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Statistical Overview of the Canadian Maple Industry **2013**

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Overview

The Canadian maple syrup industry generates 80% of the world's pure maple syrup and is the leading global producer of maple syrup and related products. When it comes to iconic Canadian commodities, nothing can compare to sweet, sugary maple syrup. Maple production in Canada spans the country's entire history, having first been taught to the early European settlers by local Aboriginal populations. Maple syrup is enjoyed as a topping on countless foods and used as an ingredient in many desserts. It is 100% natural, an excellent source of riboflavin and manganese, and full of antioxidants, giving it a competitive advantage over artificial sweeteners.¹ Although Canada is home to five species of maple trees, namely sugar maple, black maple, red maple, silver maple and Manitoba maple, only sugar and black maple are ideal for syrup production due to their higher sugar concentrations of 2% to 3%.² Freezing nighttime temperatures and mild daytime temperatures are required to maximize the amount of sap extracted from maple trees.³

Canada produced 10 million gallons of maple syrup in 2013, up 27% from 2012. The province of Quebec alone accounted for 90.4% of the country's maple syrup production. The Canadian maple syrup industry has seen an increase of 34% in the value of maple products, from \$304.5 million in 2012 to \$408 million in 2013.

Canada is also the world's largest exporter of maple products, with exports valued at \$278 million in 2013. Quebec accounted for 95.3% of Canadian maple product exports and New Brunswick for 3.7%, with the remaining maple-producing provinces accounting for only 1% of total exports. In 2013, 65% of Canadian exports went to the United States, 9% to Japan and 8% to Germany.

¹ <http://www.mapledelights.com/maple-syrup/All-about-Maple/Nutritional-Value.aspx>.

² Jesse Randall, *Maple Syrup Production*, Iowa State University Forestry Extension, February 2010.

³ Leslie Young, "How sweet it is: Record-breaking year for Canadian maple syrup," *Global News Toronto*, November 12, 2013, <http://globalnews.ca/news/956313/how-sweet-it-is-record-breaking-year-for-canadian-maple-syrup/>.



1. Production

1.1. Number of Maple Farms and Taps by Province

Province	2006	2011	2006	2011
	Number of Farms		Number of Taps	
Newfoundland and Labrador	0	1	0	x
Prince Edward Island	9	11	11,619	9,693
Nova Scotia	113	152	346,114	372,452
New Brunswick	189	191	1,702,530	1,896,773
Quebec	7,054	7,639	34,675,949	40,632,512
Ontario	2,240	2,673	1,311,599	1,508,651
Manitoba	63	67	11,408	8,251
Saskatchewan	28	24	14,373	5,917
Alberta	3	7	120	x
British Columbia	32	82	2,241	3,609
Canada	9,731	10,847	38,075,953	44,440,024

Source: Statistics Canada (CANSIM Table 004-0009)

Note:

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.

1.2. Maple Syrup¹ Production by Province

Province	2009	2010	2011	2012	2013
	Gallons (000)				
Nova Scotia	19	28	31	25	37
New Brunswick	386	309	341	348	484
Quebec	8,256	6,649	7,690	7,257	9,083
Ontario	417	288	488	225	449
Canada	9,078	7,274	8,551	7,855	10,053

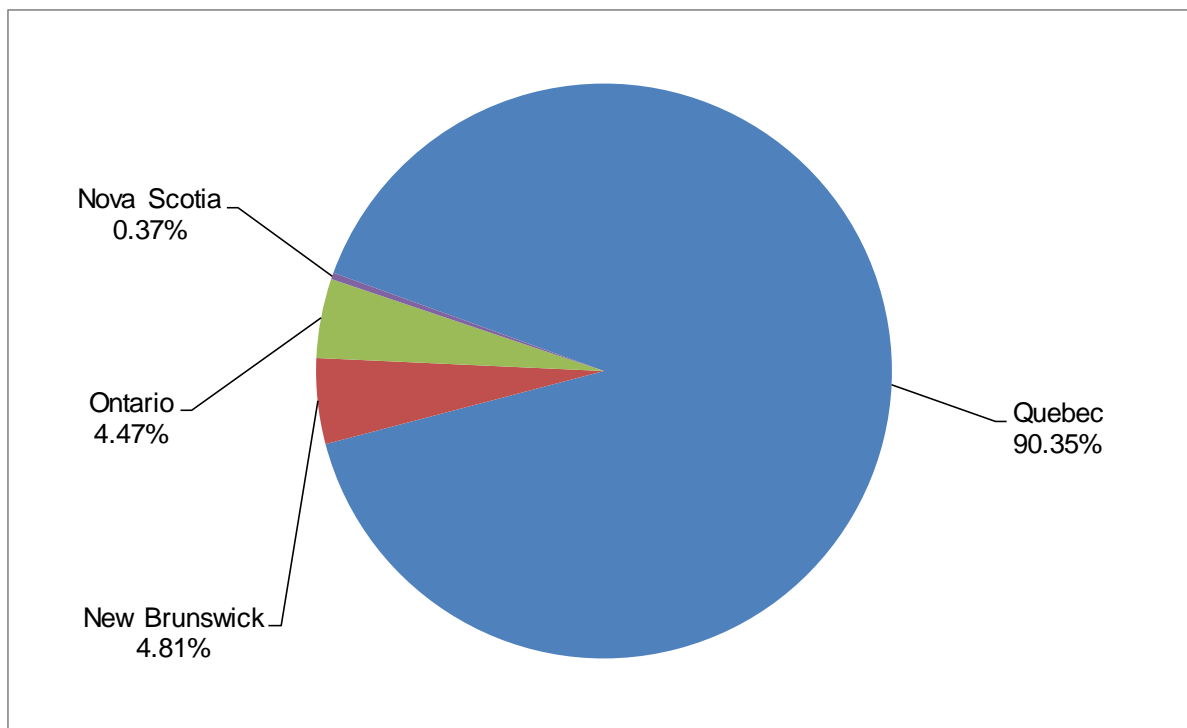
Source: Statistics Canada (CANSIM Table 001-0008)

Note:

1. Maple products such as taffy, sugar and maple butter have been converted to syrup equivalent.



1.3. Maple Syrup Production by Province – Percent Share, 2013



Source: Statistics Canada (CANSIM Table 001-0008)

1.4. Gross Value¹ of Maple Products by Province

Province	2009	2010	2011	2012	2013
	CAD\$ (000)				
Nova Scotia	1,040	1,534	1,667	1,400	2,225
New Brunswick	22,230	18,620	21,728	20,399	28,892
Quebec	346,293	251,682	283,000	268,200	346,100
Ontario	25,644	19,225	32,559	14,544	30,845
Canada	395,207	291,061	338,954	304,543	408,061

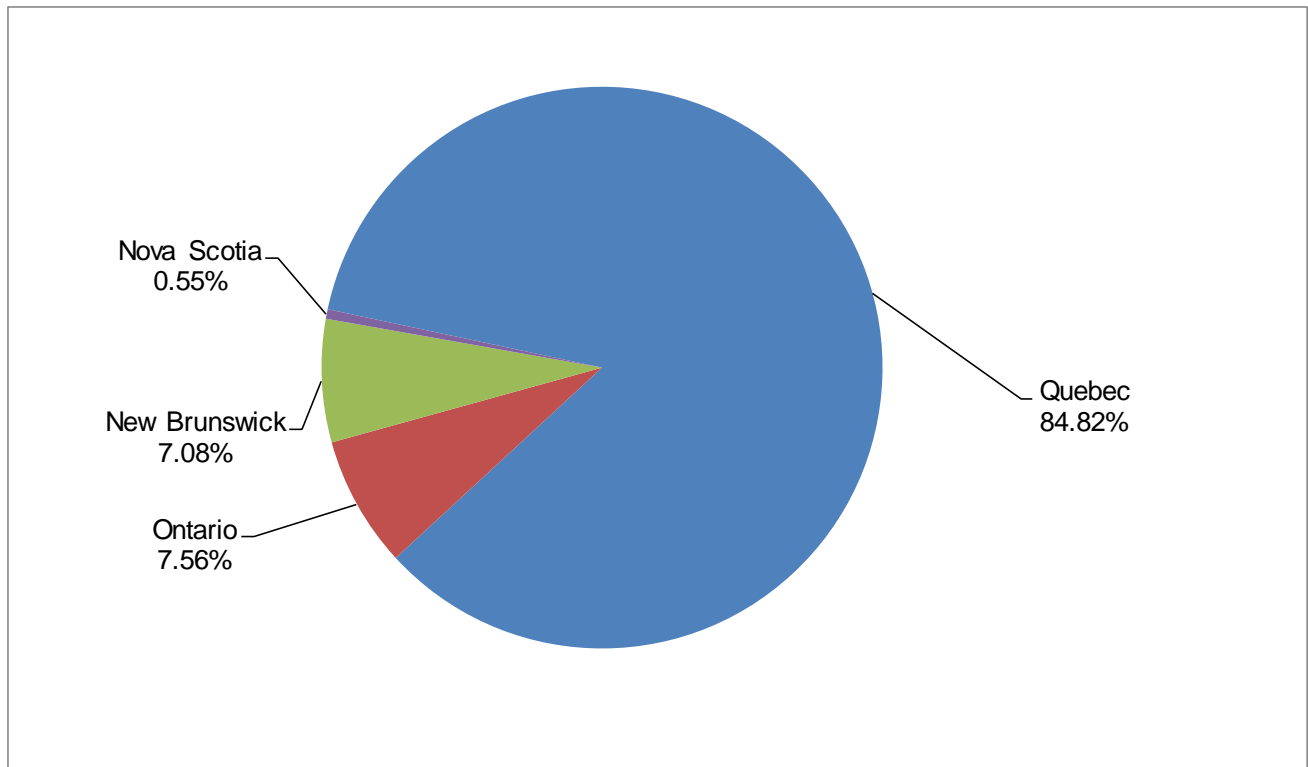
Source: Statistics Canada (CANSIM 001-0008)

Note:

1. The gross value of maple products includes maple sugar, maple butter and maple syrup.



1.5. Gross Value of Maple Products by Province – Percent Share, 2013



Source: Statistics Canada (CANSIM 001-0008)



2. Revenue

2.1. Maple Products Farm Cash Receipts¹ by Province

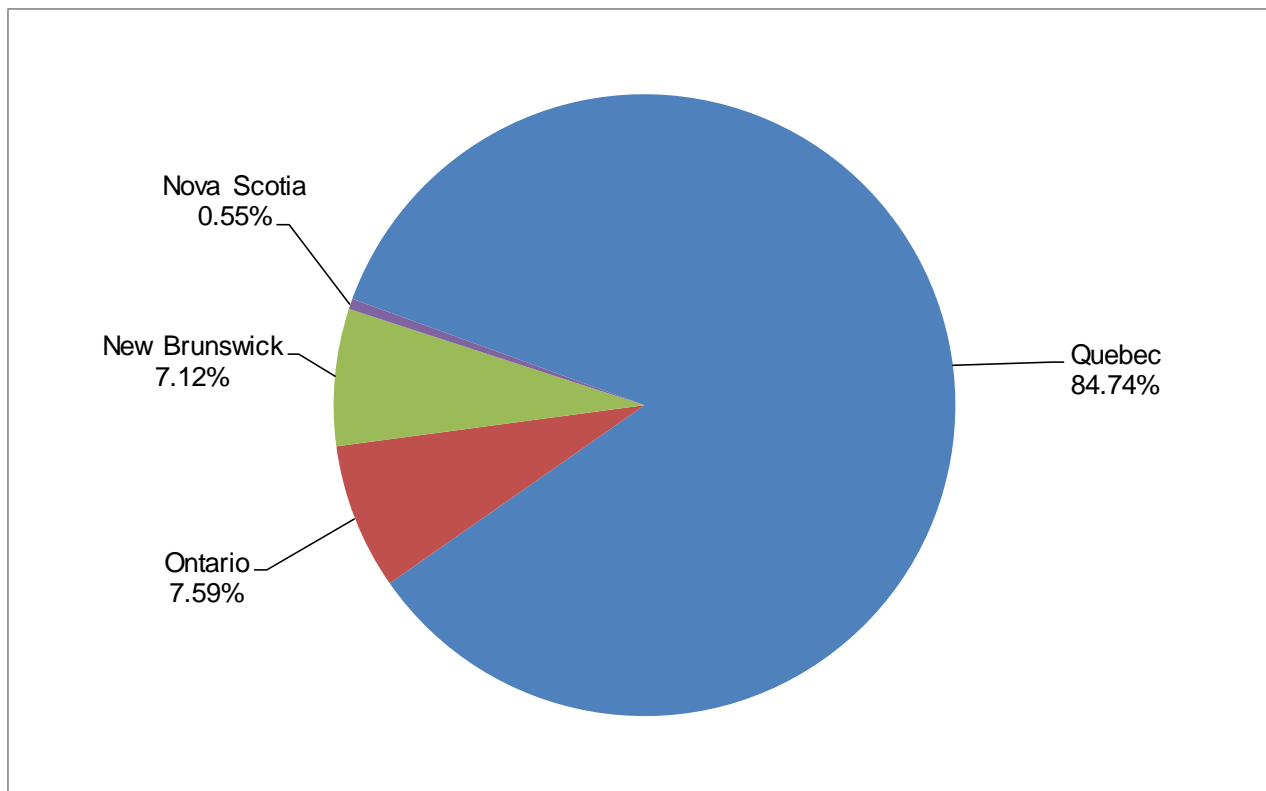
Province	2009	2010	2011	2012	2013
	CAD\$ (000)				
Nova Scotia	1,033	1,525	1,660	1,394	2,216
New Brunswick	22,229	18,618	21,726	20,396	28,889
Quebec	343,697	249,201	290,980	265,690	343,576
Ontario	25,613	19,204	32,476	14,511	30,786
Canada	392,572	288,547	346,841	301,991	405,467

Source: Statistics Canada (CANSIM Table 002-0001)

Note:

1. Farm cash receipts represent the cash income received from the sale of agriculture commodities as well as direct program payments made to support the agricultural sector.

2.2. Maple Products Farm Cash Receipts by Province – Percent Share, 2013



Source: Statistics Canada (CANSIM Table 002-0001)



3. Trade

3.1. Exports

3.1.1. Maple Product¹ Exports by Province²

Province	2009	2010	2011	2012	2013
	CAD\$ (000)				
Prince Edward Island	0	217	110	306	101
Nova Scotia	109	385	495	243	341
New Brunswick	7,555	7,645	10,005	12,082	9,471
Quebec	243,488	221,797	230,748	234,542	266,453
Ontario	1,010	441	448	1,816	1,344
Manitoba	0	0	0	0	0
Saskatchewan	0	0	19	95	0
Alberta	0	0	3	0	0
British Columbia	559	501	290	298	512
Canada	252,722	231,298	242,118	249,382	278,222
	Kilograms				
Province	2009	2010	2011	2012	2013
Prince Edward Island	0	37,865	20,038	57,721	18,745
Nova Scotia	14,651	59,230	71,330	36,408	51,105
New Brunswick	1,112,288	1,113,592	1,591,490	1,950,155	1,377,674
Quebec	32,839,949	31,219,671	31,783,099	32,141,592	34,722,480
Ontario	135,606	66,352	75,984	322,643	230,113
Manitoba	9	0	0	0	0
Saskatchewan	0	0	2,000	9,000	0
Alberta	0	0	193	1	2
British Columbia	70,529	49,516	30,498	27,094	53,745
Canada	34,173,032	32,577,174	33,574,632	34,544,614	36,453,867

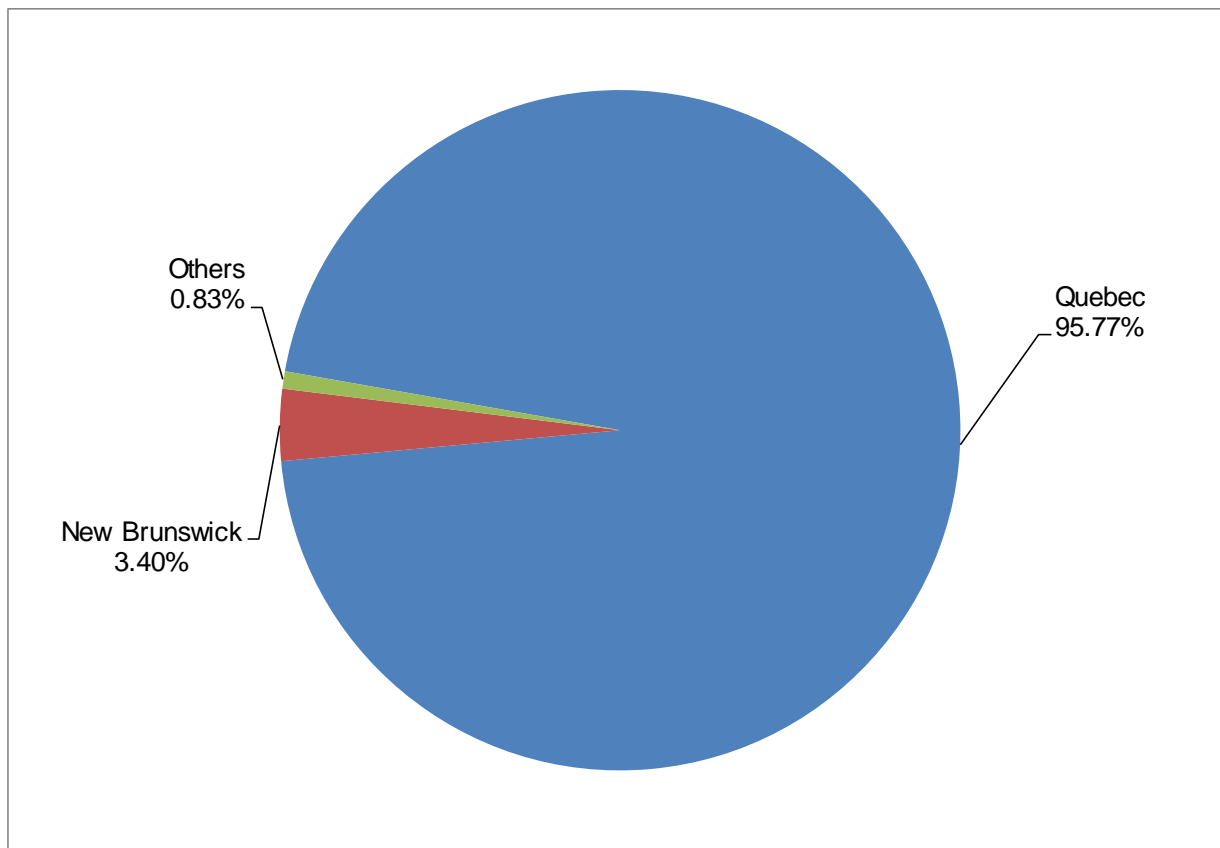
Source: Statistics Canada (CATSnet, June 2014)

Note:

1. Maple products include both maple syrup and maple sugar.
2. Exports may include maple products not produced in that province.



3.1.2. Maple Products Exports by Province¹ – Percent Share, 2013



Source: *Statistics Canada (CATSnet, June 2014)*

1. Exports may include maple products not produced in that province.



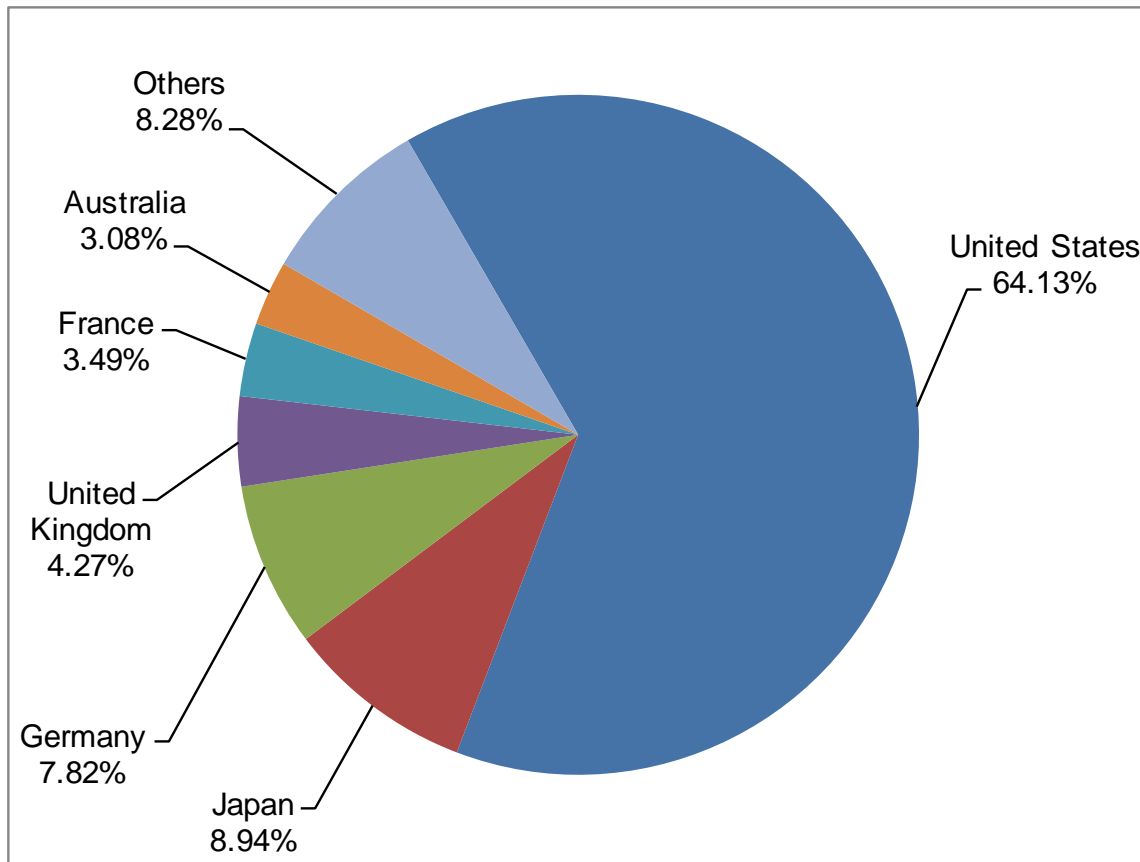
3.1.3. Top 10 Maple Products Export Destinations

Countries	2009	2010	2011	2012	2013
	CAD\$ (000)				
United States	167,861	142,993	150,953	157,746	178,419
Japan	21,669	28,093	26,532	24,791	24,880
Germany	16,415	16,225	17,685	19,305	21,751
United Kingdom	13,069	9,593	10,620	10,621	11,868
France	8,290	7,580	8,239	7,269	9,697
Australia	8,130	6,883	6,773	6,905	8,573
Denmark	4,258	4,130	4,046	4,044	4,470
South Korea	2,067	2,941	5,658	5,249	3,841
Netherlands	2,133	2,244	1,911	2,100	2,306
Switzerland	2,116	2,742	1,929	2,607	1,766
Others	6,715	7,873	7,773	8,745	10,650
Total	252,722	231,298	242,118	249,382	278,222
Kilograms					
United States	24,340,579	21,406,981	22,001,286	22,581,041	24,045,809
Japan	2,174,323	3,263,964	2,985,330	2,868,446	2,740,886
Germany	1,826,082	2,057,215	2,009,408	2,256,829	2,599,750
United Kingdom	1,677,484	1,358,561	1,525,351	1,601,755	1,599,638
Australia	1,106,801	974,370	1,076,735	1,082,249	1,388,029
France	912,889	937,647	1,073,818	958,386	1,270,828
Switzerland	468,344	516,848	403,751	691,932	174,647
Denmark	505,067	593,838	590,119	634,185	728,345
South Korea	220,964	315,249	665,592	590,945	436,331
Netherlands	213,156	252,805	243,184	243,305	281,799
Others	727,343	899,696	1,000,058	1,035,541	1,187,805
Total	34,173,032	32,577,174	33,574,632	34,544,614	36,453,867

Source: Statistics Canada (CATSnet, June 2014)



3.1.4. Top Maple Products Export Destinations – Percent Share, 2013



Source: Statistics Canada (CATSnet June 2014)



4. Availability for Consumption

4.1. Maple Products Available for Consumption in Canada

Commodity	2009	2010	2011	2012	2013
	Kg per person				
Maple Sugar	0.16	0.2	0.18	0.29	0.23
Maple Sugar, sugar content	0.14	0.17	0.16	0.25	0.2

Source: *Statistics Canada (CANSIM Table 002-0011)*

Note:

Does not account for losses, such as waste and/or spoilage in stores, households, private institutions or restaurants or losses during preparation.

5. World Data

5.1. Top 10 Importers of Maple Sugar and Maple Syrup

Countries	2009	2010	2011	2012	2013
	CAD\$ (000)				
United States	167,282	142,299	150,199	156,952	177,078
Japan	27,000	34,302	31,281	31,052	31,936
Germany	17,612	18,112	19,432	17,948	21,109
United Kingdom	15,758	12,119	12,459	13,389	16,855
Canada	10,311	8,653	11,317	8,508	12,053
France	9,220	9,169	9,133	9,003	11,696
Australia	8,659	5,855	9,592	8,760	10,696
Denmark	4,864	5,014	4,021	4,856	5,253
South Korea	2,593	3,277	5,213	6,301	4,525
Switzerland	3,740	3,210	2,257	2,862	3,147
Others	30,637	24,401	25,096	28,501	30,022
Total	297,676	266,412	280,000	288,133	324,370

Source: *Global Trade Atlas (June 2014)*



6. Key Resources

Global Trade Atlas.

Statistics Canada. (CANSIM TABLE 001-0008)

Statistics Canada. (CANSIM TABLE 002-0001)

Statistics Canada. (CANSIM TABLE 002-0011)

Statistics Canada. (CANSIM TABLE 004-0009)

Statistics Canada. CATSNET

Import and export data is based on the following Harmonized System Codes (H.S. Codes):

Maple for Import: 17022200010, 17022000020

Maple for Export: 170222010, 17022020