving current industry issues. The mission and purpose of these separate organizations vary in what they offer the maple industry. The NAMSC is primarily involved with maple research, production issues and education, and the IMSI focuses more on marketing and promotion of maple products. Both organizations interact regularly with outside supporting organizations such as the FDA and forest related associations that lobby for continued funding of government programs targeting eradication of non-native forest pests and the Asian Longhorned Beetle.

#### NAMSC – IMSI Conference & Annual Meetings

The NAMSC and IMSI share the same venue each October at their annual conference where they each hold their annual meetings. Here the NAMSC Delegates and Alternate Delegates from the different States and Provinces actively participate in discussion planning and resolution of current maple industry issues. At the meetings NAMSC Delegates and Alternate Delegates receive updates on active maple research, new technology and education. This information is intended to flow back to the membership of their local maple association or co-op through the Delegates and Alternate Delegates.

#### Promote the Development and Funding of Maple Research & Education

The NAMSC Research and Education Fund is a volunteer managed fund established in 1987 and is a major activity of the Council. This program raises funds and disperses them through a competitive grant process as seed money for universities, institutions and member associations that perform maple research or education, as well as through grants made to member associations to develop programs and materials to help disseminate best practices and practical skills trainings. The Council facilitates communication between producers and the research community with regards to the needs and issues of the maple industry. Funding for this program is generated through a voluntary collection of a “penny per syrup container sold” and through an industry-wide network of container manufacturers and distributors, syrup packers, co-ops and producer associations. Participating companies and organizations who make the commitment to support and promote the NAMSC Research & Education Fund are known as *Alliance Partners*.

### **What we provide the industry:**

#### Publications

*The Maple Syrup Digest* is a familiar periodical to maple syrup producers throughout the maple producing region. It was established in January 1962 and is the official publication of the North American Maple Syrup Council. This

quarterly publication provides dependable information including industry reports, research findings, state and provincial events, and information on products and services through its advertisers. All of the past issues of the *Maple Syrup Digest* can be found online at [www.maplesyrupdigest.org](http://www.maplesyrupdigest.org).

*The North American Maple Syrup Producers Manual* is “everything you need to know from tree to table.” For more than fifty years maple producers have depended on and have been well served by five editions of this publication which guides the industry in forestry, production, technology, maple markets and more. An NAMSC committee is working on the newest version of the Manual which should be available in 2021.

The Council also manages [mapleresearch.org](http://mapleresearch.org), a curated online resource for sugarmakers to find the most current and scientifically accurate information for maple production, to help all producers make the best products possible using the most current and most sustainable practices.

#### Recognition of Maple Industry Leadership

The *Richard G. Haas Distinguished Service Award* is presented at the NAMSC annual meeting to a leading maple research organization, research professional or Maple Research Alliance Partner in appreciation for their work and/or contributions to the industry. The NAMSC established this memorial fund in 2011 in the name of Richard G. Haas of Sugarhill Containers in recognition of his support of the goals of the Council, efforts of the Research Fund and overall advancement of the maple syrup industry.

#### The NAMSC Maple Hall of Fame Award

This prestigious award is presented in recognition of the recipients’ commitment and contributions to the North American maple syrup industry and it is the highest honor the Maple Industry offers. Nominations are received by the *NAMSC Hall of Fame Committee*. Awards are presented annually at a maple celebration in May at the International Maple Museum Centre (*Formally the American Maple Museum*) in Croghan, NY. The inductees’ plaques, photos and their biographies are on display at the Museum in the North American Maple Syrup Council Room.

### **Where the NAMSC goes from here:**

#### Planning & Development

*NAMSC Strategic Planning Initiatives* began in 2000 with the adoption of a comprehensive Strategic Plan in 2004 and is updated each year. The intent was to research and establish a more formal approach to the management of the Council and to better define the future of the organization through planning. The current Strategic Plan covers five key areas: Communications, Finance, Organizational Structure & Operations, Research Fund Focus & Education. The plan is monitored and updated annually with planning sessions every three or four years. This document has proved to be a valuable tool in the management and growth of the Council.

The *NAMSC Mission Statement* states that “The North American Maple Syrup Council is an international network of maple syrup producer associations, business leaders and affiliated groups brought together to share their common interests, experience and knowledge for the advancement and improvement of the maple syrup industry.”

The future of the NAMSC can be best summarized in its *Vision Statement* that says “The North American Maple Syrup Council will provide and maintain a forum for its member States and Provinces, associates, affiliates and other members to exchange information; promote research; protect and improve product standards and production methods; and to enhance the marketing and promotion of quality pure maple syrup products. The Council will continue to enhance its position as a leader in education and general resource for the maple industry in the United States and Canada.”



**For more information visit our website at: [www.northamericanmaple.org](http://www.northamericanmaple.org)**

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