

## **Quebec Maple Syrup: A Successful Model Designed to Meet Challenges Ahead<sup>1</sup>**

- As global demand for agrifood products rises, maple syrup is exceptionally well-positioned for significant growth in the coming years.
- This is no accident and can't be explained by market forces alone. Producers made a concerted effort to bring the market to maturity. Thanks to the collaborative tools they have developed, maple syrup producers have succeeded, in just one generation, in turning maple syrup production from a cottage industry into a fully fledged economic sector.
- The positive impacts of this approach include the professionalization of maple syrup producers, increased facility productivity, an overall improvement in product quality, and increased innovation in terms of processes and new market development.
- By creating favorable conditions for the development of maple syrup companies, the approach has essentially mitigated fluctuations in maple syrup prices, thus increasing companies' economic viability and investment projects.
- Quebec maple syrup producers have carved out an enviable niche in the agrifood industry by developing a model that supports industry growth and strengthens its entrepreneurial base. All this means a bright future and short-term development opportunities that are second to none.
- Collective marketing of maple syrup products has not only had a positive impact on prices and the development of maple syrup production in Quebec, it has also had impacts on producers in the rest of Canada and around the world. While these companies, especially those in the U.S., have benefitted from the Quebec model, maple syrup producers in Quebec have reaped the lion's share of positive impacts.<sup>2</sup>
- Despite the surge in American production, most of the demand in core markets outside North America (Europe and eastern Asia) is for Quebec maple products.<sup>3</sup>

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<sup>1</sup> The English version of *Le sirop d'érable au Québec : Un modèle performant et adapté aux défis qui pointent* is courtesy of the *Producteurs et productrices acéricoles du Québec*.

<sup>2</sup> From 2008 to 2017, production in the U.S. increased from 21.1 to 47.1 million pounds (124%), while Quebec production increased from 58.7 to 152.2 million pounds (160%) over the same period.

<sup>3</sup> Germany imported \$40 million in Quebec and Canadian maple products in 2017, significantly more than the total value of American products imported in the same year (US\$23.6 million). Canada has also signed free trade agreements with Europe (CETA) and the Asia-Pacific region (TPP) that the U.S. has not signed. These agreements will strengthen the Quebec maple syrup industry.