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GOVERNOR

STATE OF MAINE
MAINE DEPARTMENT OF AGRICULTURE, CONSERVATION AND FORESTRY
BOARD OF PESTICIDES CONTROL
28 STATE HOUSE STATION
AUGUSTA, MAINE 04333-0028

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COMMISSIONER
HENRY S. JENNINGS
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BOARD OF PESTICIDES CONTROL

December 18, 2015

AMHI Complex, 90 Blossom Lane, Deering Building, Room 319, Augusta, Maine

MINUTES

8:30 AM

Present: Bohlen, Eckert, Flewelling, Granger, Morrill, Stevenson

1. Introductions of Board and Staff
 - The Board and Staff introduced themselves
 - Staff Present: Connors, Fish, Hicks, Jennings, Patterson, Tomlinson, Couture
 - Other DACF Staff Present: Ann Gibbs, State Horticulturist, Kathy Murray, IPM Specialist

2. Minutes of the November 13, 2015, Board Meeting

Presentation By: Henry Jennings
Director

Action Needed: Amend and/or Approve

- Morrill stated that the November minutes were not available for review.

3. Public Work session to Discuss Strategies for Promoting Integrated Pest Management with Homeowner

At the November 13, 2015 meeting, the Board discussed public concerns about homeowner pesticide use and explored ideas for promoting Integrated Pest Management (IPM) to this audience. The Board directed the staff to invite recipients of pesticide registration revenues to the next Board meeting to discuss their current activities related to homeowner IPM and whether there may be opportunities to expand their roles. The Board further directed the staff continue the public discussion around enhancing homeowner IPM education at a future Board meeting with an eye toward developing a work-plan for 2016 and beyond.

- Morrill: Staff from groups receiving funding from the BPC were asked to explain any activities relating to educating homeowners about IPM.
- Ann Gibbs, State Horticulturist: Described the work the state horticulturist's office is currently doing to educate homeowners about IPM. Staff consists of one state horticulturist and two assistant horticulturists funded through the BPC. The main function of the two assistant horticulturists is to inspect businesses and make sure they are free of plant pests. This program also licenses arborists within the state. The horticulture program functions mainly in a

regulatory manner, but also relays educational information to the public. The office of the state horticulturist contacts the public through the following methods:

- Presentations for the Maine Landscape and Nursery Association
 - An update letter mailed to members of the Maine Landscape and Nursery Association every year.
 - Working with the Maine State Florist and Growers Association.
 - Classes at specific businesses, some of which are related to pests.
 - Working with staff at related businesses.
 - Teaching classes at many other settings, including Southern Maine Community College
 - Presentations for garden clubs
 - Participate in annual January Tri-State Greenhouse IPM workshop
 - Participate in the annual Agricultural Trade Show in Augusta
 - Participate in the FFA Ag teacher meeting
 - Field/answer calls from the public. Giant hogweed is a current topic of interest.
 - Provide pest control info to the public on a regular basis. Although these calls are typically sent to University of Maine Extension, staff will answer questions as needed.
 - Create several documents for public use including a poster, as requested from horticulture businesses, with pest id photos to help staff and customers identify common pests.
 - License and inspect everyone who sells plant material, which results in contact with nurseries and greenhouses. Send out a licensing packet with informational material to all licensees on an annual basis.
 - The horticulturist's office approach to public outreach is to channel information through the industry who then shares that information with their customers—the public.
 - Publish a holiday greenery press release about regulations governing greenery, wreaths, etc. that are shipped/received from out of state.
 - Forest Pest Outreach Project- increase awareness of forest pests.
 - In general, staff members are very involved with invasive species issues and, specifically, have developed criteria for invasive terrestrial plants.
 - The State of Maine Apiary Program is overseen by the State Horticulturists Office.- The Apiary program includes the bee licensing program, which licenses migratory and residential bee hives and makes sure they meet tolerances for disease, parasites, pesticides, etc.. The program's focus is regulatory. The state apiarist works with migratory and Maine's many hobby beekeepers. Tony Jadcak, the state apiarist, does about 30 presentations a year, instructs/attends bee school, deals with swarms, and fields homeowner calls related to bee issues, wasps, etc. Recently, Jadcak has had many calls regarding bees/wasps infesting historical buildings. Jadcak also works with the wild blueberry schools offered by Maine Cooperative Extension.
- Morrill asked what is meant by “industry”. Gibbs replied that it refers to businesses that sell rooted plants such as garden centers, nurseries, greenhouses, etc.
 - Kathy Murray, IPM Specialist explained that the IPM program's main function is education and includes the following:
 - A lot of work with home and community IPM
 - Many presentations at schools, garden clubs, food cooperatives, Common Ground Fair, etc.
 - Fields phone calls from public, responds to questions from media.
 - Develops workshops on dealing with invasive plants
 - Teaches IPM youth education to a group of students in Farmington who are studying to be teachers
 - Participates in BugMania at the State Library each year

- Presents at Knox Lincoln Agricultural Fair each year
 - Works with the Maine Indoor Air Quality Council
 - Worked this year educating about horse pests
 - Annually conducts five workshops with school staff about IPM. Additionally, the responsibility for training schools now takes up about 40% of her time. All public and private schools in Maine are required to have an IPM coordinator and all IPM coordinators need to attend training. Murray is holding a comprehensive training on December 29 in Oakland.
 - Bedbugs are now a critical issue, which provides the opportunity to reach out to landlords/public that do not have many resources
 - Participated in E-extension, which is a membership based program for land grant universities. Murray serves as an expert and receives emails/questions from the public through that platform. It allows her to participate and collaborate with people throughout the country and develop online training.
- Gibbs: If anyone has additional ideas how to educate the public to please let them know.
 - Granger: What about reaching the homeowners through the employees working at hardware stores, garden centers and other places where pesticides are being sold. How can the Board reach the people who are not looking for the info?
 - Gibbs: There was a specific program done to educate garden center staff about pesticide use.
 - Fish: University of California Davis has a great program about educating people who sell pesticides. He has recommended this in the past, but there is no requirement for employees in Maine to do training. Eckert discusses training difficulty considering the high turnover of employees at the large box stores.
 - Bohlen: Most people are too busy to get educated. How can the Board reach these people? Teaching school kids is a good way to do this. There is a difference between people coming for info vs. bringing info to the people.
 - Hicks: People are busy and do not pay attention until they are forced to.
 - Flewelling: Include a tagline on pesticide products and their advertisements that states the importance of appropriate use.

Response to request for how funding is used

- Jennings: Presented a handout that Jim Dill provided explaining the various resources that the Pest Management Office has developed over the years. As an example, Cooperative Extension put information cards at retail locations near pesticide products intending for people to pick them up when purchasing pesticides. (Board members received examples of these cards in their folders.) The handout also described their pest identification services, websites and media efforts related to homeowner education.
- Eckert: These cards are informative and would be great for DHHS employees to hand out.
- Bohlen: Discussed the value of making cards available at kiosks and similar locations. It requires constant maintenance and replenishing.
- Murray: Has heard from other states who have tried similar initiatives that it requires staff to check and restock the kiosks on a regular basis.
- Schlein: The New England Cooperative Extension Services collaborated on a similar series of informational IPM cards approximately 10 years ago.
- Eckert: Other possible distribution points for these cards include public gardens, garden centers and at the beginning of nature trails.
- Murray: One state has a computerized kiosk, and San Francisco has a point-of-sale effort with shelf talkers. A cell phone can be held up to the shelf talker and info is relayed.
- Eckert: What data exists to say what products/active ingredients are being sold, to whom, and why?

- Schlein: There is an increase of 700% in pesticide sales, based on statistics.
- Fish: The 700% increase in pesticide sales originates from a graph on www.yardscaping.org. Those numbers may be inexact because the data collected is distribution data so it does not report the quantity that is actually sold. The data from pesticide application companies should be fairly accurate. The upward trend is reliable. The Board now receives a larger percentage of these reports than in the past. There are more lawn and landscape companies out there and more people hiring them.
- BPC Staff Memo with ideas on how to educate homeowners was distributed to Board members.
- Jennings: Likes the idea of doing timely articles and submitting them to newspapers and other media outlets. Many newspapers can no longer afford to pay for reporters and are in need of free quality content. Ticks are a hot topic currently. Suggests having someone who approves media-related information attend a Board Meeting.
- Hicks: Suggests getting “The Source” (Portland Press Herald) to put in a pesticides column.
- A discussion ensued about getting information in hard copy vs getting info digitally. Ways that information can be distributed in hard copy: brochures, magnets, bookmarks, pamphlets, etc.
- Schlein: Continued pursuing the idea of changing how the Department is funding certain positions to free up funds for homeowner education.
- Granger: It is appropriate to include the Forestry Department in this discussion about how to disseminate information to a reluctant audience?
- The discussion then shifted to the signs required in retail areas.
- Schlein: The sign was redone four years ago, so there is a digital copy on the network that can easily be reworked.
- Katy Green: ‘Got Pests?’ message on the self-service sign may not be getting the attention of a person buying a product like Weed-N-Feed. The word pest does not suggest weeds to some people.
- Fish: There is a lot of info on weed control on the Board’s websites, but it is written more for technicians/practitioners instead of homeowners.
- Mary Cerullo, Friends of Casco Bay: Numerous groups might be interested in working with the Board. These include town conservation commissions, home owner associations, the Back Cove Neighborhood Association, libraries.
- Schlein: It could be useful to enlist Department staff to write articles about IPM on a scheduled basis. Look for a successful article outlet that is well received. Employ town websites as a way to get IPM info to citizens. This is also a free option for information distribution to homeowners.
 - The Conservation Commissions would usually be happy to do workshops and presentations could also be at homeowner associations and libraries.
- Jody Spear: The problem of resistance is not understood by the public and any education needs to include this. Opposes the depiction of the dandelion as a weed on the mandatory self-service sign.
- Schlein: What resources are available to implement an education strategy? The positions the Board is funding should be funded by the Department of Agriculture, Conservation and Forestry and that money should be put into funding an IPM Department run by Murray. Reaching future homeowners at an early age is the most important aspect and this cannot be implemented fully without several hundred thousand dollars. Public education needs to be the primary job for an employee, not a side project. The websites are also not getting the attention they should. It might be useful to collaborate with Chewonki/L.C. Bates to support implementation of IPM curricula in schools.
- Jesse O’Brian: People want to protect their families and their real estate investments. The real issue is at the point of purchase. Garden centers hear homeowner problems all day long. A lot

more focus should go into training sales clerks about safe pesticide use and IPM. It is important to be able to reach experts when needed.

- Bohlen: Would like a strategic overview that pulls all of these separate ideas together. What kind of resources are there and are they being used as efficiently as possible? Are we reaching who we need to reach?
- Ryan Parker, Natural Resources Council of Maine: Why is the discussion today focusing on IPM instead of education? Parker read the Maine statutory definition of IPM; he has been farming for ten years and has never used a pesticide. The idea of having homeowners reach the level of understanding of IPM necessary to make informed choices is misguided. IPM is a perfect focus for garden centers and people in the business, but not the public who only want to know what to do for the pest they have.
- Fish: The gotpests.org website does tell homeowners how to get rid of a problem and teaches them to understand the situation.
- Jennings: Disagrees that homeowners cannot be coached to minimize cumulative risk to themselves and the environment. Homeowners can be taught to understand IPM as it relates to the specific pest they are dealing with. The Board has many bulleted messages that homeowners can be directed to for concise IPM centered guidance.
- Tomlinson: IPM is the overarching principal under which the Board operate. The homeowner can be taught to understand how to take care of the issue they are currently dealing with and how to prevent it from happening again.
- Bohlen: The BPC is regulatory and being asked to educate at the same time. The BPC needs to focus on working within a network. Many ideas, like a dedicated Twitter feed, require constant attention to provide regular quality content. Working within a network would allow the Board to obtain greater reach.
- Morrill: The Board already maintains seven or eight websites. BPC already have a strong web presence.
- Katy Green: How do the Board's pesticide registration fees align with those in other states?
- Jennings: Maine's fees are middle of the road compared to other states. Maine's registration fee is \$160.
- Tomlinson: The number of products Maine is registering every year is increasing. Large companies will sometimes register a product that has not yet been produced. Some chains with branches in Maine select and distribute pesticides on a regional basis.
- Granger: Many of our constituents are interested in having pesticides available and are also interested in having new chemistries available.
- Fish: There was a dedicated effort to look at social marketing but that is not being done at this time.
- Schlein: There was an ad, the duck ad, developed by several State agencies that addressed the issues at the heart of this discussion. He suggests releasing this ad again.
- Morrill mentioned the "Bug of the Week/Month" posting; Put the producer on the hook educationally.
- Eckert: What about more outreach to towns/municipalities and having staff be more available?
- O'Brian: Wants it on record that he thinks it unconscionable that cities and towns can write ordinances about pesticides without receiving input from state experts. Focus more of staff energy on homeowner education rather than just applicators.
- Morrill: An example of a short term goal is providing soil test kits to retail stores and a long term goal might include developing BMPs for homeowners.
- Bohlen: Home owner education will take a concerted long-term focus and there needs to be a well-developed strategy. Requests that staff put together and submit two to three actions that can be implemented within the next six months. Staff should develop a work plan around the

ideas that includes information of what will be done, how it will be done, and how impact will be measured.

- **Consensus was reached that the staff be directed to create a list of actionable ideas for homeowner education. Staff will explore ways to implement each idea and determine if they are practical to execute. The focus should be on ideas to advertise and promote in a way that uses resources already available to the Board.**

4. Other Old or New Business

- a. Email sent to applicators re posting and phone numbers
- b. Other

- Eckert: Maine had a human EEE case in September. This may or may not be an issue going into next year.

5. Schedule of Future Meetings

January 13, 2016, February 19, 2016 and March 25, 2016 are tentative Board meeting dates. The Board will decide whether to change and/or add dates.

Adjustments and/or Additional Dates?

- **Next meeting scheduled for May 6, 2016**

6. Adjourn

- **Granger/Flewelling: Moved and seconded to adjourn at 11:30 am**
- **In Favor: Unanimous**