

Lots of Food, Fun and Learning Experiences at 2nd Mountain State Maple Day on Saturday

By Ken Bustin

The second Mountain State Maple Day is coming up this Saturday, March 19. After the first day on February 19 – rated a “sweet success” by Future Generations University (FGU), its de facto organizer – all of those involved in the event, armed with the knowledge and experience gained last month, are working hard to make the second one even better. Several more businesses are participating.

A list of participants can be found on the website of the West Virginia Maple Syrup Producers Association, at <https://wvmspa.org/maple-days-participants-list/>.

Four maple syrup producers will be showcasing their production and featuring their maple products:

- M&S Maple, 44 Graystone Lane, Upper Tract. (304) 358-2426
- Dry Run Spirits, 3576 Dry Run Rd, Franklin. (304) 358-7034
- Cool Hollow Maple Farm, 627 Cool Hollow Drive, Sugar Grove. (304) 218-1175
- Jack Mountain Maple, Creekside Drive, Moyers. (304) 358-7909

In addition, FGU will be set up on main street in Franklin with an information center, providing information and directions to the other participants, as well as featuring in-



formation on its Appalachian Program, which promotes development of agri-tourism and provides guidance and assistance to those desiring to explore the hobby or business possibilities of maple products.

Several local restaurants and stores will also be featuring special offerings for Maple Day. In Franklin, the Korner Shop Café will be featuring local maple syrup with its pancakes and waffles; The Hollow restaurant will be offering maple pancakes with pecans and maple sausage and home fries; the Franklin Moose Lodge will be offering a sweet style Margarita with local maple syrup, tequila, triple sec, lime juice and salted rim; and T & K Markets will be featuring locally-produced maple syrup and locally-roasted Valkyrie Farms maple coffee. Heading east on Route 33 toward Harrisonburg, Virginia, Long Mountain General Store and Brandywine General Store will have local maple syrup available.

The success of the earlier event has sparked enthusiasm from several quarters. Lind-

say Kazarick of FGU's Appalachian Program, speaking to the Times on Monday, was looking forward to this week-end's events with anticipation:

“As we are approaching the second event of the 2022 Mountain State Maple Days we can feel the excitement building! It's been a fantastic opportunity working with the maple producers, local businesses, WVMSPA and the Pendleton County EDA and CVB. The partnerships that have been formed truly have built a strong foundation for more community development opportunities in the near future. Through these initiatives we've even seen new participants come on board since the last event in February and we hope to see even more next year! There will be a lot going on Saturday, March 19th in Pendleton County and the Future Generations University Appalachian Program will be set up in front of Sunshine Consignment on main street to serve as an information center for all events. We encourage visitors to stop by and see us. We will have maps indicating where the sugar camps are in the county, information on the camps, cookbooks, syrup for sale, and more.”

Another FGU staffer, Jenny Totten, put the event into perspective with a broader

(Continued on Page 9)

(Cont. from Page 1)

view, saying, “Mountain State Maple Days is a statewide celebration of the blossoming nascent maple syrup industry and it's important to note that by supporting your local producers and local businesses, residents and tourists alike are playing a vital role in the creation of this agricultural market. One of the most exciting things about the 5th annual Maple Days activities has been watching small local communities engage with their producers, create events, and build support for local businesses like restaurants and vacation rentals.”

Like the previous one, the upcoming event attracted enthusiastic support from Ciara Lambert, executive director of the Pendleton County Chamber of Commerce and Convention and Visitors Bureau:

“The first Maple Day was deemed a huge success for many of the local businesses within the county, one even reporting a record high number far exceeding that of even Treasure Mountain Festival weekend. This is the type of economic growth we want to see for agri-tourism within our area. Maple Days really highlights this. I was ecstatic to hear the feedback from all the local businesses and am expectant that the second date will far exceed that the first one. I have spent the last month meeting the Future Generations University and the economic development authority and brainstorming ways in which we can highlight the county and make the March date even more successful. I'd like to remind everyone to shop local for all maple syrup needs. Be sure to watch the CVB Facebook page for all the delicious Maple Syrup recipes!”

Executive director of the EDA, Laura Brown, echoed Lambert's positive outlook, saying, “We are looking forward to the second Maple Day for our local producers and businesses. It's not only a play off the Highland County's festival, but it will also be a good chance to showcase our maple community. I know some Pendleton businesses had record days at our first Maple Days last month, so it will be exciting to hear this one's success as well.”

All residents and tourists alike are encouraged to come and join in the fun.

For an interactive map of the locations of the participants state-wide, readers may visit:

<https://www.google.com/maps/d/viewer?mid=1tveAAmWcfZGoED3YJfZQmIuC4OZAoHGL&ll=38.94178705491041%2C-80.1844025&z=8>