



Maple Products from Quebec Shares Nutritional Advice with Cyclists and Coaches

Longueuil; May 3rd, 2017 – As part of the renewal of its agreement with the *Fédération québécoise des sports cyclistes* (FQSC) for a third consecutive year, Maple Products from Québec (PEQ) reaffirms its commitment to cyclists with action, in a series of activities that promote the benefits of maple as an all-natural energy source for athletic performance.

“Our support for the development of cyclists and their sport did not, of course, begin just today, and we are extremely proud of our partnership with FQSC. The goal is to continue the implementation of an educational component on nutrition with coaches and athletes,” according to Nathalie Langlois, Director of Promotion, Innovation and Market Development for the Federation of Québec Maple Syrup Producers (FPAQ). “Cyclists need a healthy source of energy to engage effectively in their sport. Maple syrup is authentic, 100% natural, and unprocessed, containing no artificial colouring or preservatives. Maple syrup drinks and energy bars are therefore healthier choices than the commercial products out there, and it’s our goal to make sure athletes, parents and coaches know that.”

In addition to boosting the development of a number of cyclists in 2017 by providing them with maple-based nutritional support, Maple Products from Québec will undertake awareness efforts aimed at consumers and cyclists at local and international events, including the Grand Prix cyclistes de Québec et Montréal.

Nutritional Advice and New Recipes at ilovemaple.ca

The 2017 awareness campaign highlights video clips featuring the founder and nutritionist of Vivaï, Mélanie Oliver, a well-known figure in Olympic and professional sport. She’ll take on numerous themes such as fuelling before training to heighten performance, optimizing recovery, the importance of hydrating well, the energy expenditure of young and growing cyclists, and the most vital nutrients.

“The right diet is essential to all athletic performance. By consulting these clips on our web site ilovemaple.ca, cyclists will be able to very simply integrate maple into their food habits, under Mélanie’s guidance. Knowing what to eat, how, and when is the basis of a healthy maple diet,” said Nathalie Langlois. “And you have to check out the new recipes we’ve developed for athletes. The jujubes, maple milk, and maple energy drinks are going to be a hit with cyclists of all ages!”

The new recipes will be on ilovemaple.ca at the end of May, including:

NAPSI-certified Maple Water Smoothie infused with Spiced Green Tea Chai
Pineapple-Lemon Maple Energy Drink
Sweet and Savoury Hummus

The Multiple Attributes and Benefits of Maple in Sport

The Maple Products from Québec program *Fuelled by Nature™* gives athletes a way to discover maple's many attributes and advantages. Maple syrup provides simple carbohydrates that easily metabolize into glucose and act as fuel during exercise.

For nearly a decade, Québec's maple syrup producers have invested in research projects that are making it possible to better understand maple syrup.

"The secret of maple as fuel for athletic performance is found in its composition," says FPAQ President Serge Beaulieu. "Maple syrup is a nutritional treasure trove, with its remarkable variety of polyphenols and minerals including manganese and zinc, two ingredients vital to muscle recovery. There is still so much to learn ... we've only seen the tip of the iceberg."

The most recent study results were presented at the first world symposium, held in San Francisco in April. This conference was devoted entirely to the latest scientific findings on the potential health benefits of 100% pure Canadian maple products. There, the discovery was announced of two new compounds with antioxidant properties and potential health benefits. Adding them to the list of phytonutrients found in maple syrup brings the total number to 65.

Before, during or after a workout, maple gives cyclists a boost of energy that they just shouldn't do without!

About the Federation of Quebec Maple Syrup Producers and Maple Products from Quebec

The Federation of Quebec Maple Syrup Producers (FPAQ) was founded in 1966. Its mission is to defend and promote the economic, social and moral interests of some 7,500 Quebec maple businesses, as well as to develop initiatives that collectively market the products that flow from Quebec's 44 million taps. The quality work of these maple producers has made Quebec the source, on average, of 72 percent of the world's maple syrup production and 90 percent of Canada's maple syrup output. Together, Ontario, New Brunswick and Nova Scotia contribute the other 10 percent of Canadian production.

FPAQ proudly promotes the reference brand Maple Products from Quebec in addition to coordinating the international promotion and value creation of Canadian maple products on behalf of Canada's maple industry. In this capacity, the FPAQ leads and directs the research efforts of the Réseau international d'innovation des produits d'érable du Canada.

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