

Accessing South Atlantic Markets for US Maple Syrup

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For Immediate Release

November 20, 2020 Franklin, WV—Future Generations University, in partnership with Virginia Tech, Appalachian Sustainable Development, and Garrett County, MD Economic Development, was awarded \$498,521.22 for the *Accessing South Atlantic Markets for US Maple Syrup: educating consumers and enhancing distribution networks* project. This Market Development and Promotion project will support the growth of the U.S. maple syrup industry in the South Atlantic over the next three years. It will enhance current markets in Virginia, Maryland, and West Virginia by increasing consumer awareness about U.S. maple syrup and sap products. It will also expand consumer access to U.S. maple products into new markets throughout Virginia, Maryland, West Virginia, Washington D.C., Georgia, as well as North and South Carolina.

With deep traditional roots, Virginia, Maryland, and West Virginia's maple industries have seen a recent resurgence. Bettina K. Ring, Secretary of Agriculture and Forestry in Virginia agrees, "we consider the maple syrup industry part of our cultural heritage and want to ensure it remains healthy and sustainable. In order to do this, it is critical that we continue to grow market access for maple syrup." While Maryland doesn't have as many producers, "the Western counties of the state have significant potential for maple syrup production and enterprise. Garrett County has a very old sugaring history with family farms that have been making syrup for generations." says Steve Connelly, Assistant Secretary to the Maryland Department of Agriculture. And West Virginia, too, has seen an average increase in production of 21% over a recent two-year period and continues to grow, though more data is needed to accurately track the industry's growth in the region.

Future Generations University's Appalachian program advances research, learning, and action to promote sustainable community development. The USDA's Acer Access and Development Program (Acer) offers grants to support the efforts of States, tribal governments, and research institutions to promote the domestic maple syrup industry. For more information on the *Accessing South Atlantic Markets for US Maple Syrup* please email info@future.edu.



The “old way” of cooking maple syrup in Dahmer, WV 1935 Estella and Jenny Dahmer



The “new way” of cooking maple syrup, Spruce Knob Maple in Dry Fork, WV