

# Maple Market Insights: The Maple Data Dashboard

Mark Cannella, UVM Extension Associate Professor



FBFS 047/21

Acer Series: National Maple Business Education

Visit [www.maplemanager.org](http://www.maplemanager.org) for maple development resources

The Vermont Agency of Agriculture, Food and Markets, with the Atlantic Corporation, has created an online interface that enables users to explore results from a 2020 Northeast United States consumer preferences survey. Maple sellers can run interactive analyses of the results from over 1,500 participants at The Maple Data Dashboard to investigate the market demand for maple products. The dashboard has multiple pages that yield key insights into consumer spending patterns, packaging preferences, brand awareness, and actors that influence maple purchases. Maple sellers can select interactive filters using consumer demographics to find results to guide business marketing efforts. Here are a number of findings from the Maple Data Dashboard.

- ◆ Average household annual spending on maple products is \$86 per year
- ◆ 45% of annual maple spending is for maple syrup and the remaining 55% of maple spending is from a varied mix of meats, baked goods, candy and other products.

Using the interactive filters maple sellers can target deeper insights into the market that distinguish different groups of consumers.

- ◆ The highest level of maple product purchases come from 35-44 year olds. This group purchases almost twice as much as the overall population average (\$156 per year vs. \$86 per year). The age groups with the lowest spending per year on maple products are 55-64 years and 65+ years.
- ◆ Maple product consumption increases with household size. Annual spending for a household of 5 people increases to \$144 per year.
- ◆ Annual spending averages are driven up by the higher income groups. Once income increases over \$100,000 per year, maple product expenditures increase noticeably. The annual maple spending for the \$100k-\$149k income group is \$127 per year and that goes even higher to \$156 per year for the \$150k-199k income group.

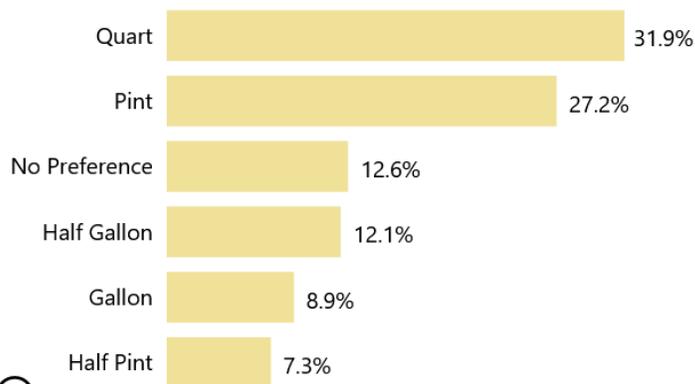


Figure 1: Package size preferences (Source: Vermont Agency of Agriculture, Food and Markets)

Funding for this resource was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) Acer Access and Development Grant AM190100XXXXG071. Its contents are solely the responsibility of the authors and do not necessarily reflect the official views of the USDA.

## Packing and Geographic Origin

Insights into packaging materials, package size and consumer’s interest in geographic origin are a great way to target communications and inventory strategies. At first look one sees that clear glass containers are the most desired packaging material and the largest number of consumers prefer quart and pint package sizes. Better insights can be generated from the interactive filters.

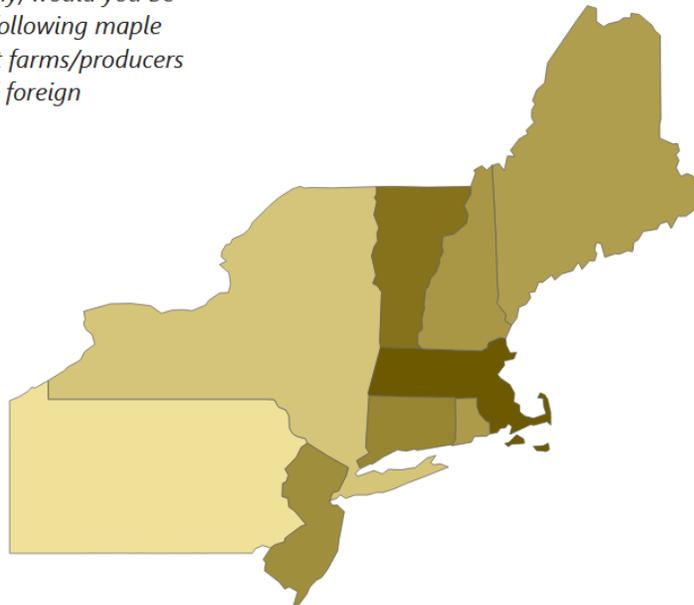
- ◆ The preference for clear glass packaging is driven by pint and half pint purchases. Buyers who prefer the package size of quart, half gallon and gallon have no specific preference for glass.

As the maple industry grows there is an ongoing conversation about how important geographic origin is to a consumer’s purchase decision and willingness to pay. The Maple Data Dashboard compares geographic origin to several demographic and marketing factors.

- ◆ Buyers of maple syrup gallons and half gallons place the greatest importance on geographic origin. These buyers are seeking a more specific level of origin that reaches the “town” level and “farm” level.
- ◆ Buyers of quarts and pints are somewhat interested in geographic origin and they are satisfied with “State/Province” level of origin description.

The Maple Data Dashboard provides information on a variety of consumer preferences and behaviors that enable a maple seller to identify a specific target audience and develop a targeted communications strategy to boost sales.

**Question:** *How much more, if any, would you be willing to pay right now for the following maple products if produced by Vermont farms/producers compared to other domestic and foreign farms/producers?*



*Figure 1: Sample interactive infographic demonstrating the different amount of respondents with a increased willingness to pay for Vermont maple syrup from each state (Source: Vermont Agency of Agriculture, Food and Markets)*

Sources: Vermont Agency of Agriculture, Food and Markets. 2021. Maple Data Dashboard. Available online at: <https://agriculture.vermont.gov/maple-data-dashboard>

Funding for this resource was made possible by the U.S. Department of Agriculture’s (USDA) Agricultural Marketing Service (AMS) Acer Access and Development Grant AM190100XXXXG071 . Its contents are solely the responsibility of the authors and do not necessarily reflect the official views of the USDA.