



Dear NHMPA Membership,

Included in this email are several announcements regarding programs that you may be interested in. First and foremost, the Board of Directors has recently voted Dave Kemp as our new Vice President. I'm sure many of you have known Dave for a long time and he's been an active member for many, many years. We welcome him warmly to this new role. And Andrew Chisholm from Hampstead NH who has background in sugaring from his childhood was voted onto the Board as a new Director. Welcome Andy and congratulations to you.

Don't forget we are also looking for products as well as Fair Managers for the Big E and Deerfield Fairs. They have yet to be cancelled so we are planning positively for the fall. Email us at info@nhmapleproducers.com if you have any questions.

Other COVID-19 Related News

There is a new program through the NH Department of Agriculture for maple producers businesses whose sales have been affected by COVID-19. A link to the Registration information is included. See information below.

There is a Webinar on June 17th and 18th from 7pm-9pm about affects that COVID-19 has had on maple producers with several talks and question and answers that you may find helpful in navigating our new sales environments. Information located in second block further down in this email.

UNH also is hosting an informational webinar on State and federal financial assistance for Covid-19 relief, as well as other expanded financial opportunities for farmers.

Lastly, there is also a program at the Federal Level under USDA entitled the Coronavirus Food Assistance Program. However, at this point they have not identified Maple Syrup as a commodity under the program. They are currently taking public comments through June 22nd under the Additional Specialty Crops section if you'd like to provide input about your circumstances. Be advised they want information and details but anything provided will become public record. The link to their site is <https://www.farmers.gov/cfap> Once there scroll down to find Specialty Crops and then follow the links to find the section for comments.

Regards to All,
NHMPA Board of Directors

**NH Announces Registration for the NH Agriculture COVID-19 Relief Program
for Specialty Crop Producers
Registration Deadline June 22, 2020**

Concord, NH – The New Hampshire Department of Agriculture, Markets and Food (“Agriculture”) announces that the registration period is open for the non-dairy, other agriculture portion of the **New Hampshire Agriculture COVID-19 Relief Program**. This program is available to New Hampshire specialty crop producers that had at least \$50,000 of calendar year 2019 gross sales, and suffered COVID-19 related losses. Agriculture administers this program.

Governor Chris Sununu authorized \$1.5 million from the CARES Act Coronavirus Relief Fund to support specialty crop producers, including fruit, vegetable, and ornamental plant growers, and maple producers, impacted by the COVID-19 pandemic. The registration information will be used by Agriculture to determine eligibility and further allocate the \$1.5 million between crops and/or quarterly periods.

The registration form is a mandatory prerequisite to later apply for relief funding under this program. If a producer does not timely complete the online registration form, the producer cannot apply for relief. The registration period is open from June 8, 2020 to June 22, 2020 at 11:59 PM, and a link to the registration form is available here: <https://www.agriculture.nh.gov/divisions/commissioner/covid-19-and-agriculture.htm>

Why the \$50,000 revenue level? There are an estimated 4,000 non-dairy farms and just \$1.5 million available in assistance through this program. If all farms were funded, it would be less than \$400 per farm on average. Instead, at the \$50,000 gross sales level, approximately 400 eligible operations are anticipated, which allows for an average allocation of \$3,750 per farm.

Farm operations with less than \$50,000 gross income, typically see less than \$5,000 in net profits. Most likely these farm owners have other income to help support their households and better absorb farm losses due to COVID-19. Altogether, the decision to support fewer commercial farms at a more substantial level is the reason behind the \$50,000 gross income level for eligibility.

Program Overview and Registration Fact Sheet: <https://www.goferr.nh.gov/covid-expenditures/nh-agriculture-grants>.

For more information, contact Gail McWilliam Jellie at gail.d.mcwilliamjellie@agr.nh.gov, or 603-271-3551.

Accessing New Markets in this Time of Uncertainty

A Free Webinar for Maple Producers

We all have learned this past season that the sap runs pandemic or no pandemic. The question many asked themselves as they watched the bubbles rise on their evaporator is: "How will the current economy impact my sales?" With summer fairs, festivals and outdoor markets in question it may be time to re-examine your business model. All the while the bulk price for syrup remains anything but encouraging.

Looking ahead to the new reality of tomorrow, syrup makers need to take this time of uncertainty to look for immediate and long-range opportunities for new markets.

June 17th and June 18th from 7:00 to 9:00 PM DST, we will be hosting a webinar series titled, **Accessing New Markets in this Time of Uncertainty**. Experts in their fields will be talking on:

June 17h (Wednesday)

7:00 - **The future of farmers markets and other direct sales to customers**

- Karen Milnes, Project Coordinator, Future Generations University

7:30 - **Cooperatives and their role in accessing new markets**

- Hannah Scott, Ohio State University

8:00 - **The Ohio miracle maple mile – a new idea that works**

- Fred Ahrens, Richards Maple Products

8:30 - **Liberating your grocery store – how Appalachian Sustainable Development works to bring small producers into the big time**

- Kathlyn Terry, CEO Appalachian Sustainable Development

9:00 – Question period

June 18th (Thursday)

7:00 - **COVID Business planning and Beyond**

- Mark Cannella, Farm Business Management Specialist, University of Vermont, Extension

7:30 - **Getting into the world of online sales**

- Zachary Smith, Ag. Business Educator, University of Vermont, Extension

8:00 - **Bankers and farmers – how to work together for success**

- Marlo Long, SVP Community Development BB&T Bank (now Turist)

8:30 - **Bulk syrup sales: “the Good, the Bad, and the Ugly”**

- Glen Goodrich, Goodrich Maple

9:00 – Question period

This event is being organized by Ohio State University, Penn State University and Future Generations University WV, and funded through a 2019 Acer Access and Development Program grant awarded by USDA's Agricultural Marketing Service.

For more information and to register

go to: <https://us14.campaign-archive.com/?e=&u=94018cf7ec08a69e9f95a69eb&id=2c508e53c2>

COVID-19 Federal and State Funding for Farmers: Tune in Before it's Too Late

MONDAY, JUNE 15
7:00 PM
Webinar

UNH Cooperative Extension will be offering an informational webinar on State and federal financial assistance for Covid-19 relief, as well as other expanded financial opportunities for farmers.

Here's your opportunity to become familiar with the programs, their deadlines and money available.

The event is a joint event with the N.H. Department of Agriculture, Markets and Food, the Farm Service Agency, Rural Development Agency and the Small Business Administration.

Please join us on Monday, June 15th at 7 pm to learn about financial resources available to agricultural operations from the following sources:

- Governor's Office for Emergency Relief and Recovery - The NH Agriculture COVID-19 Relief Program
- Farm Service Agency - Coronavirus Food Assistance Program and other loan programs
- Rural Development - Business & Industry CARES Act Program
- Small Business Administration - Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL)

For more information and to register, click [here](#)

