

Quality
is in our **nature**



Canada

Canadian Maple Syrup

Pure Liquid Gold



Every spring in Eastern Canada, as the snow begins to melt and animals stir from their winter slumber, the eagerly anticipated maple sugaring season begins. Canada produces 85 percent of the world's maple syrup. With forests brimming with majestic **red, black and sugar maples**, the country has just the right mix of cold spring nights and warm daytime temperatures to produce an abundance of the clear-coloured sap used to make maple syrup.

Canada's maple syrup producing regions are located in the provinces of Quebec, Ontario, New Brunswick and Nova Scotia. Maple syrup has long been part of Canada's cultural fabric. The country's Aboriginal peoples taught the early settlers how to harvest sap and boil it to make maple syrup. Maple sugar was the first kind of sugar produced in eastern North America and remained the standard sweetener until 1875, when cane sugar became available.



Now enjoyed in 45 countries around the world, Canadian maple syrup products range from traditional **maple syrup to maple sugar, maple butter, maple candy** and a full range of **products containing maple syrup**, such as cereals, yoghurts and more.

Nurturing nature



Quality maple sugar production is a source of great pride for Canadians – a true connection to nature. As maple trees grow, they accumulate starch, which converts into sugar during the spring thaw and mixes with the water absorbed through tree roots. Maple sap contains about 97 percent water, plus minerals, organic acids and maple taste precursors. It takes 40 litres of sap to make one litre of syrup.

Canada's maple syrup producers take great care to ensure the long term survival of their maple sugar bushes. They collect only enough sap for one to 1.5 litres of syrup from each tree – or less than one-tenth of the tree's sugar. Collecting too much sap would rob trees of nourishment. Canada's producers are committed to safeguarding the health and longevity of their trees.



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World-class expertise

Historically, sap was collected in buckets and then poured into a large gathering tank that was pulled by a team of horses or a tractor to the evaporator house. In the early 1970s, the industry was reborn when scientists developed new gathering and production methods. Today, producers use **tubing systems**, **reverse osmosis** and **high-performance evaporators**, all of which have made the industry significantly more efficient. In fact, Canada boasts some of the most innovative systems in maple production in the world.

The safety and quality of Canadian maple syrup is monitored by the Canadian Food Inspection Agency (CFIA), which ensures producers meet high federal standards. The CFIA is also responsible for the federal classification of maple syrup within the following categories:

Canada No. 1 (extra light, light, medium)

Canada No. 2 (amber)

Canada No. 3 (dark)

Taste the Canadian difference

Although delicious and sweet on its own, maple syrup has evolved beyond the traditional pancake and waffle markets and can now be found in value-added products as a natural flavouring. The industry continues to innovate by introducing fruit-flavoured maple syrups, maple syrup and liqueur blends, organic products and leading-edge packaging.

Any wonder why the maple leaf figures prominently on Canada's national flag? For further information on Canada's maple syrup industry, Canadian capabilities and exported products, please visit:

Government websites

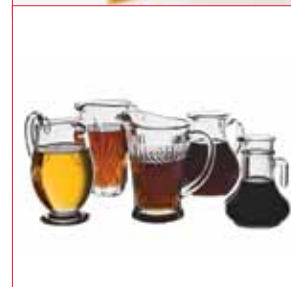
- Agri-Food Trade Service – Agriculture and Agri-Food Canada
www.ats-sea.agr.gc.ca
- Maple Products Sector Information – Agriculture and Agri-Food Canada
www5.agr.gc.ca/eng/?id=1410083148842
- Canadian Agricultural Products Act – Maple Products Regulations
<http://lois.justice.gc.ca/en/C-0.4/>

Industry websites

- Ontario Maple Syrup Producers Association www.ontariomaple.com
- Fédération des producteurs acéricoles du Québec www.siroperable.ca
- New Brunswick Maple Syrup Association Inc. www.infor.ca
- Maple Producers' Association of Nova Scotia www.novascotiamplesyrup.com

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Canadian Maple Syrup

Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

Canada's Exports to All Countries (HS Code 170220)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Maple sugar and maple syrup	217,629,424	233,738,849	252,721,944	231,298,213	6.3%
Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
Maple sugar and maple syrup	40,672,935	34,227,103	34,173,032	32,577,174	-19.9%

Canada's Monthly Exports to All Countries (HS Code 170220, Value \$CAD)

Month	2007	2008	2009	2010
Jan	17,531,384	17,578,872	14,405,149	20,664,396
Feb	15,852,436	16,666,804	17,063,513	16,193,769
Mar	17,426,326	17,659,521	17,332,700	19,173,844
Apr	19,967,456	17,384,006	28,405,993	15,307,471
May	20,359,468	22,976,428	29,266,013	17,869,281
Jun	18,525,602	22,750,069	27,196,839	20,640,570
Jul	17,881,450	21,712,355	22,695,044	18,603,755
Aug	16,735,016	17,143,226	18,292,341	18,106,973
Sep	15,444,248	19,196,531	17,181,934	19,286,453
Oct	18,651,384	21,270,540	20,206,630	20,008,908
Nov	18,731,075	21,830,182	20,895,105	24,478,844
Dec	20,523,579	17,570,315	19,780,683	20,963,949
TOTAL	217,629,424	233,738,849	252,721,944	231,298,213

Canada's Exports to All Countries by Province (HS Code 170220, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	20	0	5	1
British Columbia	576,735	734,482	559,496	501,394
Manitoba	0	0	131	0
New Brunswick	1,551,855	4,269,609	7,555,452	7,645,221
Nova Scotia	119,185	7,410	108,694	385,107
Northwest Territories	0	0	0	310,532
Ontario	7,424,809	1,023,970	1,010,185	441,308
Prince Edward Island	1,096	0	0	217,404
Québec	207,948,908	227,703,378	243,487,981	221,797,246
Saskatchewan	6,816	0	0	0

Canada's Top 10 Maple Sugar and Syrup Markets (HS Code 170220, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	217,629,424	233,738,849	252,721,944	231,298,213	6.3%
United States	153,101,334	156,029,130	167,861,447	142,993,460	-6.6%
Japan	20,752,812	24,612,437	21,669,051	28,092,909	35.4%
Germany	15,874,924	15,478,107	16,414,931	16,224,744	2.2%
United Kingdom	4,323,698	10,130,850	13,069,021	9,593,150	121.9%
France	5,319,911	6,201,111	8,289,540	7,580,222	42.5%
Australia	4,817,936	5,400,626	8,129,652	6,883,308	42.9%
Denmark	2,489,716	3,609,875	4,257,666	4,130,080	65.9%
South Korea	2,026,880	1,697,885	2,066,720	2,941,053	45.1%
Switzerland	2,145,845	2,258,390	2,115,704	2,741,707	27.8%
Netherlands	1,882,430	1,755,093	2,132,899	2,244,257	19.2%