

October-December Plan:

Shelburne Farms educators prepare materials for hosting sugarbush field trips

NOFA-VT prepares materials for selling to schools

VMSMA develops marketing materials for all sugar makers to sell to schools and host school groups

Regional partners will assist with connecting sugar makers and schools in 4 counties:

- Lamoille: Reeve Bascom, Center for Ag Economy
- Orleans: Maire (pronounced 'Mara') Folan, Green Mtn Farm to School
- Washington: Misse Axelrod, Drift Homestead, farmer and educator
- Bennington: Abbie Nelson or Liz Ruffa of Northshire Grows

January-March 2019:

Workshops at Sugar maker Conferences by Shelburne Farms and NOFA

Maple taste tests in schools in the 4 counties (Harvest of the Month product in March is Maple!)

Support conducting field trips on sugarbushes

Results from Maple producers' survey: 67 responses

Number of Maple surveys answered by county:

Addison 11
 Orleans 8
 Bennington 7
 Lamoille 7
 Windsor 6
 Caledonia 5
 Franklin 5

Washington 5
 Chittenden 4
 Rutland 4
 Orange 3
 Essex 1
 Windham 1

Do you want to learn about how to sell to schools? Answer: YES

Addison 10
 Orleans 7 (& 1 responded to bidding process)
 Bennington 6 (& 1 responded to bidding process)
 Lamoille 6 (1 "no")
 Windsor 4 (1 "no", 1 N/A)
 Caledonia 5
 Franklin 4 (& 1 responded to bidding process)

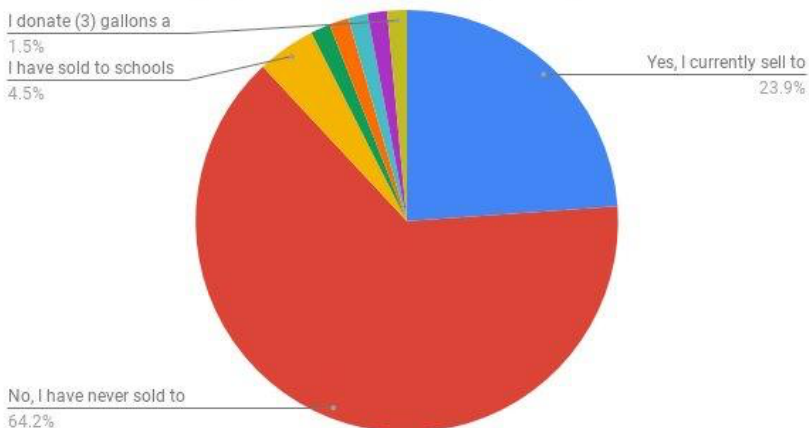
Washington 4 (& 1 responded to bidding process)
 Chittenden 3 (1 "no")
 Rutland 4
 Orange 3
 Essex 1
 Windham 1

Average price of syrup to schools:

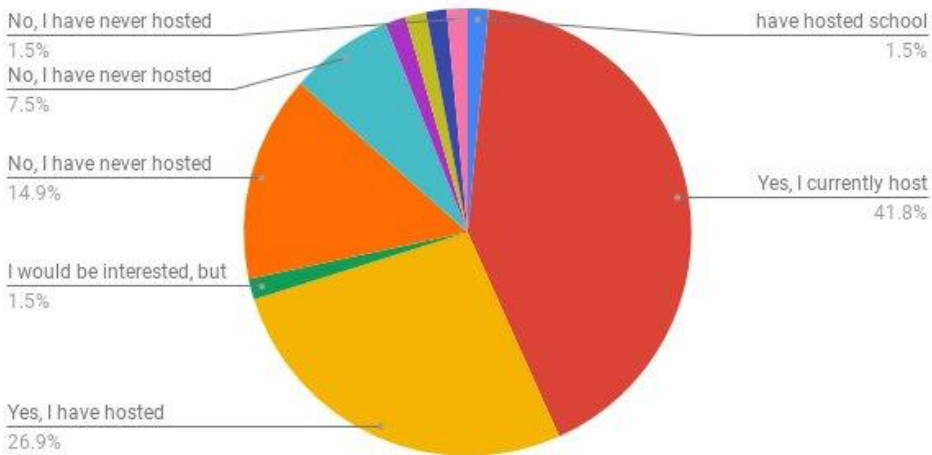
1 gallon: \$30-\$5

5 gallons: \$145-\$175

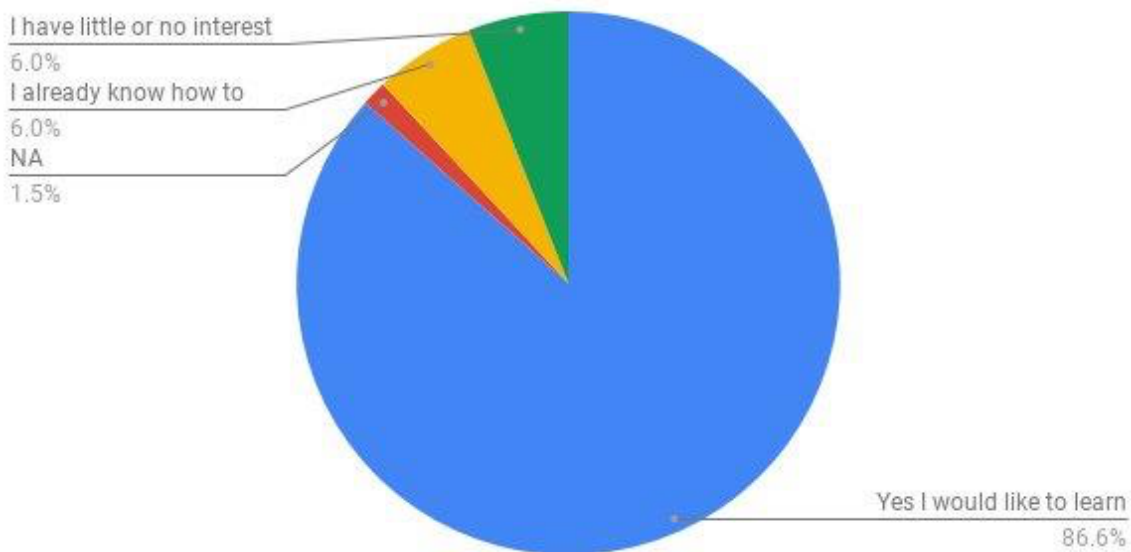
Count of Have you, or are you currently selling to schools?



Count of Have you conducted a field trip on your farm or sugarbush before?



Count of Do you want to learn about how to sell to schools through the bidding process?



Responses by school nutrition directors in Bennington, Lamoille, Orleans, Washington Counties: 23

(note: directors may be responding for multiple schools)

87% currently purchase VT maple syrup

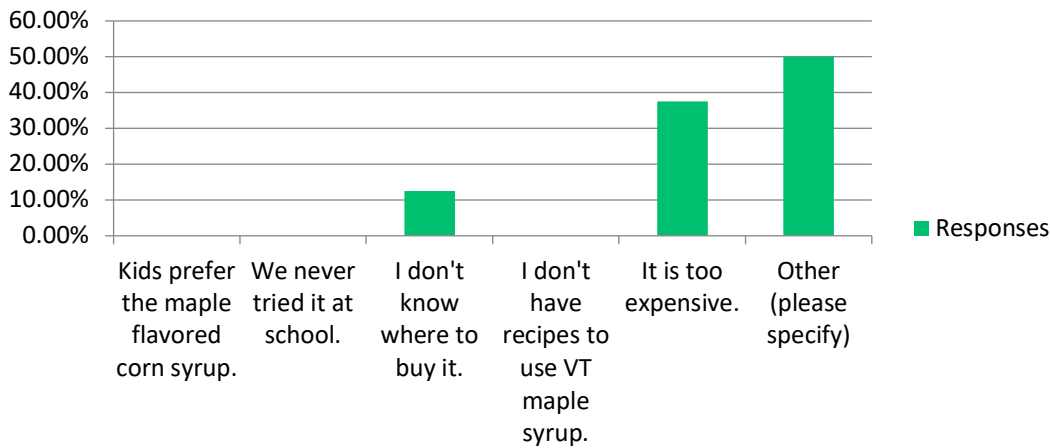
65% use for pancakes

35% use for cooking, dressings

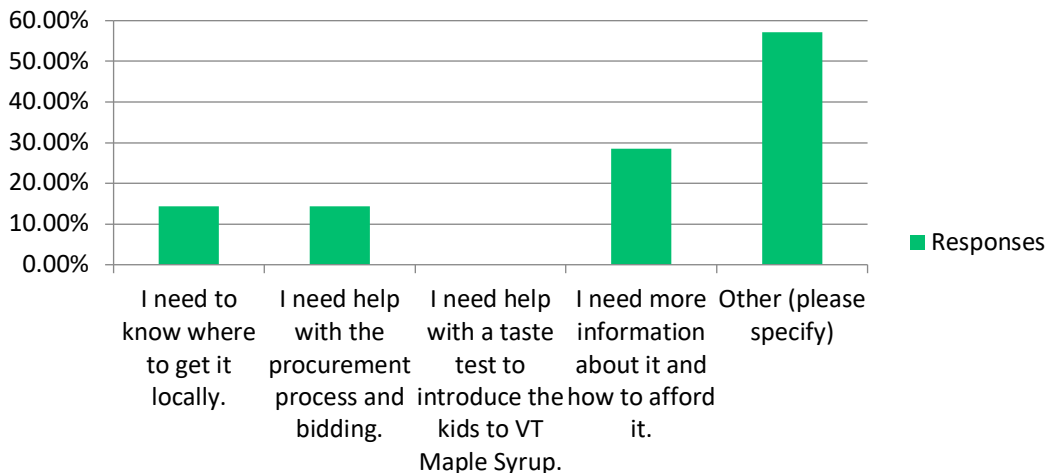
Where do the purchase?

- 7 from Georgia Mtn through Reinhart distributors
- 15 local direct

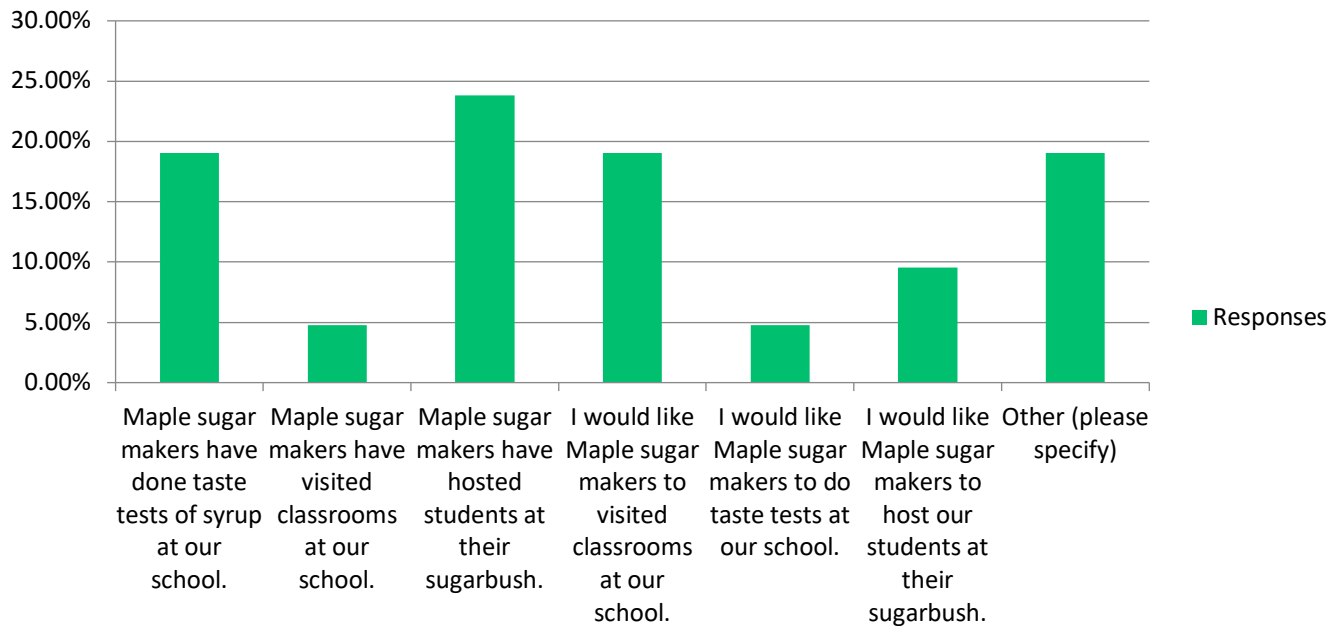
If you do not purchase VT Maple Syrup,
 please indicate the barriers or reasons.
 Please check all answers that apply.



If you are not purchasing VT Maple Syrup now, but would like to, please check all boxes that apply.



Have VT Maple Sugar Makers come to your school to talk about sugaring, for taste tests, or hosted students on their sugarbush or farm?



Other (please specify)

don't know

I believe they have through the schools, not cafeteria

we make our own syrup on site each year but have a problem getting sap field trips