

**2024 MAPLE SYRUP  
INDUSTRY OUTLOOK**

**FARM CREDIT EAST  
KNOWLEDGE EXCHANGE**



THE UNIVERSITY OF VERMONT  
**EXTENSION**

Mark Cannella  
[Mark.Cannella@uvm.edu](mailto:Mark.Cannella@uvm.edu)  
802-881-1576

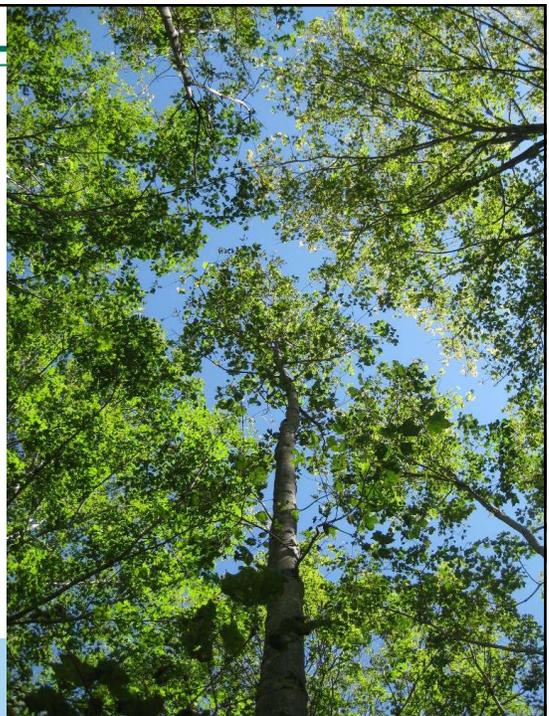
*Photo Credits: Mark Isselhardt  
(University of Vermont)*

---

---

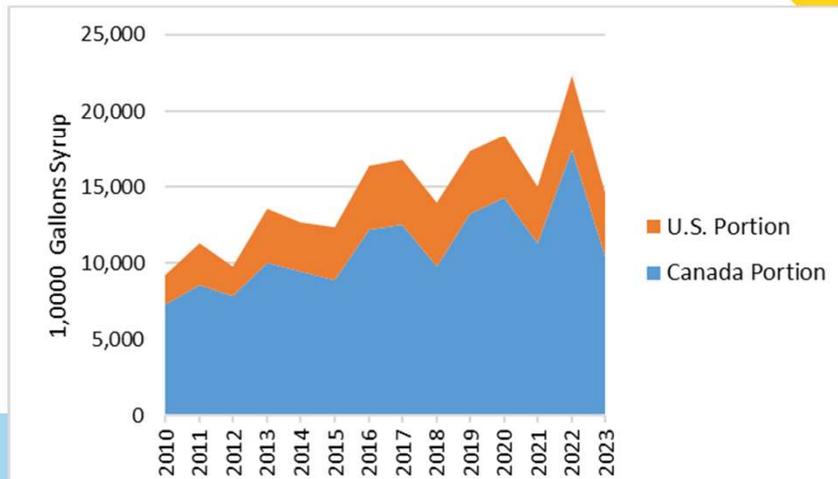
## TODAYS PRESENTATION

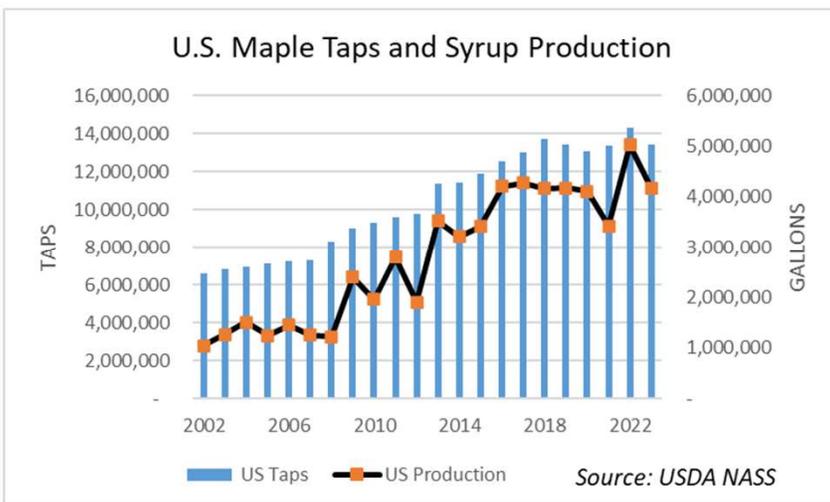
- North American Totals
- Canada- Quebec Influence
- U.S. Trends
- Prices – Markets – Viability
- Strategy and Outlook



## NORTH AMERICAN CROP STATISTICS

- 2022 : large crop
- 2023 : below average
- 2024 : in progress
- ✓ Large crop expected





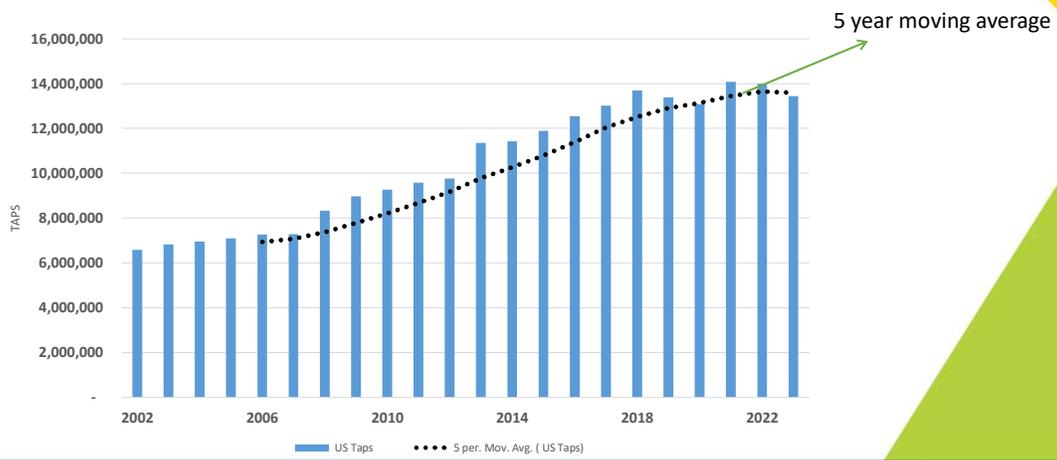
## U.S. LEADING STATES

- Vermont:** 49% of the total domestic crop
- New York:** 18%
- Maine:** 11%



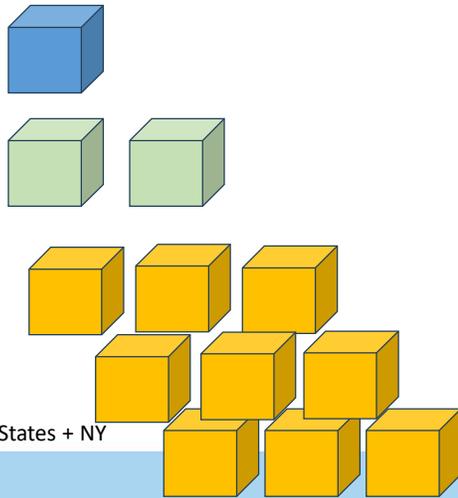
- ✓ U.S. tap count holding at +/- 14 million taps.
- ✓ **Wisconsin** is a fast growing state from 2017 – 2022: + 29%

## U.S. TAP COUNT : ~ 14 MILLION TAPS



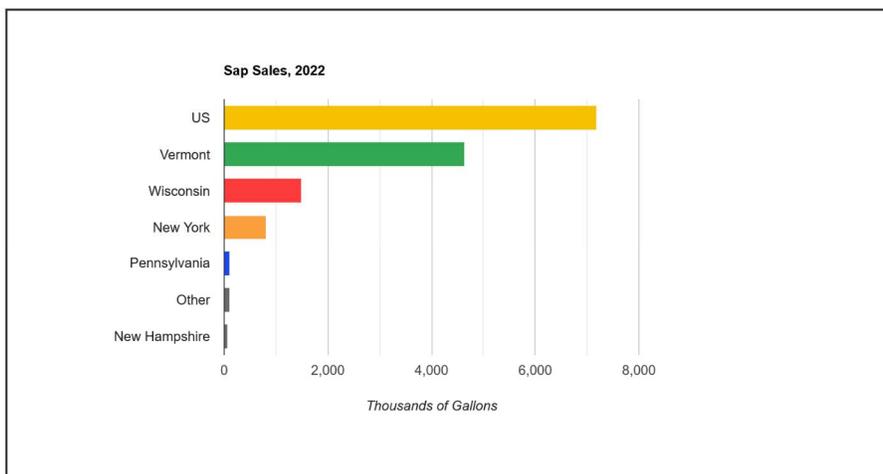
## TOTAL VALUE OF U.S. PRODUCTION

- ☐ 1985 : \$19 M \*
- ☐ 1990 : \$21 M \*
- ☐ 1995 : \$28 M \*
- ☐ 2000 : \$34 M
- ☐ 2005 : \$37 M
- ☐ 2010 : \$73M
- ☐ 2015 : \$125M
- ☐ 2020 : \$132M
- ☐ 2022 : \$171M



\* Only includes New England States + NY

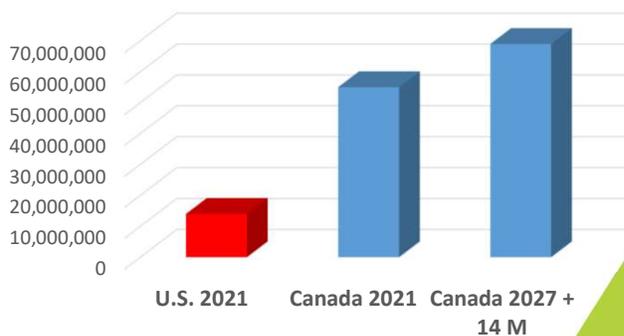
## STATISTICS TRACK SAP SALES



## QUEBEC PRODUCTION EXPANSION

- ☐ PPAQ announces new tap allocation
  - ✓ + 7 M 2021
  - ✓ + 7 M 2023

North American Tap Count and Projection



## INTEREST RATES

**July 2023 -  
Present:**

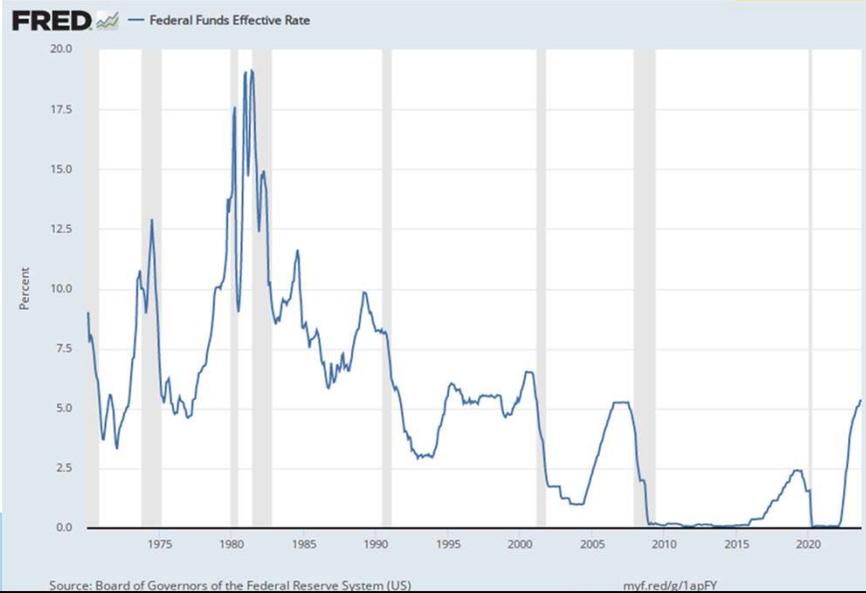
**5.33 %**

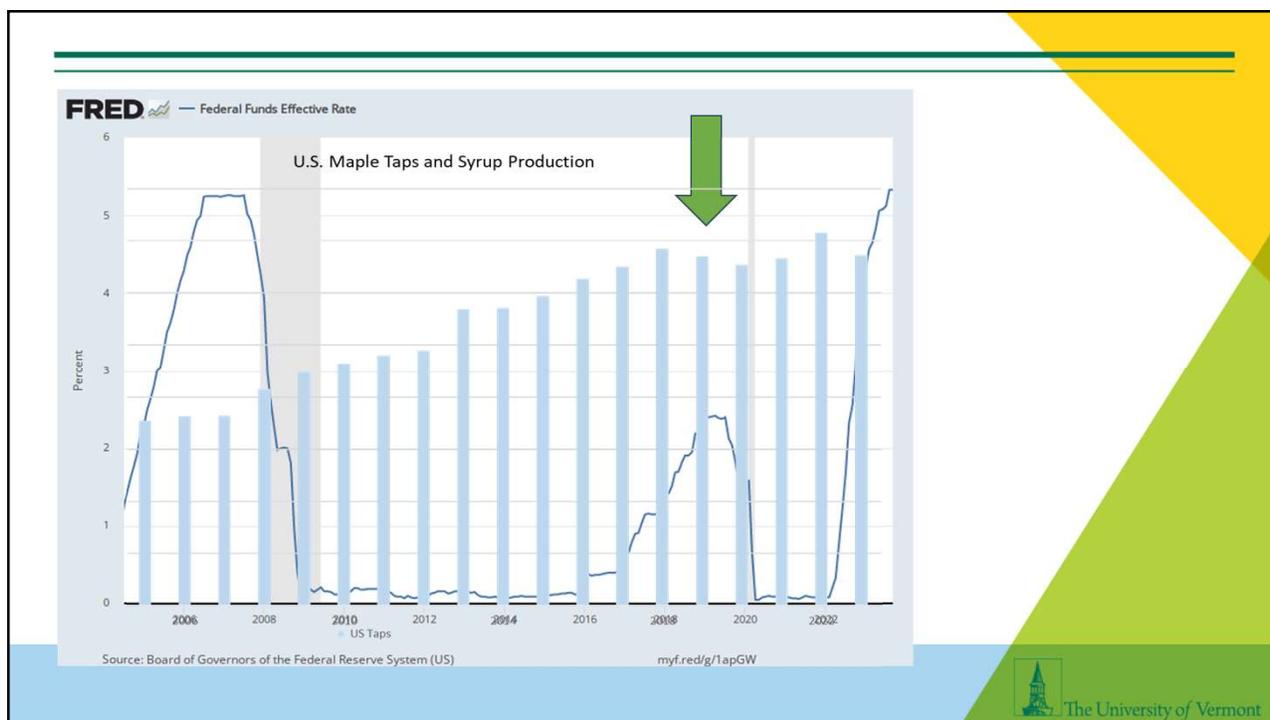


## INTEREST RATES

**Fed Funds Rate**  
**5.33 %**

**Prime Rate:**  
**Generally about 3% higher**  
**than Fed Funds Rate**







**Figure 1. Average U.S. nominal and real producer price of maple syrup, 1992 – 2021**  
 Data sources: Data on the nominal price are from USDA NASS “Northeastern Region Maple Syrup Report” (multiple years) and the real price is calculated by the authors using the Consumer Price Index (CPI) published by the U.S. Bureau of Labor Statistics  
 Credit: Dr. Qingbin Wang (UVM CDAE)



## PRODUCER VIABILITY

### ❑ Cost price squeeze is:

- Real
- Externally drive
- Capable of impacting industry trajectory

### ❑ Impacts:

- Scale-ups (for some)
- Differentiation and “price-making” business models
- Cash flow challenges ?
- Investment risk increases ? Expansion appetite decreases ?



## PRICE – MARKETS - INVENTORY

|      | U.S. Bulk Prices<br>(Average Across<br>Table Grades)                  | PPAQ Golden<br>Price   | USD-CAD<br>Exchange<br>Rate (May<br>to June) | Inventory<br>Estimates         |
|------|---|--|--|--------------------------------|
| 2020 | \$1.95 - \$2.00 USD\$   | \$2.98 CAD\$   | 1.36   | Average                        |
| 2021 | \$2.20 - \$2.40 USD\$   | \$2.99 CAD\$   | 1.22   | Low                            |
| 2022 | \$2.55 - \$2.70 USD\$   | \$3.00 CAD\$   | 1.27   | High in U.S.                   |
| 2023 | \$2.25 - \$2.40 USD\$   | \$3.20 CAD\$   | 1.34   | Average to High in U.S.        |
| 2024 | Announcement<br>Expected late April-<br>May<br><b>\$2.09 - \$2.42</b> | <b>\$3.29 CAD\$</b><br>Amber \$3.25 CAD\$<br>Dark \$3.18 CAD\$<br>Very Dark \$2.84 CAD\$ | <b>1.36</b>                                  | Quebec: Low<br>U.S.: No report |

Organic premium payments are approximately +\$0.15 - +\$0.20 per pound



## MARKET GROWTH TRENDS



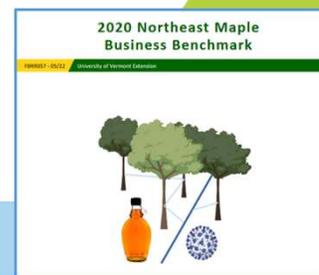
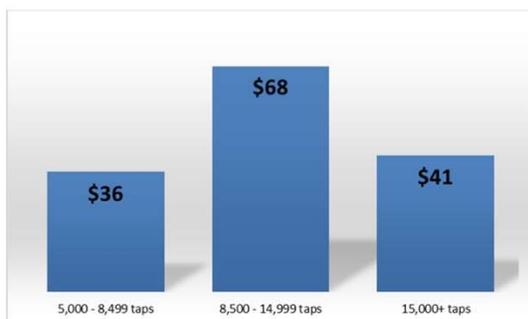
- Slower rates of growth compared to 2021-2022
- Consumer cost of living still higher due to inflation.
- Higher inflation in Europe constrains new U.S. export efforts



## BENCHMARKS FOR START-UP, EXPANSION, BIZ PURCHASE

**Intermediate Assets (no real estate):**

Historical Cost Method: ~\$55 per tap (2014 – 2021)



---

## BENCHMARKS: REVENUE FORECAST

### Average Sales Per Gallon Equivalent (PGE)

- Retail: \$85 - \$95+ PGE
- Retail/Wholesale: \$40 - \$60 PGE  
(depends on your market mix)
- Bulk: \$2.10 - \$2.40



## BENCHMARKS: REVENUE FORECAST

### ☐ 80:20 Market Mix Scenario

- 10,000 taps
- 55 taps per acre
- 0.45 gallons per tap = 5 lbs per tap



|                            | 80 % Bulk Sales  | 20% Retail Mix |
|----------------------------|------------------|----------------|
| Sales Per Channel          | \$90,000         | \$80,000       |
| <b>Total Cash Receipts</b> | <b>\$170,000</b> |                |

---

---

## 2024 CHALLENGES AND POSITIONING

- Climate Change
- Labor
- Market and Supply Chain Evolution



## 2024 CHALLENGES AND POSITIONING

- Climate Change
- Market and Supply Chain Evolution



---

---

## CURRENT RESEARCH AT UVM

- ❑ **National Consumer Demand:** Wang (UVM), Mehmood (OSU), Cannella (UVM)
- ❑ **International Consumer Demand:** Wang (UVM), Guo (UVM), Cannella (UVM), partner Universities in Japan and China
- ❑ **US Marketing Policy:** Cannella (UVM), International Maple Syrup Institute
- ❑ **Sustainability Indicators:** Wang, Isselhardt, D'Amato , Smith , Abah, May, Cannella (UVM)

