



Canada's

Agriculture, Food and Beverage INDUSTRY

Canada's Maple Syrup Industry

Canada produces about 85 percent of the world's maple syrup, selling more than 32,500 tonnes valued at over \$165 million to nearly 45 different countries.



Marketing efforts in the Maple Syrup industry have evolved, and now look beyond traditional markets towards value-added market opportunities for maple syrup infusion into other products (cereals, yogurt, maple butters etc.). This dimension of the industry contributes greatly to Canada's value-added export portfolio. It is difficult to anticipate how supply and demand for this commodity will fluctuate over the next few years; however, it is expected that the industry will focus on the satisfaction of markets demanding pre-packed maple syrup and value-added products as opposed to bulk syrup.

There are approximately 10,500 maple syrup producers in Canada, most of which reside in Quebec with the rest in Ontario, New

Brunswick and Nova Scotia. Quebec leads the country in maple production, with 93 per cent of the Canadian market share (Statistics Canada, 2005).

In 2005, Canada produced 6,121,000 gallons of maple syrup. This production had a gross value of over \$175 million (Statistics Canada, 2005). Exports have steadily risen from \$147 million in 2003, to \$154 million in 2004 to a high of \$165 million in 2005. Canada's largest export market is the US with approximately 72 per cent of the total, followed by Japan with 11 per cent and Germany with 5 per cent.

Additional Information

In the early 1970's, science helped to rejuvenate this industry by giving farmers new methods of production. Researchers looked at gathering sap with tubing, using vacuum pumps, reverse osmosis, and various types of evaporators. These new and invigorated methods of production made the industry more efficient.

Today, Canadian production has some of the most innovative systems in maple technology.

The Canadian Food Inspection Agency (CFIA) monitors the safety and quality of maple syrup, and ensures producers meet federal standards. Likewise, the CFIA is responsible for the federal classification of maple syrup within the following categories:

- Canada No. 1 (extra light, light, medium)
- Canada No. 2 (amber)
- Canada No. 3 (dark)

During the growing season, maple trees accumulate starch. With the spring thaw, enzymes change this starch into sugar, which mixes with the water absorbed through the roots, imparting a slightly sweet taste. Maple sap contains water (about 97 per cent), minerals, organic acids and maple



Quality

is in our nature

taste precursors. In early March, the sap starts to run for about six to eight weeks and gives energy to the tree to make it grow. All trees produce sap, but maple trees produce greater quantities with a sweeter taste.

The main syrup producing trees are sugar maples, red maples and silver maples. During the maple sugaring season and average tree yields between 35 and 50 litres of sap, this will produce between 1 and 1.5 litres of maple syrup. It takes on average, 40 litres of sap to make 1 litre of syrup.

A 50 ml serving of maple syrup contains 167 calories, 43 grams of sugar, 117 mg of potassium, 7 mg of sodium and no fat.

Producers take great care to ensure long-term survival of their maple sugar bush. While collecting sap does rob a tree of some of its nourishment, no harm is done to a tree as less than one tenth of a tree's sugar is removed during tapping.



For More Detailed Information

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Other Links:

Canadian Agricultural Products Act – Maple Products Regulations
<http://lois.justice.gc.ca/en/C-0.4/>

Ontario Maple Syrup Producers Association
www.ontariomaple.com/

The Fédération des producteurs acéricoles du Québec
www.siroperable.ca/en/

The New Brunswick Maple Syrup Association Inc.
www.infor.ca

Maple Producers' Association of Nova Scotia
www.novascotiamaplesyrup.com

Further information on products, suppliers and investment opportunities in the Canadian agri-food industry is available on the Agri-Food Trade Service Web site at: www.ats.agr.gc.ca

Canada's food and agricultural products reflect our dedication to excellence, and our deep commitment to safety, quality, environmental responsibility, innovation and service.

In every facet of our industry, we seek to earn the trust of our customers by answering their needs and exceeding their expectations. Those values along with our belief in building strong relationships, have given Canadian agriculture and food products an international reputation for excellence. Customers around the world know that they can trust the goodness of Canada.