





The Maple Belt
This section of North
Eastern North America is
Where all maple syrup is made

Celebrating 25 Years in Business

The complex block contains a map of North America with a shaded region in the eastern United States and southern Canada, labeled as the Maple Belt. Below the map is a text box with the title 'The Maple Belt' and a description. To the left of the map is a small image of colorful autumn leaves. At the bottom of the block are three logos: 'Taste of Nova Scotia', 'Acadian Maple Products', and a red maple leaf graphic with the text 'Celebrating 25 Years in Business'.





















A photograph of a multi-tiered display stand in a store, filled with various maple products like syrups and candies. The stand is circular and has several shelves. To the left of the stand, there is a graphic of vibrant autumn leaves in shades of yellow, orange, and red. Below the photograph, there are three logos: 'Taste OF NOVA SCOTIA' on the left, 'Celebrating 25 Years in Business' in the center with a red maple leaf graphic, and 'ACADIAN MAPLE PRODUCTS' in a circular logo on the right.



MARKETING

- (1) TRADE SHOWS
- (2) TRADE MISSIONS
- (3) INTERNET
- (4) DESTINATION HALIFAX
- (5) TASTE OF NOVA SCOTIA
- (6) INDUSTRY ASSOCIATIONS



Celebrating 25 Years in Business





MEASURES OF SUCCESS

- (1) SALES
- (2) MIX OF MARKETS
 - Local vs Tourists
 - USA vs Europe vs Asia
- (3) FEEDBACK
 - “I see your product everywhere”
- (4) I FEEL GOOD ABOUT WHAT I DO



Celebrating 25 Years in Business



Pure Maple Syrup

www.acadianmaple.com

