



ALL SET FOR THE NEW SEASON!

QUÉBEC MAPLE SYRUP PRODUCERS:
WORKING TODAY FOR TOMORROW



Québec Maple Syrup Producers

The mission of Québec Maple Syrup Producers is to promote the interests of Québec maple producers and to develop the production and sales of Québec maple products to their full potential, while respecting the principles of sustainable development.

All Set for the New Season!

In a ritual that occurs every February, Québec Maple Syrup Producers tap the first maple tree of the year. This marks the official start of sugaring season.

In 2021, we're taking the opportunity to salute the passionate women and men who carry out this specialized labour. In fact, most tapping was already done, in the winter months, some 50 million times. In this way, when the weather finally begins to warm and the sap begins to flow, producers are ready to collect it and start making maple syrup.



[ppaq.ca/
launch2021](http://ppaq.ca/launch2021)



See our video "One Maple at a Time."
ppaq.ca/2021Launch

Québec Maple is on Top of the World!

A longstanding symbol of Québec culture, maple syrup is now known around the world. The maple industry is booming, thanks in no small part to the visionary efforts of the Québec Maple Syrup Producers.

11 300
maple syrup producers.

24 % are women.

2020 Production: **175 M lbs.** of maple syrup.

2020 Sales
144 M lb
of maple syrup. That's
a **14 %** increase
over 2019.

22 % increase in exports
over 2019.

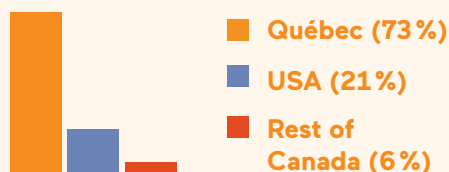
Canada exported
131 M lbs. of maple
syrup in 2020.

(More than 90% of this came from Québec.)

Nearly **50 M**
taps in production
in Québec's maple
forest.

85 % of Québec maple
syrup is exported to some
60 nations.

In 2020, Québec
produced **73 %** of the
world's maple syrup.

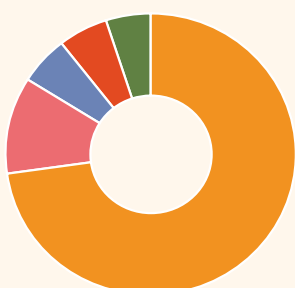


A regional economic powerhouse, maple syrup is a vital force, creating the equivalent of **10 500** full-time jobs.

The Maple Syrup Strategic Reserve, located in the Centre-du-Québec region, ensures stable prices and a steady, all-year-round supply.

At this time, it warehouses some **100 M lbs.** of maple syrup.

The World's Leading Importers of Maple Syrup



■ USA (63,3%)
■ Germany (9,6%)
■ UK (4,9%)
■ Japan (4,9%)
■ Australia (4,2%)

\$800 M: the Québec maple industry's contribution to Canada's gross domestic product (GDP).

The Humble Can of Syrup

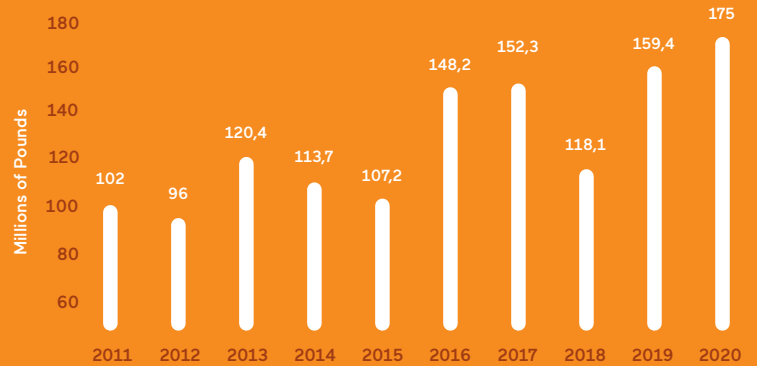
The 591 ml can of maple syrup first appeared on grocery store shelves in the 1950s. It produced a major change: maple syrup took the place of maple sugar as the sweetener of choice. And that iconic design on the can? It was the winner of a contest and remains on many cans of maple syrup today.



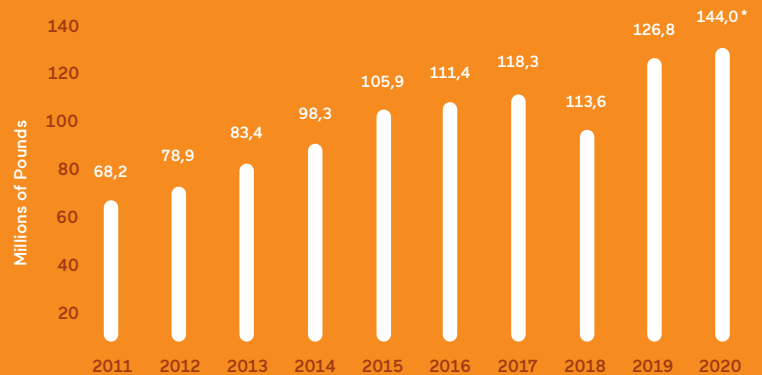
Cooking with Maple

Maple syrup brings a world of possibilities to the kitchen. For instance, you can recreate the magic of maple taffy on the snow right at home! Get the recipe at erableduquebec.ca.

Maple Syrup Production in Québec over the Past 10 Years



Sales of Québec Maple Syrup over the Past 10 Years



*Estimate as of January 15, 2021. The Québec Maple Syrup Producers fiscal year ends on February 28.



The Québec Maple Syrup Producers promote the Érable du Québec and Maple from Canada brands nationally and internationally through promotional initiatives, scientific research, and raw material innovations.

erableduquebec.ca



There are thousands of maple syrup producers across Québec making their own maple syrup and other products. We make it easy for you to find one near you at *Érable d'ici*, a listing of producers who sell right from the sugar shack. Make one your very own!

erabledici.ca