

Promotional Spec Sheet: Nutritional Value of Maple Products of Canada and Potential Claims

Summary

- Maple syrup of Canada is an excellent source of manganese, riboflavin and zinc, providing 100%, 37% and 18% respectively of the recommended daily value of these nutrients. Plus, magnesium, calcium and potassium make this inimitable sweetener even more healthful.
- Average nutritional values derived from an analysis of more than 600 samples from different regions across Quebec have been added to Health Canada's Canadian Nutrient File.
- Nutritional labels for maple products of Canada are available at www.siropperable.ca, showing the minimum nutritional values obtained for the 600 samples analyzed. Based on the minimum values, maple can currently make the following claims in Canada:
 - Excellent source of manganese and Vitamin B2
 - Good source of energy
 - 4 mg of polyphenols per 60 ml

Please refer to the relevant CFIA regulations to incorporate these claims into your packaging.

Results

Per 60 ml portion in %DV*	Maple syrup of Canada	Honey	Sugar	Brown sugar
Manganese	100	3	0	9
Riboflavin (B ₂)	37	2	1	0
Zinc	18	2	0	1
Magnesium	7	1	0	7
Calcium	5	0	0	5
Potassium	5	1	0	6
Calories	217	261	196	211
Sugars (in G)	54	71	51	54

Legend : Excellent source of Good source of Source of

*DV: The *Daily Value* is the amount deemed sufficient to meet the daily needs of the majority of healthy individuals.
Source: Canadian Nutrient File (Health Canada)

According to a study performed on more than 600 samples of maple syrup of Canada from different regions across Quebec, maple products have very interesting nutritional potential compared to other common sweeteners. Maple syrup is an excellent source of manganese, riboflavin and zinc, providing 100%, 37% and 18% respectively of the recommended daily value of these nutrients. Plus, magnesium, calcium and potassium make this inimitable sweetener even more healthful. These average values have been added to the Canadian Nutrient File.

The data from this study has also enabled us to create nutritional labels for maple syrup of Canada and its derivative products. To ensure that all producers and processors follow the CFIA regulations on labelling, the values appearing on nutrition facts labels are the minimum values generated by the 600-sample study. These labels are available to the entire Canadian maple industry at www.siropperable.ca.

A second study identified the quantity of polyphenols contained in a portion of maple syrup of Canada. While polyphenols are not recognized as a nutrient that can appear on the nutritional label, the quantity contained in a product can be displayed on the packaging. The average value of polyphenols is 6.6 mg per 60 ml, and the minimum value is 4 mg per 60 ml.

Applications and outlooks

Canada

These results make it possible to make the following claims on maple product of Canada packaging. Please be sure to refer to the relevant CFIA regulations when incorporating these claims into your packaging:

- Excellent source of manganese and Vitamin B2
- Good source of energy
- 4 mg of polyphenols per 60 ml

USA (to be confirmed)

- Potassium : reduction of the risk of hypertension or stroke