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

2024 Maple Syrup Regions and States	
Region	State
Eastern Mountain	WV
Great Lakes	IN, MI, OH
Northeast	CT, ME, MA, NH, NY, PA, VT
Upper Midwest	MN, WI





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 <u>OR</u> 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 <u>AND</u> 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

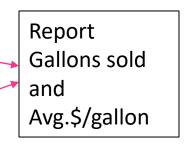
- In 2023, how many gallons of unprocessed sap sold to other producers?
 - Record gallons and price per gallon





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 \$/Ib
 - 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!



