

AGR*1110

Intro to Agri-Food Systems

Canada Exports Assignment

Nepal Final Report

Canadian Maple Syrup

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Part I

Background:

Within Canada, Canadian maple syrup is a product that is vastly known and used by the Canadian population. Not only does Canada produce 85% of the world's Maple Syrup, but also, it is available in over 45 countries around the world (Agriculture and Agri-Food Canada [AAFC], 2011). Most of the Canadian maple syrup production is within the provinces of Quebec, Ontario, New Brunswick and Nova Scotia, where Quebec is the largest exporter (AAFC, 2011). In 2010 Quebec exported more than 220,000,000 dollars worth of maple syrup and maple syrup sugar, (Refer to **Table 1** of the Appendix) of these exports most were shipped to the United States, Japan and Germany (AAFC, 2011). Countries and exportation values are shown in **Table 2** of the Appendix where exportation growth is evident in Japan, the United Kingdom, and Denmark (AAFC, 2011). From 2007 to 2010, exportation of Canadian Maple Syrup and Maple Syrup sugar has increased from 217,000,000 to 230,000,000 in dollar value; this increase is shown in **Table 3** of the Appendix indicating the months and totals of exportation values between these years (AAFC, 2011).

Product:

One specific company, called Jakeman's Maple Products sells Canadian maple syrup and contributes to Canada's exportation dollars by making their products available in different countries around the world (Jakeman's Maple Products, 2014). This company was chosen because of its experience, relevance, reputation and success within Ontario, Canada and worldwide. Jakeman's already exports products internationally, it is located in Beachville ON, which is in close proximity to Guelph, and has won multiple awards

for their maple syrup production (Jakeman's Maple Products, 2014). Currently Jakeman's has customers in Ireland, the Netherlands, Australia, Singapore, Indonesia and Taiwan, displaying a growing market for Canadian maple syrup (Spence, 2014). Jakeman's has many different maple products available, as shown in **Figure A and B** found in the Appendix, but they are known for their quality rich Canada #1 Medium maple syrup, which is shown in **Figure C** (Jakeman's Maple Products, 2014).

Nutritional Information:

Maple syrup is viewed as a product that is high in calories, fat, sugar and overall seen as a food item that is bad for your health, yet this perspective is wrong. In **Table 4** of the Appendix it displays how healthy maple syrup is compared to alternatives by contrasting values of Riboflavin, Calcium, Iron and more nutrients (Jakeman's Maple Products, 2014). Not only can maple syrup be used as an alternative to corn syrup, honey, brown sugar and white sugar, but it also contains a lower calorie count than other sweeteners (Jakeman's Maple Products, 2014). Another benefit of maple syrup includes its phenolic compounds, which show to have anti-diabetic and anti-inflammatory effects (Jakeman's Maple Products, 2014).

Market Opportunity:

The market in Nepal for Canadian maple syrup is a niche market that includes the rich Nepalese population along with tourists that visit Nepal. This niche market is best suited for Jakeman's Maple Products in order to expand their company because tourists and the wealthy population have money to spend on a product that isn't a necessity, while purchasing products for quality rather than price.

Jakeman's will be successful by targeting the wealthy Nepalese population because of the social economic status associated with Canadian maple syrup. Wealthy Nepalese will want Canadian maple syrup in their homes because of the status; they earn more money and will therefore spend more money on luxury items.

Tourism within Nepal contributed 3.89% to Nepal's total GDP in 2013 and is expected to rise in the next year, this is shown in **Figure D** of the Appendix (World Travel & Tourism Council [WTTC], 2013). Tourism within Nepal has constantly been increasing in the past years, in 2000 fewer than 500,000 tourists to more than 800,000 in 2012, which is shown in **Graph 1** in the Appendix (WTTC, 2013). It is one of the major incomes for the country besides agricultural practices and therefore a niche market for maple syrup is available and reasonable (WTTC, 2013). Canadian tourists will appreciate a product "from home", while other current consumers from other countries will be able to purchase the product in Nepal. Another reason why tourists will spend money on a Canadian maple syrup is because most of the tourists that visit Nepal go for pleasure, as seen in **Graph 2**, where 47% of the tourists visit for "Holiday Pleasure" (WTTC, 2013). These tourists will purchase Canadian maple syrup because they want to enjoy their stay and therefore will spend money on lavish items. Jakeman's Maple Products is a well known company internationally due to its current customer base within various countries, therefore the company has current consumers and tourists that travel to Nepal will either be familiar with the product or notice the product through its unique design.

Benefits for Canada:

Considering that Nepal is one country that does not carry any Canadian made maple syrup or maple products, it would be beneficial for Canada to increase its

exporting database. This would increase production, distribution and marketing, ultimately leading to an increase of jobs within Canada. Jakeman's Maple Products is a Canadian owned and based store that sells products internationally, showing company competence, reliance and experience in international trade (Jakeman's Maple Syrup, 2014) (Ontario Maple Syrup Producers Association [OMSPA], 2014). This makes distribution and trade easier for Canada and Nepal as some of Jakeman's products have already been approved worldwide, along with the company being through the process of reaching international trade requirements.

Facts About Maple Syrup:

- Maple syrup ranges throughout Canada and the United States of America yet cannot be produced outside North America (Jakeman's Maple Syrup, 2014).
- The maple trees used to create maple syrup will produce sap for 70 to 100 years and are renewable (Jakeman's Maple Syrup, 2014).
- Maple syrup can be used in many different methods as substitutions, used as a tea sweetener, additional flavouring on fruit, cereal and ice cream, along with uses in glazes or sauces (Federation of Quebec Maple Syrup [FPAQ], 2014).
- The process for creating maple syrup consists of maple sap, which "contains 97% water, plus minerals, organic acids and maple taste precursors. It takes 40 litres of sap to make one litre of syrup" (AAFC, 2011).
- There are three grades of maple syrup within Canada, Canada Number 1, which is extra light, light or medium, Canada Number 2 is amber, and Canada Number 3, which is dark (AAFC, 2011).

Canadian Competition:

Of the 85% that Canada produces in maple syrup, 90% of that maple syrup production occurs in Quebec (FPAQ, 2014). There are large companies that produce maple syrup just like Jakeman's Maple Products, but not all of them ship internationally. Various companies that compete with Jakeman's include The Lake of Bays Maple Company, Thompsons Maple Products, Canadian Organic Maple Co. Ltd., along with Steeves Maples. All of these companies have various products available, which can be viewed on their websites as follows, lakeofbaysmaple.com, canadaplesyrup.com, canadianorganicmaple.com, canadianmaplesyrup.ca. These products aren't available worldwide from each company, but The Lake of Bays Maple Company and Steeves Maples ship internationally and therefore cause competition with Jakeman's (Lake of Bays Maple Company, 2014) (Canadian Maple Syrup, 2014).

Part II

Transportation:

There are many ways to transport Canadian maple syrup to Nepal, but one method of transportation that would be the simplest for Jakeman's is through freight shipping. DHL is a company that will pick up your item(s) from any location and deliver them worldwide (DHL, 2014). When estimating the cost with relative dimensions and weight, it is roughly 2,000 dollars to ship 50 of Jakeman's 500ml Kent Glass maple syrup containers (DHL, 2014). This method of shipping would consist of trucking to the East Coast of Canada, freight shipping across the oceans and then trucking through India to Kathmandu, Nepal. Although this is expensive, there may be a cheaper method that Jakeman's Maple Products already uses. The fact that Jakeman's already ships to Taiwan, they can use this communication in order to prosper their shipping and trading to Nepal

(Jakeman's Maple Syrup, 2014). Once the products arrive in Nepal, they will have to be delivered to various locations like markets, hotels, restaurants etc. The best way to expand the deliveries throughout Nepal would be to use local transportation and hire local residents in Nepal, as this would be cost effective and efficient because of Nepalese knowledge of their country along with methods of transportation encouraging speedy delivery.

Storage:

Storage for maple syrup isn't an issue time wise due to the long lasting shelf life of Canadian maple syrup. The only difficulty with storage would occur is if Jakeman's Maple Products ships in bulk to help lower the cost of deliveries and shipping. If this is the case Canadian maple syrup can be stored in many places due to its compact size and long lasting life. If the amount of maple syrup is excessive, there are self-storage containers located in Kathmandu near the airport, along with other businesses available to hold cargo (Handy Shipping Guide, 2014).

Cost:

Jakeman's Maple Products produces premium maple syrup that varies in cost through its grade and design (Jakeman's Maple Products, 2014). This variation in pricing is shown between three very iconic Jakeman's maple syrup products; The Kent Glass Maple Syrup is \$11.99 at 250mL, The Maple Leaf Maple Syrup is \$14.99 at 200mL and Maple Syrup in Lithographed Jug is \$11.99 at 250mL, which can all be seen in the Appendix under **Figure E** (Jakeman's Maple Products, 2014). Cost will also vary due to transportation, shipping and packaging, along with marketing and retail, which all impact the final pricing of the product within Nepal.

Benefits for Nepal:

Nepal benefits from selling Jakeman's Maple Products within their country because of the following:

- 1) Maple syrup distribution contributes to many new jobs within Nepal, while not taking any current jobs away from the Nepalese population.
- 2) Jakeman's already has an international consumer base, making it easier to sell within a niche market and
- 3) Jakeman's has international trade and shipping experience, therefore making distribution easier and possibly cheaper.

All of these contribute to the overall theme of benefits for Nepal, although there are few benefits, the rewards are immense. Jakeman's experience in trading, shipping, marketing and others will all create a very simple, yet productive plan in order to sell their product (Jakeman's Maple Products, 2014).

Marketing Strategy:

Jakeman's Maple Products is a well-known company that has proven to be successful outside of Canada (Jakeman's Maple Products, 2014). They have various strategies in order to make their business thrive, not only through the quality of their product, but also through marketing. Jakeman's recently introduced their brand into China, showing that growth is still welcome to their company, along with demonstrating marketing through conferences, travel and education (Facebook, 2014). Jakeman's Maple Products is featured on The Amazing Race Canada, listed in Air Transat catalogue, rewarded the lifetime achievement award and is on display at the Vancouver International Airport (Facebook, 2014). Jakeman's is an involved company that goes to great lengths

in the supporting their product; they travel to the locations where their products are sold, showing personal attachment and dedication (Facebook, 2014). “At Jakeman’s, we live, eat and dream maple! Maple syrup making is a proud art form that we bottle with much love and care. Our vision is to be the taste and quality leader in everything we do.” (Jakeman’s Maple Products, 2014).

This dedication will help Jakeman’s market their product in Nepal and because Jakeman’s is selling to a niche market, they must try their best at attaining interest in the right customers. In order to successfully sell Jakeman’s maple syrup, their product should be available at various hotels, restaurants, airports, along with upscale markets. Various hotel locations that would be options include: Hotel Tibet International, The Radisson, The Royal Penguin Boutique Hotel, Gokarna Forest Resort all located in Kathmandu (Trip Advisor, 2014). Restaurants in Kathmandu that would carry Canadian maple syrup are the Zibro – Resto & Bar, Rosemary Kitchen & Coffee Shop, Café des Arts and Revolution Café (Trip Advisor, 2014). Hotels should carry Canadian maple syrup in order to expand their customer base by providing their guests with something that not a lot of other hotels would provide, while restaurants should carry the product and use it on certain dishes to attract new loyal customers. The Tribhuvan International Airport should also carry Canadian maple syrup because it will attract tourists, while giving Canadian visitors a sign of comfort. All of these hotels, restaurants and airports are located in Kathmandu to start Jakeman’s distribution chain for examples but Jakeman’s should expand its base by providing tourists with their product at National Parks, other site seeing cities like Janakpur, Gorkha, Manakamana and others (Rough Guides Limited, 2014).

A niche market is very hard to attract due to the specificity of the consumers that need to be attracted to the product. In order to do this, premium locations that tourists would visit, along with upscale hotels, restaurants, cities and more should carry the Canadian maple syrup. In order to attract the wealthy Nepalese consumers, Canadian maple syrup should be seen in high-end restaurants, markets and airports.

Export Documentation:

Maple Syrup is a food product and therefore a lot of exportation documentation is required, such as; the standards of health and safety, international grading standards, registration of establishments, packing, markings and other requirements need to be met (Government of Canada [GOC], 2014). All of these standards are enforced through the Canada Agricultural Products Act, which encompasses all of the regulations required in the Maple Products Regulations (GOC, 2014). Jakeman's has international shipping experience and therefore meets the standards of all of the requirements under the Maple Product Regulations, yet there may be some variation due to shipment to a new country.

Competitive Products:

There are no competitive product available online at TradeIndia.com, yet on Alibaba.com, there are many products available for Canadian maple syrup (Alibaba.com, 2014). Products from Canada include Lake of Bays Maple Syrup, Old Fashioned Maple Crest, and Jakeman's Maple Products (Alibaba.com, 2014). Although there are other maple syrup companies available on Alibaba.com, Jakeman's is also on the website, showing that they are in the rankings for competition (Alibaba.com, 2014). Jakeman's was just recently added to Alibaba.com because a few days ago it was not available, this could be due to the recent addition of China becoming partners with Jakeman's Maple

Products (Alibaba.com, 2014). There are no current price points listed for products, as bulk buys are necessary to order from Alibabi.com, therefore pricing could help determine which maple syrup product is more common and known (Alibaba.com). Although other products are available, Jakeman's continues to expand their customer base in many countries; it is a product that can be sold in boundless areas, various markets, hotels, and restaurants, while still becoming profitable for the importing country.

Canadian and International Loans/Grants:

In Canada there is some funding that can go towards the production of Canadian maple syrup. This grant is The AgriMarketing Program where "its objective is to improve the agriculture, agri-food and agri-based products sector's competitiveness in domestic and international markets by supporting industry in gaining and maintaining access to markets and capitalizing on market opportunities" (Mentor Works Ltd, 2013). This grant uses two different streams in order to succeed, "The Market Development Stream and the Assurance Systems Stream", where the marketing stream helps promote and build expansion through the contribution of \$50,000 a year maximum, while the assurance system supports the industry by meeting the buyer and offering up to \$1 million per project (Mentor Works, 2013). This grant fits very well with the needs and wants of Jakeman's Maple Products in order to successfully distribute their product in the Nepalese markets. By providing funding, Jakeman's can possibly lower the cost of their product in Nepal to lower the price increase determined by transportation and distribution chains.

Jakeman's is "the largest processor of maple syrup in Ontario... a leader in the industry" and has received grants from "100 Mile Food Services Ltd. and My Sustainable Canada" through the Greenbelt Fund (Greenbelt Fund, 2014). This grant provides Jakeman's Maple Products with the "help to create new market opportunities", along with increasing "their capacity to produce bulk quantities... through the purchase of new equipment" (Greenbelt Fund, 2014). The Greenbelt Fund "delivers support to farmers and local food leaders to ensure more of the good things that grow in Ontario are being served and distributed... helping overcome challenges and support economic growth" (Greenbelt Fund, 2014). This grant has been put to use, where Jakeman's Maple Products has expanded their customer base to China, along with increasing production, expected to hit "\$2 million by 2016" (Greenbelt Fund, 2014).

Future Studies:

In order for Jakeman's Canadian maple syrup to positively impact Nepal's economic status, a strong marketing plan for the niche consumers, a specific and detailed means of transportation outline, along with distribution chains and Nepalese jobs have to be aligned. All of these details can be easily established and therefore Jakeman's Maple Products will be successful in Nepal. Although there are many Canadian maple syrup producers, not all of them ship their product internationally like Jakeman's already does. It is a company that has been successful in many other countries, including developing countries and therefore Jakeman's experience, knowledge and product will sell itself.

Competition internationally could be an issue for Jakeman's Maple Products, but because it is well known and has been sold in many other countries for some time, it will be seen as a familiar and quality product. In the future, Jakeman's needs to assess the best

method of transportation for their product, whether grants or loans could help lower costs for their product, along with having a clear and concise plan to distribute and market their product.

Appendix:

**Canada's Exports to All Countries by Province
(HS Code 170220, Value \$CAD)**

Table 1

Province	2007	2008	2009	2010
Alberta	20	0	5	1
British Columbia	576,735	734,482	559,496	501,394
Manitoba	0	0	131	0
New Brunswick	1,551,855	4,269,609	7,555,452	7,645,221
Nova Scotia	119,185	7,410	108,694	385,107
Northwest Territories	0	0	0	310,532
Ontario	7,424,809	1,023,970	1,010,185	441,308
Prince Edward Island	1,096	0	0	217,404
Québec	207,948,908	227,703,378	243,487,981	221,797,246
Saskatchewan	6,816	0	0	0

**Canada's Top 10 Maple Sugar and Syrup Markets
(HS Code 170220, Value \$CAD)**

Table 2

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	217,629,424	233,738,849	252,721,944	231,298,213	6.3%
United States	153,101,334	156,029,130	167,861,447	142,993,460	-6.6%
Japan	20,752,812	24,612,437	21,669,051	28,092,909	35.4%
Germany	15,874,924	15,478,107	16,414,931	16,224,744	2.2%
United Kingdom	4,323,698	10,130,850	13,069,021	9,593,150	121.9%
France	5,319,911	6,201,111	8,289,540	7,580,222	42.5%
Australia	4,817,936	5,400,626	8,129,652	6,883,308	42.9%
Denmark	2,489,716	3,609,875	4,257,666	4,130,080	65.9%
South Korea	2,026,880	1,697,885	2,066,720	2,941,053	45.1%
Switzerland	2,145,845	2,258,390	2,115,704	2,741,707	27.8%
Netherlands	1,882,430	1,755,093	2,132,899	2,244,257	19.2%

**Canada's Monthly Exports to All Countries
(HS Code 170220, Value \$CAD)**

Table 3

Month	2007	2008	2009	2010
Jan	17,531,384	17,578,872	14,405,149	20,664,396
Feb	15,852,436	16,666,804	17,063,513	16,193,769
Mar	17,426,326	17,659,521	17,332,700	19,173,844
Apr	19,967,456	17,384,006	28,405,993	15,307,471
May	20,359,468	22,976,428	29,266,013	17,869,281
Jun	18,525,602	22,750,069	27,196,839	20,640,570
Jul	17,881,450	21,712,355	22,695,044	18,603,755
Aug	16,735,016	17,143,226	18,292,341	18,106,973
Sep	15,444,248	19,196,531	17,181,934	19,286,453
Oct	18,651,384	21,270,540	20,206,630	20,008,908
Nov	18,731,075	21,830,182	20,895,105	24,478,844
Dec	20,523,579	17,570,315	19,780,683	20,963,949
TOTAL	217,629,424	233,738,849	252,721,944	231,298,213

Figure A

JAKEMAN'S MAPLE PRODUCTS PRODUCT CATALOGUE 2014

WINE EMBOSSED GLASS

AVAILABLE IN 200ML
ITEM #712G: 200ML
GLASS BOTTLE, 12 PER CASE

HOCKEY TRIBUTE BOTTLES

AVAILABLE IN 100ML
OR 200ML GLASS BOTTLE
ITEM #710: 100ML
GLASS BOTTLE, 12 PER CASE
ITEM #711: 200ML
GLASS BOTTLE, 12 PER CASE
ITEM #709: 200ML
GLASS BOTTLE, 12 PER CASE

MAPLE BLUSH GLASS

AVAILABLE IN 100ML OR 250ML GLASS BOTTLE
ITEM #722: 100ML GLASS BOTTLE, 12 PER CASE
ITEM #723: 250ML GLASS BOTTLE, 12 PER CASE

MAPLE INFUSIONS

30G TIN ITEMS
ITEM #C803:
4 FLAVOURS X 6 TINS.
24 PER CASE
FLAVOURS: APPLE SPICE,
PEACH, BERRY, MAPLE.

MAPLE LEAF GLASS

AVAILABLE IN 200ML
ITEM #721: 200ML
GLASS BOTTLE, 12 PER CASE

AUTUMN LEAF GLASS

AVAILABLE IN 50ML, 100ML, 250ML, 500ML
ITEM #717/M: 50ML GLASS BOTTLE, 48 PER CASE
ITEM #719/M: 100ML GLASS BOTTLE, 12 PER CASE
ITEM #716/M: 250ML GLASS BOTTLE, 12 PER CASE
ITEM #724: 500ML GLASS BOTTLE, 12 PER CASE

KENT GLASS

AVAILABLE IN;
250ML OR 500ML GLASS BOTTLE.
ITEM #G203C: 250ML
GLASS BOTTLE, 12 PER CASE
ITEM #G206C: 500ML
GLASS BOTTLE, 12 PER CASE

BAG IN A BOX

4L OF #1 MEDIUM OR
MAPLE ICE WINE SYRUP
ITEM #F221: 4L - CANADA #1
MEDIUM, 2 PER CASE
ITEM #F223/I: 4L -
MAPLE ICE WINE SYRUP,
2 PER CASE

In 1876, George and Betsy Jakeman settled in Oxford County, Ontario Canada. Using methods taught to them by local natives, the Jakeman Family boiled sweet sap to create maple syrup of the most exceptional quality. Today, 5th Generation Jakeman's continue this tradition, producing "The Best Tasting Maple Syrup in Canada" According to The National Post. Jakeman's pure Canadian maple syrup is a naturally nutritious sweetener with no artificial colours or flavors. The cool nights and cool days of Oxford County produces the necessary conditions to create Jakeman's uniquely Canadian taste.

Figure B

JAKEMAN SERENADE

AVAILABLE IN 50ML
ITEM #G804: 50ML GLASS BOTTLE, 96 PER CASE, SERENADE
ITEM #G801: 50ML GLASS BOTTLE, 96 PER CASE, INUKSHUK
ITEM #G802: 50ML GLASS BOTTLE, 96 PER CASE, RAVEN
ITEM #G812: 50ML GLASS BOTTLE, 96 PER CASE, WHALE
ITEM #G814: 50ML GLASS BOTTLE, 96 PER CASE, EAGLE
ITEM #G815: 50ML GLASS BOTTLE, 96 PER CASE, SALMON



MAPLE SYRUP TIN

AVAILABLE IN 125ML, 250ML, 500ML, 1L
ITEM #T201W: 125ML TIN, 24 PER CASE
ITEM #T204W: 250ML TIN, 24 PER CASE
ITEM #T206W: 500ML TIN, 12 PER CASE
ITEM #T207W: 1L TIN, 12 PER CASE



GRAND LINE GLASS

AVAILABLE IN 1L
ITEM #G207C: 1L GLASS BOTTLE, 12 PER CASE



JAKEMAN WHITE JUGS

AVAILABLE IN 1L
ITEM #P215: 1L WHITE JUG, 12 PER CASE



AVAILABLE 100ML, 100ML X 3, 100ML X 5
ITEM #P211: 100ML WHITE JUG, 24 PER CASE
ITEM #P211/3: 100ML X 3 WHITE JUG, 10 PER CASE
ITEM #P211/5: 100ML X 5 WHITE JUG, 6 PER CASE



AVAILABLE IN 250ML, 250ML X 3
ITEM #P212: 250ML WHITE JUG, 12 PER CASE
ITEM #P212/3: 250ML X 3 WHITE JUG, 4 PER CASE



AVAILABLE IN 500ML
ITEM #P214: 500ML WHITE JUG, 12 PER CASE



COOKIES

MAPLE CREAM COOKIES
ITEM #JC900: 400G BOX, 24 PER CASE
MAPLE SHORTBREAD
ITEM #JC905: 200G COLLECTOR TIN, 12 PER CASE



MAPLE LEAF SUCKER

20G SUCKER
ITEM #S421: 54 PER CASE



MAPLE LEAF CANDY

AVAILABLE IN 48G BAG, 160G BOX
ITEM #C617/B: 48G BAG, 24 PER CASE
ITEM #C618: 160G BOX, 12 PER CASE
ITEM #C616A: BULK, 1KG BAG
ITEM #C616: BULK, 5KG BOX



MAPLE FLAVOURED LOLLIPOPS

200G BOX
ITEM #S418/B: 60G BAG, 24 CASE
ITEM #S419/C: 200G BAG, 12 PER CASE
ITEM #S417A: BULK LOLLIPOPS, 1KG BOX
ITEM #S417: BULK LOLLIPOPS, 5KG BOX



PURE MAPLE SPREAD

45G, 45G X 3, 135G, 345G
ITEM #604: MAPLE SPREAD, 45G GLASS, 24 PER CASE
ITEM #604/3: MAPLE SPREAD, 45G GLASS X 3, 16 PER CASE
ITEM #605: MAPLE SPREAD, 135G GLASS, 12 PER CASE
ITEM #606: MAPLE SPREAD, 345G GLASS, 12 PER CASE



GRANULATED MAPLE SUGAR

ITEM #309: GRANULATED MAPLE SUGAR, 150G SHAKER, 12 PER CASE



ITEM #307: MAPLE SUGAR BOX, 24 PER CASE



Figure C



"The Best Tasting
Maple Syrup in Canada."
~National Post

JAKEMAN'S
SINCE 1876

JAKEMAN'S MAPLE PRODUCTS
PRODUCT CATALOGUE 2014
WWW.THEMAPLESTORE.COM

Jakeman's Maple Products
454414 Trillium Line, RR1, Beachville, ON
Canada N0J 1A0
Contact: 1 (800) 382-9795 / (519) 539-1366
Email: mary@themaplestore.com / chad@themaplestore.com

Table 4

Nutritional Value for Various Sweeteners

% of Recommended Daily Value (DV) Per ¼ cup (60 ml)

	Maple Syrup		High Fructose Corn Syrup		Honey		Brown Sugar		White Sugar	
	(1/4 cup / 80 g)		(1/4 cup / 78 g)		(1/4 cup / 85 g)		(1/4 cup / 55 g)		(1/4 cup / 51 g)	
	% DV	mg	% DV	mg	% DV	mg	% DV	mg	% DV	mg
Riboflavin	37	0.59	1	0.01	2	0.03	0	0.0	1	0.01
Thiamin	1	0.01	0	0.0	0	0.0	0	0.0	0	0.0
Manganese	95	1.89	4	0.07	4	0.07	2	0.04	0	0.04
Zinc	6	0.58	0	0.02	2	0.19	0	0.02	0	0.02
Magnesium	7	16.5	0	0.0	1	1.75	2	5.0	0	0.0
Calcium	5	58.0	0	0.0	0	5.0	4	45.8	0	0.48
Iron	1	0.09	0	0.02	3	0.36	3	0.39	0	0.03
Selenium	1	0.4 µg	1	0.55 µg	1	0.66 µg	1	0.65 µg	1	0.3
Potassium	5	167	0	0.0	1	44.0	2	73.3	0	0.96
Calories	216		220		261		216		196	

Figure D

¹All values are in constant 2013 prices & exchange rates

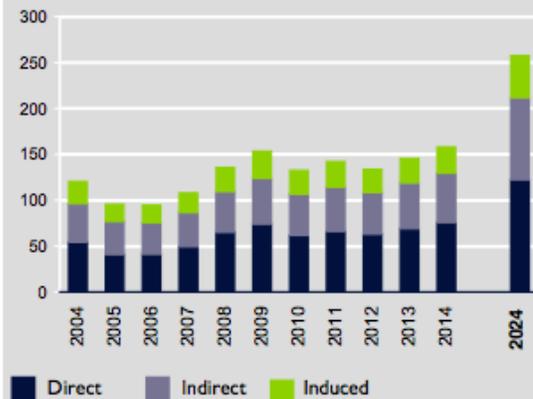
WORLD RANKING (OUT OF 184 COUNTRIES):

Relative importance of Travel & Tourism's total contribution to GDP

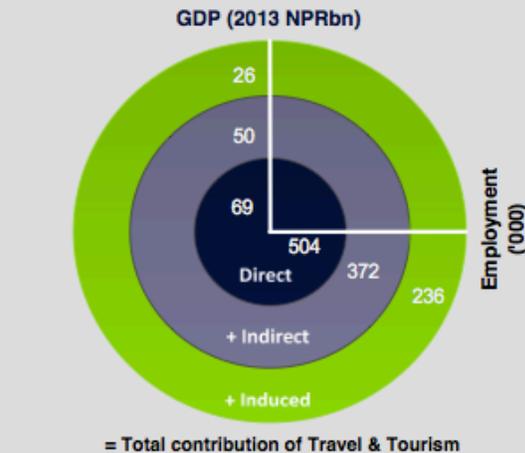


Total Contribution of Travel & Tourism to GDP

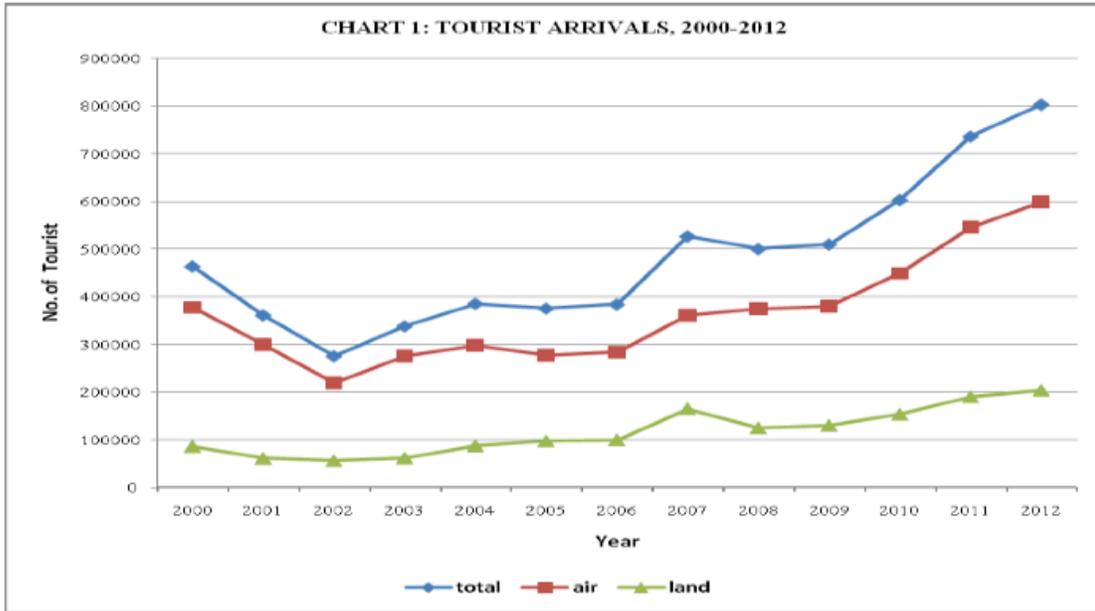
2013 NPRbn



Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2013



Graph 1



Graph 2

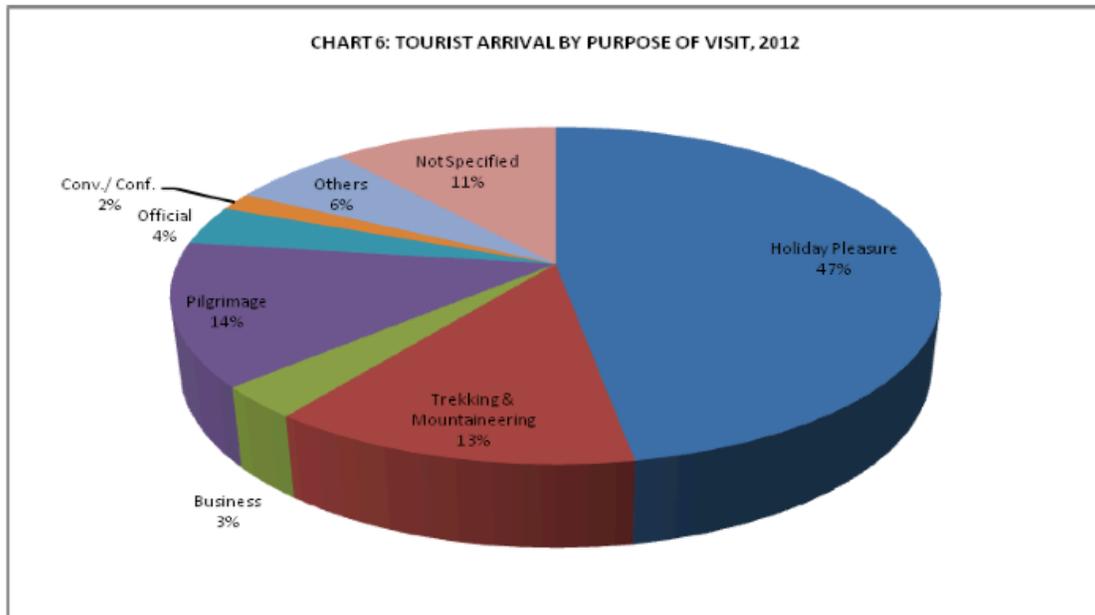


Figure E

Kent Glass



Maple Leaf



Lithographed Jug



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