

PRESS RELEASE
For immediate release

BULK MAPLE SYRUP MARKETING IN QUÉBEC
Agreement between producers and buyers for the 2020, 2021,
and 2022 marketing seasons

Québec City, April 17, 2020 – The Maple Industry Council (MIC, Conseil de l'industrie de l'érable) and the Québec Maple Syrup Producteurs (Producteurs et productrices Acéricoles du Québec, PPAQ) announce that the Régie des marchés agricoles et alimentaires du Québec has approved a fully updated marketing agreement based on today's highly competitive market realities. To improve predictability, the agreement sets out the sales and marketing conditions for bulk maple syrup for marketing years 2020, 2021, and 2022.

The parties have agreed to gradually increase the weighted price and the organic premium over the next three years (2020, 2021, and 2022) based on the increased competitiveness of the markets.

“We all gave a little to reach this historic three-year agreement,” observed MIC president Sylvain Lalli and PPAQ president Serge Beaulieu. “MIC and PPAQ are working together actively to direct the sector's energies towards further market development and increased sales of a high quality product. Ensuring smooth operations—especially during a pandemic—is a priority we all share.”

About the Maple Industry Council (MIC)

The Maple Industry Council was accredited by the Régie des marchés agricoles et alimentaires du Québec in 2010 to represent buyers of the product designated in the Québec Maple Producers Joint Plan. The MIC speaks for some 55 authorized buyers in negotiating Québec's bulk maple syrup marketing agreement. Products purchased by these buyers are processed and prepared primarily in Québec and distributed on domestic and world markets.

[About the Québec Maple Syrup Producers and the Maple from Québec brand](#)

The mission of the Québec Maple Syrup Producers is to promote the interests of Québec's maple producers and to develop the production and sale of Québec maple products to their full potential while respecting the principles of sustainable development. The organization represents some 11,300 producers and 7,400 businesses whose hard work has made Québec responsible for an average of 72% of the world's maple syrup production on an annual basis. The Québec Maple Syrup Producers proudly support the Maple from Québec brand and coordinate the international marketing and promotional efforts for Canadian maple products on behalf of Canada's maple industry. The organization also leads and directs the International Maple Research and Innovation Network.

ppaq.ca – [@AcericoleQc](https://twitter.com/AcericoleQc)

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