

Mission Rd Maple, 218 349 0757

1025 Mission Rd. Cloquet MN

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2019

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Business Description

Mission Rd. Maple is in the business to harvest maple sap and boil down to produce maple syrup and maple sugar for sale.

Business Overview

I will be collecting maple sap and producing maple syrup, maple sugar and maple candy.

Season/Process

1. Collecting sap in the early Spring-this usually takes 3 week or more.

heating sap up to boil off enough water to to make syrup (it takes approximately 40 gallons of salep to make 1 gallon of syrup.

3. Bottling: heating syrup up to 190 to kill any bacteria and then putting into jars for sale

4. Packaging: labeling jars with brand label and nutritional values

5. selling to businesses and consumers

Location

1025 Mission Road, Cloquet, Minnesota 55720

Ownership Structure

Eric DuPuis will be the sole proprietor of this business Mission rd. Maple

Operations

Season/Process/Operations

1. Collecting sap in the early Spring-this usually takes 3 week or more.

heating sap up to boil off enough water to to make syrup (it takes approximately 40 gallons of salep to make 1 gallon of syrup.

3. Bottling: heating syrup up to 190 to kill any bacteria and then putting into jars for sale

4. Packaging: labeling jars with brand label and nutritional values

5. Selling to businesses and consumers

the operating cycle usually takes approximately 2 months.

Products

maple syrup, maple sugar, maple candy

Production System

Currently I tap about 300 trees on a tubing system that stretches out throughout my sugarbush and empties at my evaporator site, and produce anywhere from 15 to 80 gallons of syrup. I plan to add another 50 taps this year as I am now selling at least 20 gallons a year without advertisement or any sales techniques and would like to be able to maintain my current buyers.

Licenses, Permits & Regulations

There currently are no licenses or permits needed and no regulations based on the location of the property and trees I tap.

Risk Management

I currently have no insurance, but will be looking into liability insurance and crop insurance as I have had a couple really bad years recently.

The risks involved included long cold winters the reduce the amount of sap harvested. Crop insurance will help minimize this weather related risk.

Implementation Timeline

Sap gathering begins early spring.

Processing will follow .

Bottling and packaging is done last and should be complete in May.

Marketing Plan

Marketing techniques used will include:

Word of mouth

At farmers markets

Attending local events including conferences.

Distributing Business cards

Unique labeling with a new logo

Marketing Strategy

To begin, products will be sold at farmers markets, conferences, local events and by word of mouth.

I would like to expand and sell to local stores and restaurants.

Competitive Advantage

My products will all be locally sourced on the Fond du Lac reservation.

I currently tap 300 trees by a gravity fed tubing process using a wood fired evaporator to make maple syrup and sugar products.

The wood fired evaporator I used to process my maple syrup creates a uniquely desirable flavor.

Management & Organization

I, Eric Dupuis, will be the owner operator, managing all aspects of the business.

Financial Plan

See attached