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FOR IMMEDIATE RELEASE

**New York State maple producer named to international maple syrup board**

SALEM - David Campbell, 51, a partner in the Washington County, NY-based Mapleland Farms, has been elected to the board of directors of the International Maple Syrup Institute (IMSI) at the IMSI annual meeting held in October in Stratford, Ontario. Campbell joins 25 other maple producers from across North America on this prestigious board.

The IMSI was founded in 1975 to provide marketing solutions to the various players in the US and Canadian maple products industry. The mission of the organization is to promote the use of pure maple syrup and protect the integrity of the product while encouraging cooperation among all persons or groups involved in any aspect of the maple industry.

David Campbell along with his brother, Terry, operate an 8,000-tap full-time integrated maple business. They began commercial production in 1972 and now create award-winning maple syrup, cream, molded sugar, and other quality maple products on their five-generation family farm. Mapleland Farms specializes in customized wedding favors and gift baskets for holidays or any occasion. Free tours, pancake breakfasts, and tastings are offered seasonally. The business has developed a number of innovative marketing initiatives including active involvement in farm to chef partnerships in urban markets, participation in regional trade shows, and a dynamic Internet presence leading to the company's growing national customer base. Prior to developing the maple business as a full-time enterprise, the Campbell brothers also operated a dairy farm. Today, they are still involved in feed production and sales.

Campbell is a 1977 graduate of Greenwich, NY High School. That year, he also was awarded an Empire Degree from the NYS FFA; and was recognized with the NE Regional Processing Award. He was the Greenwich FFA treasurer. He served on the board of directors for the Washington County Farm Bureau for a number of years including the positions of vice president and treasurer. He is serving presently on the NY Farm Bureau Advisory Committee for Vegetables, Honey, and Maple Syrup. Campbell has been the president of the Upper Hudson Maple Producers Association for the past 13 years and is currently also the President of the NYS Maple Producers Association. He has two adult sons.

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