



**MEMORANDUM OF UNDERSTANDING
BETWEEN FUTURE GENERATIONS UNIVERSITY (APPALACHIAN TEAM)
AND THE WEST VIRGINIA MAPLE SYRUP PRODUCERS' ASSOCIATION**

Future Generations University and the West Virginia Maple Syrup Producers Association, hereinafter jointly referred to as the Partners;

WHEREAS the Future Generations University (FGU) Appalachian Program and its associated goal of developing sustainable economic models centered around the development of sustainable traditional agriculture and forest products including the development of the maple and tree syrup industry in West Virginia and the region;

WHEREAS the West Virginia Maple Syrup Producers Association (WVMSPA) was incorporated in 2015 with a purpose “to promote, educate and research the maple and tree syrup industry as well as value-added syrup products throughout West Virginia...”;

WHEREAS the mission of Future Generations University is to “...promote research, learning, and action toward inclusive and sustainable community change....” throughout Appalachia through nature based enterprises including tree syrups and non-timber forest products;

WHEREAS the mission of serving nature-based agricultural activities and the creation of sustainable operations are complementary to both organizations;

THEREFORE, THE PARTNERS PLEDGE THEIR INTENTION TO:

OBJECTIVES

To provide support to Association activities including but not limited to:

- a. **Promote best practices** in the cultivation and promotion of maple tree species, and other associated tree species, sap and syrup production, as well as associated value-added products.
- b. Encourage, through education and mentoring, profitable and sustainable sugar bush management and value-added maple product processing.
- c. Engage in a meaningful partnership between public and private enterprise to inform relevant and engaged policy as well as action to support meaningful policy and regulatory structures for the Tree Syrup Industry in West Virginia and surrounding states.
- d. Work to support the advancement, collection, and dissemination of relevant research and literature relating to the advancement of tree syrups in West Virginia and Appalachia.

- e. Foster a supportive environment that creates economic well-being as well as cultural and environmental sustainability through supporting the maple and other tree syrup species.
- f. Support of the Association and its members through technical assistance in support of activities related to tree syrup education, marketing, promotion and industry growth.

COOPERATION ACTIVITIES

Agreed upon actions include:

- a. Editing, publishing and dissemination of WVMSPA newsletter by Future Generations University to occur twice annually in accordance with standing contract rates and terms.
- b. Support and technical assistance for website, social media, and GIS software support from FGU to WVMSPA; as agreed to on a per event basis for cost and breakdown of roles.
- c. Promotion and support of Mountain State Maple Days and associated agritourism activities; terms to be agreed annually per annual funding allowance.
- d. Support and sponsorship of annual events, competitions, and meetings.
- e. Co-sponsorship of NAMSC delegate and support for associated costs.
- f. Coordination and review of "Sap Mobile" locations and programs annually; limited to available funding resources per year.
- g. Additional areas of collaboration as agreed to by the WVMSPA and FGU on an as needed basis.

PARTICIPATING PERSONNEL

Participating personnel, authorized to represent the institution on formal business from each organization include, but are not limited to (with authorized approval):

Future Generations University (FGU):

Luke Taylor-Ide, Director
Sarah Collins-Simmons, Manager
Jennifer Totten, Manager
Mike Rechlin, NAMSC

West Virginia Maple Syrup Producers Association (WVMSPA):

Paul Ronk, President
Greg Christensen, Vice President
Keith Heasley, Treasurer
Tina Barton, Secretary

ASSESSMENT

The Parties agree to:

- a. Include and participate in production research specific to improving enterprise efficiency and developing best practices;
- b. When appropriate, contribute to research results and publications;
- c. Provide demonstration and field day sites to further networking, cooperation and experiential learning;
- d. Communicate with key staff and Association leadership sharing information and opportunities.

DURATION

Cooperation under this Memorandum of Understanding is effective on the date of its signature. Either Partner may discontinue its participation in this Memorandum of Understanding, through written communication to the other Partner at least thirty (30) calendar days in advance of the intended termination. Any ongoing cooperative activity approved or initiated not yet concluded shall continue to completion, unless otherwise agreed by the Partners.

FINAL PROVISIONS

The Partners acknowledge that this Memorandum of Understanding is not intended to, and does not create, any legally binding rights or obligations, and will not be enforceable in any court of law or tribunal of any sort. The Partners declare in good faith to implement this Memorandum of Understanding to the fullest extent practicable and feasible as determined by each Partner in its sole discretion.

Signed in _____ on the ____ day of _____, two thousand twenty-one.

FOR FUTURE GENERATIONS UNIVERSITY

FOR WEST VIRGINIA MAPLE SYRUP PRODUCERS ASSOCIATION

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____