

2023 FEED WEBINAR SERIES

Food Safety for Value-Added Maple Syrup Products in Wisconsin

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Extension
UNIVERSITY OF WISCONSIN-MADISON
COMMUNITY FOOD SYSTEMS

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**The Sweet Taste of Success:
Safe Value-Added
Maple Syrup Products**

Thursday March 9, 2023
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Agenda

We will cover:

- Why food safety matters
- A framework for adding value
- Where to find help for your value-added business
- Case studies

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Make it Safe, So it Sells!

Incorporate a food safety framework

- Food and beverages must be prepared under clean, sanitary conditions.
- Prepared items must be safe and wholesome.
- Labeling must be accurate. A lot code must be included.



Add value and ensure quality.

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The Basics: Maple Syrup

Food safety is part of a regulatory framework.
Standard of Identity for maple syrup – 21 CFR 168



Pure maple syrup may only contain added water, salt, chemical preservatives, defoaming agents. (21 CFR 168.140)

Maple sirup is the liquid food derived by concentration and heat treatment of the sap of the maple tree (Acer) or by solution in water of maple sugar (mapel concrète) made from such sap. It contains not less than 66 percent by weight of soluble solids derived solely from such sap. The concentration may be adjusted with or without added water.

We'll assume....you are adding value.

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Safety of Syrup: Safe on the Shelf

What do we know about maple syrup?

66% soluble solids (sugars) = 66 °Brix

Water activity of ~0.85

pH of ~6.0

High sugar prevents outgrowth of *C. botulinum*



Heat to concentrate. Filter.



Package hot into a clean container. Apply closure. Hot inverted (lay-down) 180°F for 1-2 minutes.

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Safety & Quality

- High sugar content (66% soluble solids) | Prevent outgrowth of spores of *Clostridium botulinum*
- Low water activity (below 0.85)
- Mild heat treatment destroys vegetative spoilage microbes

Standard of Identity for maple syrup

- Only water, salt, chemical preservatives and defoaming agents may be added

IF we change Maple Syrup by adding other things → evaluate for safety

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Key Resources

- [Selling Maple Syrup in Wisconsin](#) (DATCP)
 - What kind of license is required?
 - What kind of facilities and equipment are required?
 - What is grading?
 - What are the requirements for flavored and infused syrups?
- Licensing Specialists 608-224-4923 datcpdfslicensing@wi.gov
- Adding Value *generally adds some complexity too*
It may take some work. It will be confusing. Help is available!





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The Process Authority

A Process Authority is a professional who will help evaluate your recipe for safety.

Trained professional
Science expert

Process Authority directory:
<https://www.afdo.org/directories/fpa/>



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Trends: Healthy Hydration, Added Value (and flavor)



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Adding Value, Building in Safety

Maple water

- Low in acid (high pH)
- Low in sugar content
- ➔ Keep refrigerated, or use a process to destroy botulism spores

Infused syrups

- Consider impact on °Brix (a_w)
- Consider impact on pH

Also: maple beer, candies, cream.....



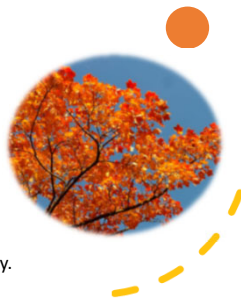
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The Sky is the Limit (almost)

Start by asking yourself **3 key questions:**

1. What food or beverage do I want to manufacture and sell?
2. What are the steps to manufacturing a safe product?
3. How will the product be marketed?

Where there is a will, generally there is a way.



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Licensing....

Beginning businesses hold food businesses licenses:

- In shared-use facilities
- In churches or community centers
- In restaurants (when not open)
- In dedicated facilities at a farm or home property

Licenses are issued to a person at a location for an activity(ies).
 Retail license – direct sales to consumers (end user)
 Food processing plant license – wholesale or retail

Licensing Specialists: 608-224-4923 or datcpdfslicensing@wi.gov



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Safe Food – Properly Labeled

- What is in the package? Statement of Identity
- Who made the product? Statement of Responsibility (address)
- How much is in the package? Net contents
- What are the ingredients? Order from most to least
- How do I trace the product? Lot coding

Exemptions for Nutrition Facts panel.






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It's Safe....Will it Sell?

North American Maple Syrup Council, October 2018

1. Research your state's maple and food regulations.
 - Maple cream? Maple water?
 - Moving to a commercial kitchen.
2. Dream big. Then start small. Scale up slowly.
 - Choose a few ideas that will work best for you and your business.
 - Protect your brand.
3. Protect quality while building in efficiencies.
 - Market trends.
 - Innovations in technology.
4. Consider partnerships that increase impact.
 - Co-branding.
 - Leverage local.

*Keep abreast of market trends.
 *Be aware of consumer preferences.



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Tried and True Strategies

- Add value to what you know and love
 - Build on your strengths
 - Leverage assets
- Do your homework
 - Evaluate product markets
 - Financial feasibility
- Try networking, talk to others
 - Ask for ideas
 - Seek out help



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4 Key Market Analysis Questions

1. **Who** will buy my product?
2. **Why** will they buy my product?
3. **What** will they pay for my product?
4. **Where** to they expect to find my product?

Small Business Development Centers
<https://wisconsinsbdc.org/>




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Case Study #1

Infused Maple Syrup

In the same community:
A coffee roaster with a unique product line.
A maple syrup producer looking to add value to products.

Syrup worth waking up for: coffee infused maple syrup.



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Case Study #2
Maple-Flavored Sauces & Dressings

Using the image of maple syrup as a natural sweetener, a maple syrup producer wants to develop a line of naturally flavored sauces and dressings.

Image: healthy, natural products
 Brought to you by nature.....




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Case Study #3

Sparkling Maple Water

A maple syrup producer wants to bottle Maple Water, with other added ingredients.

Image: healthy, natural hydration



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Questions

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