

FOR IMMEDIATE RELEASE:

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## **The 2017 New York State Maple Producers Winter Conference Is Set for January 6 and 7, 2017**

***A producer-focused 2017 NYS Maple Conference with practical and hands-on sessions for maple farms to enhance existing and expanding operations.***

The 2017 New York State Maple Conference Friday evening program will feature two great options starting at 5:30. One option is a show and tell on using vacuum to improve the quality and efficiency of making maple cream and candy. The second option is yet to be announced. Right after these two concurrent sessions the VVS FFA will host the sixth annual maple conference auction. This auction gets bigger and better each year, come prepared to buy and sell. This year's Maple Conference will be held in the same great location, the Vernon-Verona-Sherrill High School in Verona, New York on Friday evening January 6<sup>th</sup> and all day Saturday, January 7<sup>th</sup>. Opportunities include having access to the large trade show with many exhibitors displaying plenty of specialized equipment for meeting maple producer needs.

Topics on the agenda include: Selecting and Managing the Vacuum Pump, Best Strategies for Planning and Installing a Maple Tubing System, Continued 3/16" Maple Tubing Research, Managing the Evaporator and Automated De-foaming, Get Ready for Maple Weekend, Environmental and Biological Factors Affecting Sap Yield and Sugar Content, Tapping Below the Lateral Line - Is it OK?, Asarasi Tree Water: Pioneering new growth opportunities in the Maple Industry, Basic RO Management and Care, Cornell Maple Research Update, Getting Top Performance From Your Maple Tubing Systems, Site Quality of a Sugarbush, What Can You Control, Making Quality Maple Cotton, Making Top Quality Maple Candy, Maple Cream for the Beginner, Maple Chocolate Truffles, The NY Maple Center - What Sells and What Works, Maple Producer Panel on Marketing, NYSERD Energy Audit Program, Small Producer Packaging and Marketing in the age of Social Media, Maple Producers as Innovators: Experimental Design, Relation between maple syrup flavor and evaporation, Maple Producer Panel on Marketing, 8 Steps for a Healthy, Productive Sugarbush, Bugs You Should Know About in the Sugarbush, Update on Emerald Ash Borer in NY, Are Deer Eating Your Forest? Prove It, Adding Value to Your Maple Products, Maple Profitability Past, Present and Future, Maple Financial Management, Marketing Maple with Glass, 35 BRIX Concentration and Evaporation, Maple Monitoring Systems, Maple Production for the Beginner, Pricing Your Products for Profitability, Economics of buying and selling sap, Tapping Birch & Walnut Trees for Syrup Production, Update to What's Happening in the Maple Beverage Market, Maple tubing for the beginner demonstration, Basic Sap House Setups and Considerations for the Beginner

The conference is open to the general public, as well as maple producers, and is geared to all levels of sugar makers. Saturday's trade show opens at 8:00 AM with workshops starting at 9:00AM. With these over 40 workshops available, you will have some hard choices.

Held at the Vernon-Verona-Sherrill (V.V.S.) High School, Verona, New York, the conference is sponsored by the V.V.S. FFA, New York State Maple Producers Association, the Cornell Maple Program and Cornell Cooperative Extension. The V.V.S. High School is located between Utica and Syracuse, New York on State Route 31 just two minutes from NYS Thruway Exit 33. For additional information contact V.V.S. FFA advisor Keith Schiebel at [kschiebel@vvschools.org](mailto:kschiebel@vvschools.org). Registration forms will also be available at the New York State Maple Producers Website: [www.nysmaple.com](http://www.nysmaple.com) or the Cornell Maple Program website: [www.cornellmaple.com](http://www.cornellmaple.com).