

Fact Sheet

REAL CANADIAN, REAL MAPLE SYRUP



You can put it on ice cream, whip up salad dressing, sweeten coffee or glaze chicken wings – maple syrup is a staple in Canadian diets that has evolved from the classic topping of choice for fluffy pancakes to a popular ingredient for a variety of delectable dishes. In true Canadian spirit, the Royal Agricultural Winter Fair will be hosting a maple syrup competition for both adults and youth under the age of 21 this November.



Important dates for entrants:

- The entry closing date for the maple syrup competition and the maple syrup youth competition is **October 21, 2009**.
- Judging for the maple syrup competition and the maple syrup youth competition will take place on Wednesday, November 4, 2009 at 9:00 a.m. in Salon 106, Hall B, Direct Energy Centre.

Rules and Regulations:

- Maple syrup entries for the adult and youth competitions must be received *after* Monday, October 26, 2009 and *before* Monday, November 2, 2009 at 12:00 p.m.
- All maple syrup samples must be delivered to the Honey and Maple Clerk, Royal Agricultural Winter Fair, 33 Manitoba Drive, The RICOH Coliseum, Direct Energy Centre, Exhibition Place, Toronto M6K 3C3.
- Maple syrup must be shown in New Style Curved Kent Type Glass Bottles, each having a capacity of 250 ml and should be packed hot (180 – 200 degrees Fahrenheit).
- All exhibitors' labels must be placed on the bottom of each entry. Points will be lost if a label is on the face of the bottle. Products will be disqualified if syrup contains any form of foreign material.
- Maple syrup submissions will be judged on the following point system: density (30), clarity (15), flavour (30) and colour (25).

Fun Facts

- Sugar Shack baby! The sugar shack is where the sap from maple trees is boiled and made into maple syrup. The sugar bush refers to the area where maple syrup trees are tapped and the sap is collected.
- The Sap Story: Maple sap is a thin liquid, barely sweet and colourless. The maple taste that makes the syrup a Canadian favourite comes only after boiling down the sap, causing the water to evaporate.
- Love that Canadian weather! Canada produces about 85 per cent of the world's maple syrup. The ability to produce maple syrup for commercial use is exclusive to eastern North America because of the unique weather pattern, which triggers commercial flows of sap.
- Give me more of that sweet stuff! Maple sugar was the first kind of sugar produced in North America and was the standard sweetener until sugar cane became available around 1875.
- In 2008, the total value of maple products sold in Canada was approximately \$212 million.

Learn more about maple syrup at The Royal this November!

-30-

For more information visit www.royalfair.org – November 6-15, 2009

Materials and images can be downloaded for media use

Media Contacts:

Tiffany Fisher

Mansfield Communications

(416) 599-0024 x 222

tiffany@mcipr.com

Kate Walsh

Mansfield Communications

(416) 599-0024 x 229

kate@mcipr.com