

**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**

<b>Region</b>	<b>State</b>
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 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

Report  
Gallons sold  
and  
Avg.\$/gallon

# 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!**