

Join the Group!

We work together for New York Maple to promote:
better woodlot management,
better processing methods,
better advertising and marketing.

\$50 Annual Membership Includes:

- Your maple business listed on nysmaple.com
- Maple promotion materials free or at cost
- Subscription to Maple Digest
- PIPELINE-the newsletter of the association
- Online access to up-to-date maple happenings
- Retail sales opportunities including fairs and online store
- Get-togethers to share knowledge & ideas
- Membership in North American Maple Syrup Council
- Representation at the International Maple Syrup Institute
- Wholesale prices on maple coffee, cookbooks, advertising materials
- Referrals to business-building opportunities: grants, purchasers of wholesale maple, suppliers of equipment
- Information and help getting any maple question answered- just call the state office.

New York State Maple Producers Association

301 Myron Road, Syracuse, New York 13219-1227 o (315)

877-5795 f (315) 488-0459

web www.nysmaple.com office@nysmaple.com



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We would like to invite you to join the New York State Maple Producer's Association, the official sponsor of Maple Weekend™.

NYSMPA is a not-for-profit trade association run by and for the maple producers of New York. Our goal is to promote good forest practices, to encourage energy efficient best practices for making maple syrup, and to help market the end product. We work closely with the NYS Department of Ag & Markets for promotion, and with the Cornell Maple Program and Farm Viability Institute for the research and training of best practices. In addition, we assist our members with obtaining grants such as USDA REAP energy grants.

Membership includes these activities on behalf of all NY Maple, and also includes membership in the North American Syrup Council, a subscription to the Maple Digest, a subscription to our newsletter, The PIPELINE, as well as listing as appropriate on the consumer, dealer, and wholesaler lookups on the website, nysmaple.com. If you have email access, you can receive email updates on items of interest in the news or in Albany about maple and agriculture, as well as referrals for requests of folks looking to buy maple products. You can consign product to our online store and the numerous booths at county and the state fair run by the association.

I attach a membership application – complete and return to me at the address below. Don't hesitate to call if you have questions.



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Dear fellow maple producer –

We invite you to join us in the New York State Maple Producers Association. We are a group of about 500 maple producers who have combined forces to raise consumer awareness and interest in New York State Maple products. We believe that the market for our product can be increased by working together, which will benefit all folks involved in producing & selling maple in the state.

Examples of this effort include the annual maple weekend – 2012 will be year 17. The event is well established in the New York agricultural calendar, and folks from all over the state look forward to their spring visit to a sugarhouse. We run the maple center at the NYS Fair, have websites that include an online store for members to supply product, and also have numerous county fair and other events throughout the state.

Efforts of the association have raised the awareness of our government representatives in Albany and Washington that maple is an agricultural crop with a significant base in the economy of the state. This has benefited all producers with continued research funds to the Cornell Maple Program, and directly to the NYSMPA to produce advertising materials. This year we helped negotiate an exemption to DEC permit regulations for Maple Reverse Osmosis systems.

A membership application form is attached. The information requested helps us build your web page for consumers and fellow producers on nysmaple.com. Please send the completed application with payment as indicated below to the state association office, 301 Myron Rd, Syracuse NY 13219.

Regards,

Helen Thomas

executive director (and also a maple producer)

2012 Full Association Membership January 1 – December 31 is \$50

Please make check payable to NYSMPA.

<i>Member name:</i>	_____ COUNTY:
<i>Maple Business Name:</i>	_____
<i>Mailing address:</i>	_____ _____
<i>Home telephone</i>	_____
<i>Cell phone</i>	_____
<i>personal email</i>	_____

<u>NYSMPA MEMBER INFO</u> <i>ASSOCIATES are employees, friends or family members of FULL members.</i> <i>RETIRED is only for someone who has previously been a FULL member.</i>	Jan 1-Dec 31, 2012 Membership type (check one)
	\$50 Full member: _____
	\$25 Associate: ___ name of FULL member sponsor: _____ (a full member sponsor is required for associate)
	\$25 Retired: _____

Please help us promote your maple business: (wholesale=bulk) check all that apply

Syrup Drum _____ Wholesale _____ Retail _____ **Maple granulated** Wholesale _____ Retail _____

Molded maple sugar Wholesale _____ Retail _____ **Maple cream (spread)** Wholesale _____ Retail _____

Maple cotton Wholesale _____ Retail _____ **Maple jelly** Wholesale _____ Retail _____

Coated nuts Wholesale _____ Retail _____ **Maple popcorn** Wholesale _____ Retail _____

Maple mustard Wholesale _____ Retail _____ **Other:** _____ Wholesale _____ Retail _____

DO YOU ALLOW SCHOOL TOURS? YES or NO **DO YOU DO FARMERS MARKETS OR SHOWS?** YES or NO

DO YOU SELL Maple Supplies or Equipment to other producers ? YES or NO

DO YOU WANT THIS INFORMATION AVAILABLE TO OTHER MEMBERS AND CONSUMERS? YES or NO *-If you answer no, you can leave the rest of this page blank. Your information will not be shared with anyone.*

Your Product Sales Location:
Where you want us to direct customers who want to come to you to buy your product.

Hours: choose one of our descriptions or write your own.

Hours (circle one): Call Ahead-Make Sure We're In WEEKENDS ONLY

Open 7 days a week M-F 10 to 5

CATCH US IF YOU CAN MON-SAT 10 to 5

Or Yours: _____

Customer TELEPHONE and EMAIL contact information.
We will publish up to 2 numbers that your customers can call for information. We can also list a fax. Include email here only if customers can use it and receive a timely response.

Your business info phone _____

Alternate maple info phone _____

Fax number _____

BUSINESS Email: _____

Website: _____

Facebook: _____

Local newspaper name: _____

Local radio station call letters: _____

Please update your personal sales slogan. 75 characters or less, please.
