NASS Survey Training

Maple Syrup Inquiry – May 2024
(MAPLE PROD)

United States Department of Agriculture
National Agricultural Statistics Service

Workforce Performance and Staff Development Section
April 2024
Survey Overview

- The Maple Syrup Inquiry is conducted:
  - As a result of the North American Maple Syrup Council requesting in 1988 that NASS reinstate the maple syrup program.
  - Due to increased demand for data regarding the maple syrup industry.
General Survey Information

• Project Code: 192 – Maple Syrup Survey

• Questionnaires:
  – Mailed April 22

• Release:
  – Crop Production Report
  – June 12, 12:00 P.M. (EST)
States/Regions in Survey

<table>
<thead>
<tr>
<th>Region</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern Mountain</td>
<td>WV</td>
</tr>
<tr>
<td>Great Lakes</td>
<td>IN, MI, OH</td>
</tr>
<tr>
<td>Northeast</td>
<td>CT, ME, MA, NH, NY, PA, VT</td>
</tr>
<tr>
<td>Upper Midwest</td>
<td>MN, WI</td>
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</tbody>
</table>
Published Data

- From the 2023 Maple Syrup Inquiry:
  - 13,440,000 taps
  - 4,179,000 gallons
  - Yield average: 0.311 gallons of syrup/tap
  - 2022 average price: $34.70/gallon
  - 2022 total production valued at $171,561,000

- 2023 prices will be published in the June 2024 crop production report
Additional Information

• Maple sap flows in the spring of the year.
  – Production and quality can vary from year to year based on weather conditions.
  – Optimal conditions are warm days (above freezing) and cold nights (below freezing).

• It takes around 40 gallons of sap to make one gallon of syrup.
  – Can range between 20-60 depending on the year, weather, amount of sugar in the sap, etc.
  – A single tree can have multiple taps based on its age and diameter.

• The lighter the syrup color, the higher the quality
  – Darker colored syrup is considered a lower quality product.
Questionnaire Changes

• Bulk wholesale sales and prices can be reported in either pounds or gallons (previously, only pounds were available).

• In the sales section, a line for syrup produced but not sold (“unsold”) has been added.
Survey Questions: Screening

- Any taps set on the operation in 2023 OR 2024?

- No?
  - Intend to set any taps in the future?
    - Yes/No/DK
      - All will route you to Conclusion
        » Leave a note describing the situation

- Leave good notes if the operation is completely out of business (no agricultural activity)
  - What happened? New operator? Any other info?
Survey Questions: Production Data

• First questions in survey ask for both 2023 AND 2024:
  – How many taps set on trees owned, leased from others, or tapped rent-free?
  – On how many acres were taps set?
  – Gallons of syrup produced?
    • Include syrup from sap purchased
  – How many gallons used to make value-added products?
    • (sugar, maple candy, etc.)
  – How many gallons of sap to make one gallon of syrup?
Survey Questions: 2023 Unprocessed Sap

• In 2023, how many gallons of unprocessed sap purchased from other producers?
  – Record gallons and price per gallon

• In 2023, how many gallons of unprocessed sap sold to other producers?
  – Record gallons and price per gallon
2023 Syrup Sold

- From the 2023 production, record gallons sold and average price per gallon

- 4 categories:
  - Direct to consumer (farmer’s market, etc.)
  - Wholesale (supermarkets, restaurants, etc.)
  - Bulk Wholesale (containers over 5 gallons)
    - Report sales in Gallons and $/Gallon OR Pounds and $/lb
  - Unsold (kept, given away, personal use)
    - Report number of Gallons
2023 Sales, Cont’d.

• How much sold as Grade A?

• How much sold as processing grade?
  – INCLUDE all syrup sold at retail, wholesale, and bulk wholesale

• In 2024, were operation’s maple products certified organic according to USDA standards?
  – Must meet USDA standards for organic production.
Things to Watch Out For

• Syrup produced seems high or low compared to number of taps
• Sap to syrup ratio – high/low
• High/low prices
• Large change in amount of syrup produced from year to year
• Previous year’s syrup production seems high
  • Did you purchase additional sap?
• No taps set in 2023, but taps set this year
  • Why didn’t they collect sap last year? What happened?
• Syrup produced this year, but not last year
Conclusion

• Leave good notes
  – Any time you need to explain a situation
  – Or want to provide info to the office
    • You are our eyes and ears in the field
• Work through some practices
  – Before interviewing!
  – Survey questions have changed.
• Contact your supervisor/regional office with any questions specific to your area
• Thank you, and have a good survey!