

# FARM AND DAIRY & RURAL HOME

## BETTER PROTECTION NEEDED AGAINST SALE OF ADULTERATED MAPLE PRODUCTS

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### Cheap Cane Syrup Sold as the Product of the Maple. A Loss to Both Producers and Consumers of Maple Syrup. A Simple Remedy Proposed

ON behalf of the maple syrup and sugar producers of Canada, I wish to lay before Farm and Dairy readers a matter of great importance as to the law existing regarding the adulteration of maple syrup and maple sugar.

There are about 55,000 growers of maple products in Canada; and of all the agricultural products of Canada there is none other so characteristically Canadian, none other that brings such a large and constant return, with so little expenditure of labor, so small an investment of capital, and so little impoverishment of the soil. To the average intelligent maple grower, the annual revenue from the sap is practically so much "found money." This most profitable industry has in recent years been threatened with extinction, not from natural causes, from failure of the crop, from foreign competition, nor from falling off in the demand, but purely and simply through the failure of the Dominion Parliament to adequately protect the honest grower of maple products from fraudulent competition, and to protect the public against misrepresentation and adulteration.

#### LEGISLATION WANTED

Over 15,000 of the 55,000 maple syrup and maple sugar producers have signed a petition to the Government, asking for legislative and administrative action to save the industry from extinction. We are convinced that every one of the 55,000 would gladly sign the petition if it were possible to give them an opportunity. The interest of the consumer in this connection is precisely identical with that of the producer; the only interests opposed are those of the few manufacturers engaged in the production of adulterated maple products.

While there can be no objection to the sale of cane or other syrup compounds which are not injurious to health, they should be sold for exactly what they are; and to allow them to be sold as the much-more-expensive product of the maple trees is a fraud upon the consumer, and a great discouragement to the Canadian farmers, who are supplying the market with genuine maple syrup and sugar.

#### THEY CALL IT MAPLE SYRUP

The market is now flooded with pretended maple syrups, many of which contain absolutely no sap of the maple tree, and others consist of a mixture containing a little of the poorest black maple syrup, and a great deal of cane sugar and other cheaper compounds, and labelled in such a manner as to mislead the public into the belief that they are pure maple syrups; or what means

the same thing to the average buyer, "maple compounds and maple flavors." The extent to which these mixtures are taking the place of the genuine product of the maple tree may be gathered from the number of flavoring mixtures freely advertised and sold for no other possible purpose than to make molasses and other cheap syrups taste something like maple syrup.

#### NOT MAPLE SYRUP AT ALL

Now, a gallon of molasses with an ounce of maple flavoring or essence in it is not maple syrup. It is molasses, and should be sold as mo-

allow anyone to swindle him by selling him the inferior and cheaper product under false pretence that it is the better and more expensive one.

For example, 10 samples of maple syrup were recently purchased by a friend of mine in two western towns. Six of these were labelled "pure maple," two "maple compound" and two "maple flavors." One of the six sold as pure contained no genuine maple, while the others contained very little maple. My friend writes that out of 18 grocers visited, about one-third produced the compound when asked for maple syrup. One grocer in Saskatoon insisted on calling a can of mixture pure, even after I called his attention to the label on the can. To put the case as it is here, if a grocer has both the pure and the compound, he will explain to his customers when they ask for maple syrup that he has the pure and the compound, and offer them their choice. On the other hand, if a grocer has only the compound, as is the case with many, he gives out the compound to customers asking for maple syrup without any explanation as to its contents.

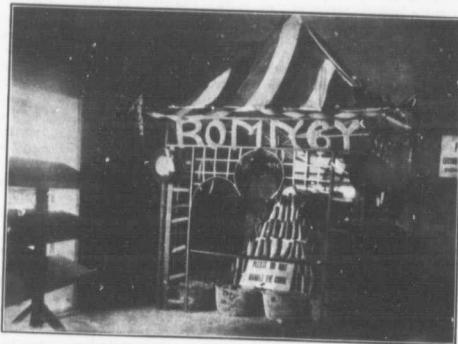
#### HIGH PRICES FOR TRASH

There appears to be very little distinction made in regard to price between syrups sold as pure and those sold as compound or maple flavor. The cans varied considerably in size, but reducing them all to the price per gallon, the six samples sold as pure average \$2.50, the two sold as compound \$1.96, and the two sold as maple flavor \$2.37. I think you will agree with me that this indicates a very unsatisfactory condition in the western trade.

The maple flavor stuff brings within 13 cents of the price of the pure. The compounds, which contain a portion of maple, even if it be but a very small one, sells on an average at \$1.96—or 41¢ per gallon less than the flavored goods that never saw a maple tree. This goes to show that while the ordinary man who understands English may know the meaning of the word flavor, he is not sufficiently conversant with the process of manufacture to be able to tell whether he is paying too much for his goods or not, or whether he is buying an article which is misrepresented.

#### WHAT SHOULD BE DONE

The new standard for maple syrup and sugar, as proclaimed at Ottawa recently, makes maple syrup illegal when containing more than 35 per cent. of water, and maple sugar 10 per cent. of water. This is by far the best work done by the Department at Ottawa, as it necessitates the maple producer to make a quality of syrup that has a more keeping quality, but this new standard fails to provide for protection to the producer as well as to the consumer against adulteration. What is required is an amendment to the Adulteration Act, making it illegal to use



South Western Ontario is Admirably Adapted to Corn Growing

The natural adaptability of south western Ontario to the production of high class seed corn was strongly emphasized by the splendid exhibits at the corn show held at Tilbury recently. The attractive exhibit of the Romney Farmers' Club, Kent Co., Ont., here shown, was one of the features of the Fair.

lasses, at the price of molasses, plus flavoring. People who are persuaded to buy this concoction under the impression that it is maple syrup are simply swindled. To allow the mixture to be sold under that name, "maple compound or maple flavor" that may lead the purchaser to believe that he is buying a maple tree product, is misleading to the public, and to sanction a gross injustice upon the Canadian farmer who honestly places the genuine article upon the market.

#### PROHIBIT FREE USE OF WORD "MAPLE"

The conspicuous use of the word "maple" or any of its derivatives such as maple flavor on cans of "compound," should be prohibited; and the use of any of these words on cans containing syrups wholly, or largely composed of substitutes, should be forbidden in any shape or form. If anybody wants to buy and eat cane or beet sugar or molasses, at the price of maple sugar or syrup, by all means let him do it; but do not