

West Virginia Department of Agriculture

Walt Helmick, Commissioner



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MAPLE PRODUCTS MARKETING WORKSHOP SET FOR JUNE 4TH

Charleston, W.Va. – The West Virginia Maple Syrup Producers Association is offering a Products Marketing Workshop featuring sugaring expert Tom McCrumm. The event will take place Saturday, June 4 at Beanders Restaurant (314 Davis Ave., Elkins, WV 26241) from 9 a.m. to 5 p.m.

“West Virginia’s maple industry is growing by leaps and bounds. It’s important to make sure producers have the most up to date information possible to get the word out about our sweet success,” stressed Commissioner of Agriculture Walt Helmick.

The workshop will kick off with a review of state and federal regulations, including the West Virginia inspection process and program implementation. A panel discussion focusing on bulk purchasing of syrup for east coast markets will follow.

After lunch, McCrumm will share tips, secrets and words of wisdom from his 45-year career in the maple industry. “I grew up with pure maple syrup in our kitchen. I always liked to snatch a sip from the syrup tin in the refrigerator.”

McCrumm got his start helping a friend gather sap and making syrup in Vermont in 1971. He moved to Pendleton County in the mid-70’s to start his own operation near Moyers. However, the local population didn’t take much interest in his central evaporator plant. After moving to Virginia and then Lake Placid, NY, McCrumm worked on a three-year study at Cornell University involving sap volume and sap sugar content collected at three different levels of vacuum. In 1986, he began sugaring in Massachusetts and served as the Coordinator of the Massachusetts Maple Producers Association for 15 years. He continues to operate a popular roadside sugarhouse and seasonal pancake restaurant while boiling from 5,000 taps.

The day will end with an optional trip to Big Timber Brewery to learn about their new product, maple beer.

You can pre-register with Cathy Hervey (304-737-1889 or wvmaplesyrupproducers@gmail.com). Money will also be collected the day of the event at the door. The \$10 registration fee will cover the cost of lunch.

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