

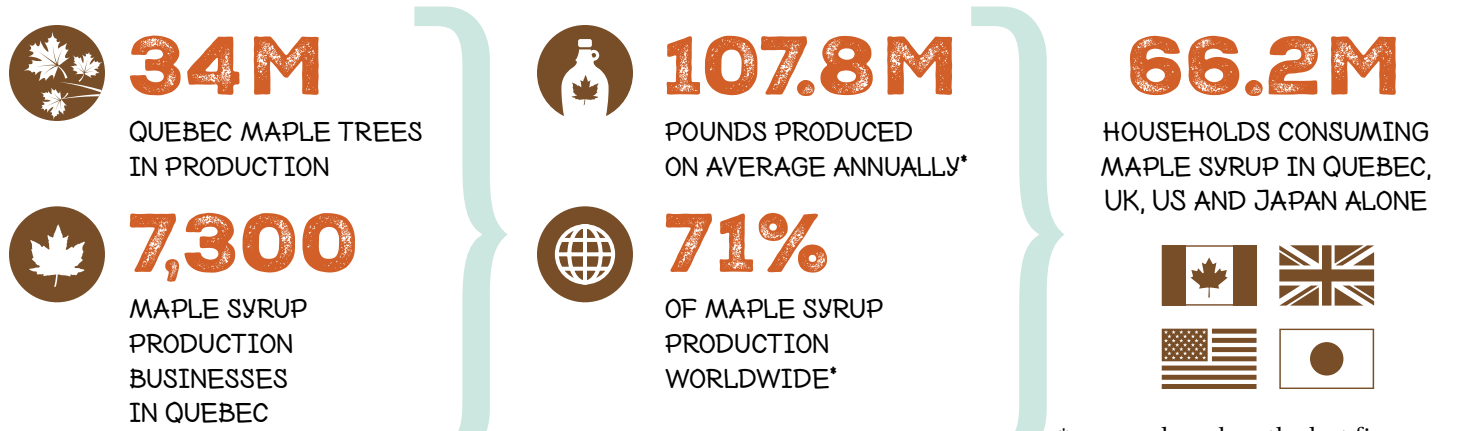
BEYOND The BOTTLE

HOW QUEBEC'S MAPLE FOREST SERVES A GREATER GOOD

While long appreciated as a source of delicious maple products, Quebec's maple forests create more than what you find on your dining room table. They also serve the greater good by providing many, less obvious benefits to people and the world around us. Recent research undertaken by the Federation of Quebec Maple Syrup Producers and partners reveals new insights on the positive effects of maple production in Quebec.



LOCAL BUSINESSES, GLOBAL IMPACT¹



ECOSYSTEM BENEFITS OF QUEBEC'S MAPLE FORESTS



Everyone appreciates the positive ecological contribution of the rainforests in the Southern hemisphere. While the maple forests in the Northern hemisphere are on a different scale than the rainforest, we can't forget their positive ecological contribution and value.

Maple forests producing maple syrup in Quebec provide valuable ecosystem goods and benefits in many categories, among the key ones are...²



REGULATING

- CLIMATE CONTROL
- AIR QUALITY
- WATER FILTRATION



PROVISIONING

- FOOD PRODUCTION
- MEDICINAL PRODUCTS
- ORNAMENTAL PLANTS



CULTURAL

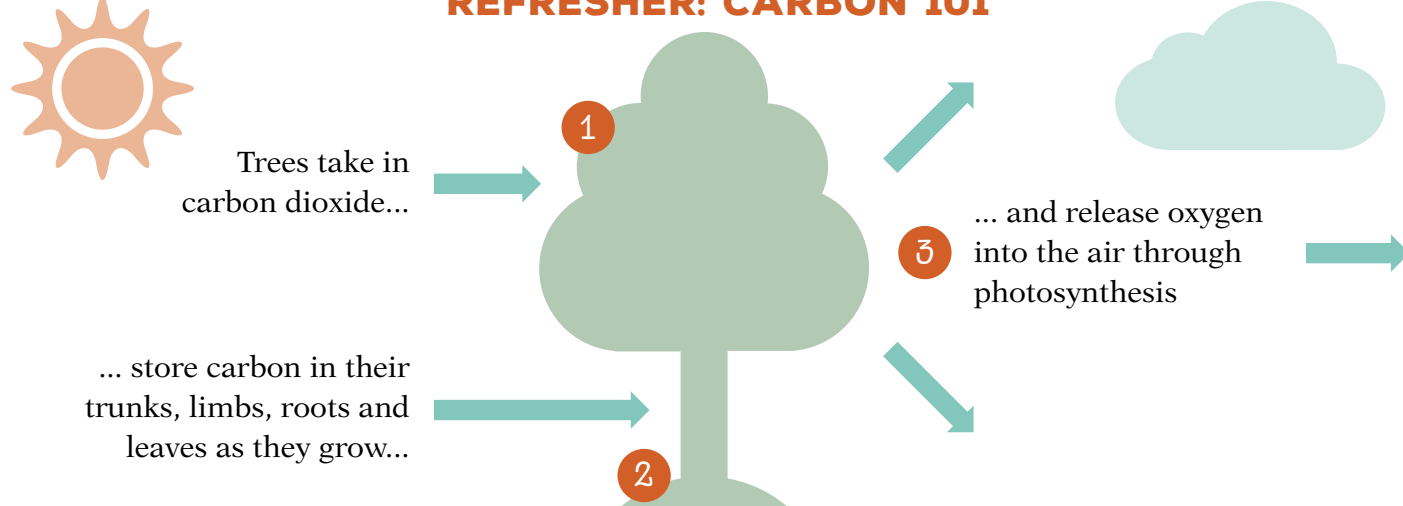
- RECREATION
- EDUCATION
- HERITAGE

\$1.08 BILLION TOTAL ECONOMIC VALUE:

ECOSYSTEM SERVICES DERIVED FROM QUEBEC MAPLE FORESTS PRODUCING MAPLE SYRUP

CARBON AND CLIMATE - HOW QUEBEC MAPLE HELPS

REFRESHER: CARBON 101

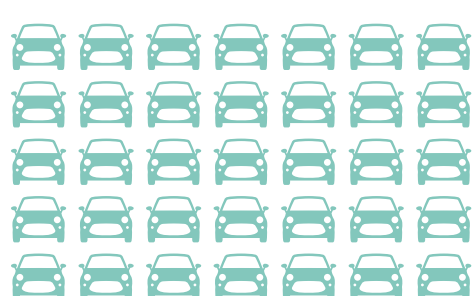


CARBON STORAGE

962,200 METRIC TONS
 ABSORBED BY MAPLE FORESTS PRODUCING MAPLE SYRUP EACH YEAR

A YEAR IN QUEBEC'S MAPLE SYRUP-PRODUCING FORESTS

- CARBON STORAGE MEANS:
- CLEANER AIR
 - OXYGEN FOR US TO BREATHE
 - POSITIVE EFFECT ON THE CLIMATE



They cancel out the carbon released from:

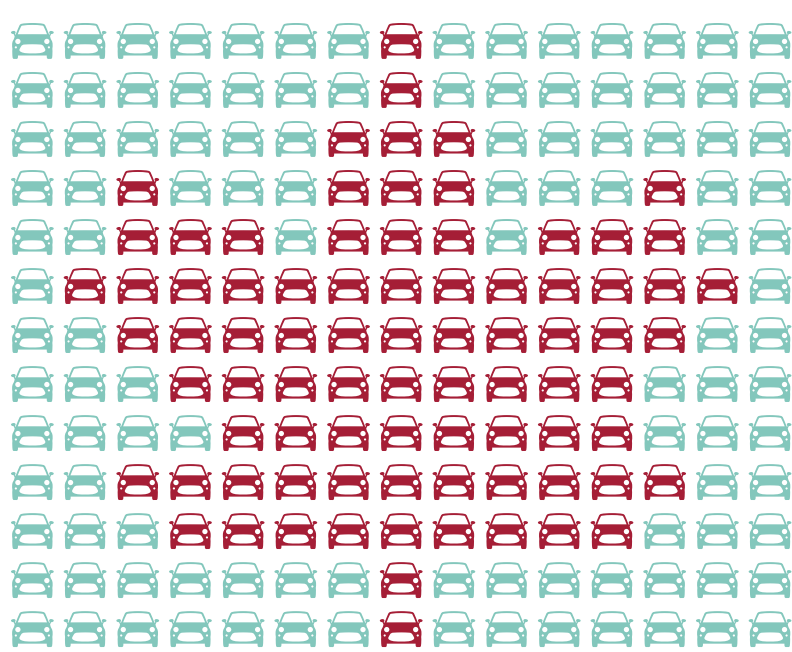
290K VEHICLES/YEAR **OR** **9%** OF THE QUEBEC AUTO FLEET



Carbon emissions of maple syrup production in Quebec: 109,387 metric tons released in the maple production process. Quebec's maple syrup-producing forests absorb and store 8 times more carbon than the maple syrup production process releases.

HELPING QUEBEC MAPLE PROTECT MORE TREES

Maple forests used for maple production are generally protected by Quebec law through a number of provisions and cannot be cut down.



53M+ UNTAPPED MAPLE TREES IN QUEBEC²

If these maple trees were used to produce maple syrup, their future would be preserved, as would their carbon-capturing capabilities.

770K VEHICLES' CARBON EMISSIONS OFFSET/YEAR

OR

25% OF QUEBEC AUTO FLEET



\$2.7 BILLION TOTAL ECONOMIC VALUE:

ECOSYSTEM SERVICES DERIVED FROM ALL QUEBEC MAPLE FORESTS

THE POWER OF ONE



When you use 1 tsp. of a maple product...



instead of 1 tsp. of another sweetener each day for a year...



You put two maple trees into production - and under protection.

IMAGINE WHAT 100,000 OF US COULD DO.

The Federation of Quebec Maple Syrup Producers does not promote an increase of sugar consumption. When choosing a sweetener for moderate use, pure maple syrup has positive environmental contributions and more potential health benefits than some other sources of sugar.

MAPLE PRODUCTS OFFER CONSCIENTIOUS CONSUMERS MORE THAN GREAT TASTE AND HEALTH BENEFITS - THEY OFFER THE CHANCE TO DIRECTLY IMPACT QUEBEC'S MAPLE FORESTS. ANYONE CAN PLAY A ROLE IN PRESERVING THE ECOSYSTEM AND SIGNIFICANT HUMAN BENEFITS THE MAPLE FORESTS PROVIDE, IMPACTING GLOBAL QUALITY OF LIFE. VISIT ILOVEMAPLE.CA FOR RECIPES AND MORE INFORMATION ABOUT MAPLE PRODUCTS FROM QUEBEC.

Data Sources:

1. "Maple Products from Quebec." Market study conducted by external consulting partners on behalf of the Federation of Quebec Maple Syrup Producers. 2013 and 2014.
 2. "Evaluation of Ecosystem Goods and Services related to the Quebec Sugar Bush." Group AGÉCO, February 2016.

