



## Maple Business Planning Modules

The maple sector experiences annual yield, market, and financial risks. Sap flow is weather dependent, creating significant production risk. Additionally, declining bulk prices paired with uncertainty in direct market performance for those seeking new markets adds another risk factor. No single business is alike and it is important that producers have access to tools that can be utilized to learn, analyze and implement change for their specific business.

In response to demonstrated producer demand and increased interest in risk management tools for maple producers, a team led by **Mark Cannella** of **University of Vermont Extension** developed a project to convert current maple research into actionable outreach education materials for producers throughout the Northeast. The **UVM Extension Maple Business Planning Modules Project** adapted recent research findings and business best practices into a variety of educational materials for current and prospective maple owners. In person workshops, online planning tools and industry publications were used to inform and train maple producers and related industry professionals. This project created five online business planning tools that included a multi-year production yield average,

production forecast, pricing and gross sales forecast, cost budget, and self-guided business plan. The tools are available at [vtmaplebiz.org](http://vtmaplebiz.org). The project also developed a "One Hour Business Plan" workshop, complemented by the one-page maple business planning worksheet. In addition, a maple marketing workshop was developed. These sessions were delivered at maple conferences in **Vermont, New York, New Hampshire, and Pennsylvania**. Two industry publication articles and three blog posts were written to provide foundational education on the evolving maple market situation, potential market policies, and business practices.

The project resulted in 23 workshops delivered in four Northeast states reaching 548 participants. Online business modules were accessed over the last five months of the project and reached 170 maple producers. Participants at in-person workshops completed 165 "One Hour Business Plans", and 170 online business analyses were also completed. This project successfully interacted with a range of producers that include hobbyists, very small enterprises, and more commercially-minded business owners.

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*"We are increasing taps, [and] upgrading equipment."*

*"We increased our direct sales to customers."*

*– Northeast Maple Producers*

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USDA National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

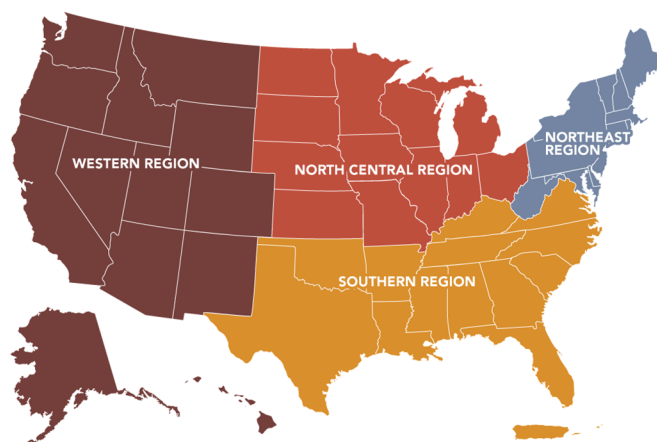
Extension Risk Management Education is supported by  
the USDA National Institute of Food and Agriculture.

## “Educating America’s farmers and ranchers to manage the unique risks of producing food for the world’s table.”

**Extension Risk Management Education (ERME)** is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative education projects that have generated tangible results for agricultural producers in 56 US states and territories. Beginning in 2020, the Centers initiated a new funding opportunity for the delivery of risk management education to agricultural producers underserved by the Federal crop insurance program. Priorities for both of these programs include commitments to funding results, providing transparent accountability, and encouraging collaboration. The accomplishments of all funded projects are available for public viewing on the ERME website:  
<http://ExtensionRME.org>



### ERME REGIONAL CENTERS



**NORTH CENTRAL  
EXTENSION  
RISK  
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EDUCATION**

University of Nebraska  
Dept. of Agricultural Economics  
303 Filley Hall  
Lincoln, NE  
68583-0922

(402) 472-1742  
[NCERME.org](http://NCERME.org)



**NORTHEAST  
EXTENSION  
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EDUCATION**

University of Delaware  
Dept. of Applied Economics  
and Statistics  
112 Townsend Hall  
Newark, DE  
19716-2130

(302) 831-6540  
[NERME.org](http://NERME.org)



**SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

2301 South University Ave.  
Little Rock, AR  
72204

(501) 671-2165  
[SRMEC.uada.edu](http://SRMEC.uada.edu)



**WESTERN  
EXTENSION  
RISK  
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Spokane Valley, WA  
99202

(509) 477-2168  
[WESTRME.wsu.edu](http://WESTRME.wsu.edu)



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