



STATE OF MAINE
DEPARTMENT OF AGRICULTURE, FOOD AND RURAL RESOURCES
BOARD OF PESTICIDES CONTROL
28 STATE HOUSE STATION
AUGUSTA, MAINE 04333-0028

Want To Know About Pesticides Sprayed Near Your Home?

Pesticide Notification Registry Deadline June 15

- ➔ Simple and *free* way to be notified about agricultural pesticide spraying near your home.
- ➔ Any resident of Maine property within 1,320 feet (500 feet for fruit trees and Christmas trees) of where agricultural pesticides are applied by airplanes, helicopters, mist blowers, or air-blast sprayers can be notified in advance.
- ➔ To be placed on the registry for notification after July 1, 2010, names must be submitted by *June 15, 2010*.
- ➔ To sign up on the registry, go to www.thinkfirstspraylast.org.
To request a paper signup form, call the Maine Board of Pesticides Control at 207-287-2731.

The Maine Board of Pesticides Control is the lead state agency for pesticide regulation. It is an administrative unit of the Maine Department of Agriculture, Food and Rural Resources, with policy decisions made by a seven-member, public board.

Note: This ad was placed in 25 Maine newspapers—5 daily and 20 weekly—from May 22 to June 8, 2010. In addition, ads of similar content were placed on the websites of the 5 daily newspapers during the same time period.

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www.thinkfirstspraylast.org



JOHN ELIAS BALDACCI
GOVERNOR

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SETH H. BRADSTREET III
COMMISSIONER

HENRY JENNINGS
DIRECTOR

PRESS RELEASE

For Immediate Release
May 27, 2010

Contact: Paul Schlein, 207-287-2731
paul.b.schlein@maine.gov

Want To Know About Pesticides Sprayed Near Your Home?

Pesticide Notification Registry Deadline June 15

AUGUSTA—Mainers who want to be notified about agricultural pesticide spraying near their homes this season have two more weeks to sign up.

Open enrollment closes June 15 for the 2010 Maine Pesticide Notification Registry. Any resident of Maine property within a quarter mile (500 feet for fruit trees or Christmas trees) of land where agricultural pesticides are applied by airplanes, helicopters, mist blowers, or air-blast sprayers can be notified in advance.

The registry, thought to be the only one of this type in the US, is a simple and free way for Mainers to be notified about agricultural pesticide spraying near their homes. The Maine State Legislature passed a law in 2009 that created the registry and gave the Maine Board of Pesticides Control the responsibility for its development, distribution, and maintenance.

To sign up on the registry, or for more information, go to www.thinkfirstspraylast.org. To request a paper signup form, call the Maine Board of Pesticides Control at 207-287-2731. After June 15, names will be held for the 2011 registry.

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PHONE: 207-287-2731
FAX: 207-287-7548

WWW.THINKFIRSTSPRAYLAST.ORG
PESTICIDES@MAINE.GOV

From: Mark Faunce [mailto:mefaunce@roadrunner.com]
Sent: Tuesday, June 01, 2010 12:38 PM
To: Jennings, Henry
Cc: Clark Granger; jolson@mainefarmbureau.com; Rep. Ralph W Sarty
Subject: BPC Ad for Pesticide Registry

Dear Mr. Jennings,

On Sunday the Maine Board of Pesticide Control ran an advertisement in the Maine Sunday Telegram promoting the Pesticide Registry. The Maine Landscape and Nursery Association believes this ad was unnecessarily provocative in that it implied that licensed pesticide applicators apply pesticides without regard for the safety of nearby homes or people. The headline of the ad and the picture were completely contradictory in that the airplane was obviously spraying an agricultural crop no where near any homes or people, but the headline made one think that this could be happening right over peoples rooftops! In our opinion, the Board of Pesticide Control should make extraordinary efforts to avoid fear mongering and implications of impropriety. It is essential that, as a government agency representing the interests of ALL Maine citizens, the BPC must display the highest level of impartiality. We understand that the BPC is trying to fulfill it's legislative charge of notifying the public about the Pesticide Registry, but we believe that it is imperative that the BPC pull this ad and replace it with one that is STRICTLY factual and informational.

Sincerely,
Mark E. Faunce, MCN/MCL, President
Maine Landscape & Nursery Association
691 Ossipee Trail
Limington, ME 04049
T. 207-625-3075
F. 207-625-7719
C. 207-415-1847

From: Jon Olson [mailto:JOlson@mainefarmbureau.com]
Sent: Wednesday, June 02, 2010 10:54 AM
To: Jennings, Henry
Subject: Pesticide Notification Registry Ad

June 1, 2010

Henry Jennings, Executive Director
Maine Board of Pesticides Control
State House Station #28
Augusta, ME 04333

Dear Henry:

I have received calls and emails from our farmer members outraged at the fear mongering ad you placed in the state's newspapers promoting the pesticide notification registry. The main feature of this ad is a close up of a spray plane passing by at a very close range conspicuously spraying pesticides. Above is the caption "WANT TO KNOW ABOUT PESTICIDES SPRAYED NEAR YOUR HOME?" Yet the spray plane is clearly operating above a crop in an agricultural field. The ad is designed to promote irrational fear of pesticides and carries the implication that unless one signs up for the registry, spray planes are going to fly over their homes.

This ad is a slap in face of Maine farmers, both conventional and organic, growing food. Maine farmers have done everything required of them. They have become educated, licensed, certified, recertified, inspected, followed worker protection standards, kept spray records, noted sensitive areas in their logs, calibrated their equipment among other things to use pesticides safely to produce food. Yet this ad neglects all that. Instead it implies that farmers are doing something wrong and the public needs to be aware of it. This is often the rhetoric of some anti-pesticide activist groups. We expect that a state government agency would not sink to this level.

This ad is not designed that frames the registry as a tool to expand communication between farmers and their neighbors. We believe this was the intent of the legislature. Maine Farm Bureau supports this. Unfortunately, this ad is designed to instill fear in the public by suggesting that farmers are poisoning their neighbors and they'd better be aware of it and do something about it. This ad is misleading. It needs to be immediately removed. It needs to be replaced by an ad that informs and educates the public rather than scares them.

We'd like to know who designed and authorized this outrageous spray plane ad. Were any of the board members consulted? We're curious to know where the picture of the plane was taken. Was it taken in Maine? And if so, what crop is being sprayed? This spray plane ad has crossed the line of fairness. It has caused harm to the viability of Maine agriculture.

Sincerely,

Jon Olson
Executive Secretary

-----Original Message-----

From: Eric Seaman [mailto:eseaman@fairpoint.net]
Sent: Sunday, June 06, 2010 2:53 PM
To: Jennings, Henry
Subject: Newspaper Ad

June 5, 2010

Henry Jennings, Executive Director
Maine Board of Pesticides Control
State House Station #28
Augusta, ME 04333

I have been hearing about the advertisement that the BPC has been running in local newspapers informing people of the Pesticide Registry. It seems to be offending some people. Today I saw the ad in the Kennebec Journal and must say I do not see what the problem with it is. Although it depicts a type of spraying that is not universally used; it is an accurate setting for spraying and reasonable tasteful. I applaud your efforts to fulfill the requirements of LD1547 as the Legislature has directed.

Please know that not all people involved with spraying consider the ads offensive. I think the question to ask here is not whether the advertisement campaign was wrong or insensitive, but rather why some are so sensitive to the depiction of spraying. Those who raise the most objections probably are not happy with the whole process of LD 1293 and LD 1547 and would probably prefer to role everything back to the way it was before. I do not believe you will be able to appease them and still be true to all the people of the State of. Maine.
Sincerely

Eric Seaman
Litchfield Maine

From: Heather Spalding [mailto:heathers@mofga.org]
Sent: Tuesday, June 08, 2010 4:48 PM
To: Jennings, Henry
Subject: Ad

Hi Henry,
The ad looks really nice. I appreciate your running it and organizing such an effective campaign. Thanks for your hard work on this. I have posted the ad on our website and on our facebook page. Maybe that will give another bump.
All the best,
Heather

From: Steven Taylor [mailto:sdtaylor@suscom-maine.net]

Sent: Tuesday, June 08, 2010 7:44 PM

To: Jennings, Henry

Subject: Notification Registry

Dear Mr. Jennings -

I just signed up for the pesticide spraying notification registry (for our home, on behalf of myself, my wife, and our 14-month old son). I wanted to thank you and the Board of Pesticides Control for making the registry available to Mainers so that we can have information to make good decisions. I especially wanted to thank you and anyone else involved for the very effective advertising campaign to draw attention to the registry.

I am one of many Mainers who strongly supports local agriculture (we do both summer and winter CSAs) and local farmers. We live about 3/4 mile from an active beef and vegetable farm which we patronize. We are also very concerned about our own health and the health of our developing son. So we appreciate the Board's efforts to ensure that all of us can have access to information we want and need about aerial and mechanized spraying in a timely fashion.

Thanks very much for your efforts,
Steve Taylor
Topsham

From: Sharon Tisher [Sharon_Tisher@umit.maine.edu]
Sent: Thursday, June 10, 2010 5:35 PM
To: Jennings, Henry
Subject: thanks

Although I'm enjoying sitting on the sidelines, I very much appreciate the dedicated work you've done on the registry issue, esp. the ad campaign. Sharon

Sharon S. Tisher, J. D.
Adjunct Assistant Professor, Honors College Department of Resource Economics and Policy
307 Winslow Hall
University of Maine
Orono, ME 04473

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