

The Natural Choice for Health-Conscious Formulations

Today's consumers are more mindful of the connection between diet and health, leading them to prioritize healthier eating habits.

For this reason, they are proactively seeking out products made with natural, whole, better-for-you ingredients that support their health goals and align with their values. This desire to lead a lifestyle focused on wellness and nutrition is driven by a multitude of environmental and ethical factors.¹

More than ever, consumers are choosing to spend their money on products that align with their values. They are reading labels and visiting brands' websites to educate themselves and determine which products are worthy of their purchasing dollars.

49%

of consumers are **values-oriented shoppers**²

50%

of Americans claim to **actively try** to eat healthy³

8 in 10 values-oriented shoppers identify **animal welfare, environmental welfare, labor/worker welfare, and ingredient sourcing** as worthy of paying a premium for²

BASCOM
your *maple* source



Maple is the New Staple

Maple syrup and maple sugar are nutrient-rich sweeteners offering functional health benefits and clean label appeal to health-minded consumers. In recent years, maple has gained in popularity across multiple eating occasions as a versatile, on-trend ingredient that can be easily integrated into a wide range of food and beverage applications.⁵

CONSUMERS LOVE THAT MAPLE IS:

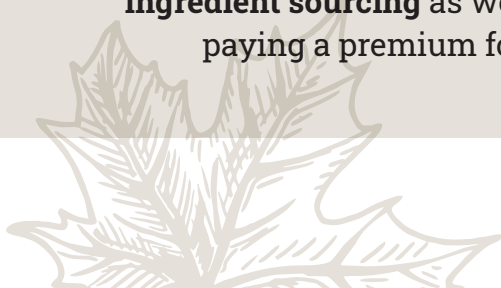
- A naturally sourced, clean label sweetener
- Less processed than other sweeteners
- Sodium and cholesterol free
- Easy to digest

AND, MAPLE SYRUP AND MAPLE SUGAR CONTAIN:

- Minerals
- Antioxidants
- Bioactive plant compounds

88%

of consumers are willing to pay more for healthier foods¹



Sweet Smarts: Meeting Consumer Demand With Sustainable Sweetening

From baked goods, marinades, and glazes to processed meats and beverages, you'll find a multitude of on-trend applications for maple.

This sustainable sweetening and flavor ingredient appeals to consumers, particularly millennials and Gen Z, who seek out brands that focus on and showcase their sustainability efforts. Research shows that these age groups are willing to pay more for sustainably produced or sourced goods, even as cost-of-living and inflationary concerns weigh on their purchasing decisions.⁵

Bascom's maple sugar and maple syrup appeal to values-oriented consumers seeking better-for-you, clean label, vegan, no-added sugar, and—at times—organic sweeteners.

Bascom Maple Farms is the trusted source and supplier of 100% pure maple syrup and maple sugar across the U.S. and around the world.

For more than eight generations, the Bascom family has followed a sustainable approach to agriculture by acting as responsible stewards of the forest.

By preserving maple forests, the Bascom family continues to honor its history of sustainable farming while bringing maple farming into the future by increasing efficiency and reducing their carbon footprint.



Let's Collaborate

In addition to meeting consumer needs, **we have the capacity to fill orders of any size** and our team will work with you to customize packaging and determine the best shipping options to meet your needs.



**Request your
samples today.**

2/3

of consumers are
open to paying
a premium for
sustainable products⁶

Gen Z and millennials
are more likely to
PAY A PREMIUM

for sustainable or
environmentally
friendly products
(55% & 63%, respectively)⁷

BASCOM
your *maple* source

Bascom Maple Farms
PO Box 117 | Brattleboro, VT 05302
maplesource.com

© 2025 Bascom Maple Farms

¹ Tastewise, Lauren Daniels, How Consumer Healthy Eating Trends is Driving Purchasing Decisions, Nov 12, 2023

² Spins, The Values-Oriented Shopper, 2023

³ Statista, Katharina Buchholz, Are Americans Trying to Eat Healthy?, Feb 24, 2023

⁴ PWC, Consumers willing to pay 9.7% sustainability premium, even as cost-of-living and inflationary concerns weigh: PwC 2024 Voice of the Consumer Survey, May 15, 2024

⁵ Mintel, Flavor Lifecycles—US—2024

⁶ Mintel, Sustainability in Retail—US—2023

⁷ Mintel, Value-Conscious Shopper—US—2024