Maine YardScaping Partnership?

- A “successful model” in public – private cooperation
In the 90s the BPC did surveys at the Portland and Bangor Flower Shows

- Those surveys indicated that home pesticide users didn’t even know they were using pesticides and many did not always follow label directions
  - Many did not identify weed & feed products as pesticides or any herbicide in general as a pesticide
- These surveys led to newspaper ads to inform the public about the fact that many homeowners use pesticides and about the risks from those applications
Dramatic 3x increase in use!

Pounds of Home Use Pesticides Distributed into Maine

Year

1995 1997 1999 2001 2003

800,000 1,300,000 1,800,000 2,300,000 2,800,000 2,900,000
The initial message was meant to educate homeowners about the fact they use pesticides.
1997 Legislative Resolve

- 22 MRSA § 1471-X
  - It is the policy of the State to Minimize reliance on pesticides!

- This resolve built a firm foundation where the BPC could place all of its IPM and pesticide risk reduction programs.
1998 Ads

• The BPC slogan is born and a great collaboration begins
1999 & 2000 Ads

- BayScaping debuts and our collaboration also brings celebrity cachet

“Keeping up with the Joneses... chemically?”
Joe Payne, Friends of Cascade Bay's BayKeeper, on BayScaping.
“This grass roots environment that begins in our back yard.”

“Caution Pesticide Application Keep Off”

What did a dandelion ever do to you?

Why BAYSCAPING is a Mother's Day gift
For all our children

“This Mother's Day, show Mom you care”
— Moreland Schools' Mother, Daughter, Son and Sister Check
2000 Training programs begin

Wednesday, March 22, 2000
From Bethel to the Beach:
Protecting Casco Bay Begins in Your Backyard
at L.L. Bean Casco Conference Center, Freeport
(60 miles north of L.L. Bean; 20 minutes off Interstate 295)

2:30-7:00 p.m. Opener House
The next generation grows as we learn and gather from our historical knowledge of
protecting your yard and its implications for the environment

7:00 p.m. Presentations

Access to Maine — Your Landscaping Needs and Your Key
Toll — The role of NPS management in the Casco Bay
System

Is it too much to ask to have a livable lawn...a lush garden...and a healthy environment?

Last year, Mainers bought 1.6 million pounds of pesticides (more than a pound for each man, woman, and child in the state). That is twice what was sold five years ago. Sometimes these chemicals end up in our waterways.

Help reverse this trend. Find out how you can maintain a beautiful yard and protect Maine’s lakes, streams, and coastal waters.

Come to a FREE evening workshop to get practical ideas and meet local resources for • reducing dependence on fertilizers and pesticides • using beneficial and native plants • landscaping to minimize runoff • creating landscape diversity • achieving a yard that works for you and the community

Ask the experts! Lawn care professionals, master gardeners, and environmental stewardship groups will be on hand to answer questions about your personal landscaping needs.
BayScaping Project

- Sampled runoff water from intensive lawn care areas
**Friends of Casco Bay Sampling**

- **2001 Sampling**
  - Found Diazinon in 1 of 3 samples (2.6 ppb)**
  - Found 2,4-D in all 3 samples (36.4 ppb)
  - Found Dicamba in 1 of 3 samples (3.8 ppb)
  - Found MCPP in 2 of 3 samples (26 ppb)
  - **Found Excess Nitrogen & Phosphorous in all samples**

- **2002 Sampling**
  - Found Diazinon in 4 of 11 samples (.71 ppb)
  - **Found Excess Nitrogen & Phosphorous in all samples**

- **2003 Sampling**
  - Found Dicamba in 3 of 10 samples (4.1 ppb)
  - Found Clopyralid in 1 of 10 samples (0.91 ppb)
  - Found Propiconazole in 2 of 10 samples (0.075 ppb)

- **2005 Sampling**
  - Found 2,4-D in 2 of 5 samples (4.62 ppb)
  - Found MCPA in 2 of 5 samples (0.45 ppb)

**Values in red exceed ALC**
How do I get one of those BayScaper signs?

- Contact The BPC
- Answer a few questions about landscape practices
- Pledge to follow BayScaping principles

Another green yard keeping Maine’s coast blue!
2001 & 2003 The collaboration expands beyond Casco Bay

Lawns and Gardens for a Healthy Coastal Watershed Fair

Saturday, April 5
10 am - 1:30 pm
Wagner Middle School
54 Mountain View Drive
Winterport, ME

Find out how YOU can have a green lawn, a bountiful garden, and still have a healthy environment.

SPEAKERS:

10:15am  Gary Fish
          Maine Bureau of Parks and Land
          Managing Pests with Less Mess

11:15am  Lois Berg Stack
          Cooperative Extension Specialist, University of Maine
          Landscaping with Native Plants

12:15pm  Barbara Darno
          Horticulturist, Author, “The Garden Planner” & author
          The Four Season Landscape

Displays and demonstrations by natural resource organizations will be ongoing throughout the fair.

BayScaping:
Coastal Landscaping for Homeowners
A Free Workshop
At the Wells Reserve at Laudholm Farm

Thank you for joining us for this year’s program featuring environmental friendly techniques for lawns and gardens. This year’s program will feature new front porch ideas that maximize your yard space and offer a variety of plantings for bird feeding and nesting, references to nesting sites, and attract natural pest control. Additional topics include creative landscape design using native plants and trees in the right places, and the use of vegetated buffers. Presenters offer practical, vividly illustrated habitat, and their tips mean not just pretty, but eco-friendly solutions.

7:00-7:15 pm: Open House
Meet the speakers and browse the demonstrations, exhibits of native plants, and displays.

7:15-8:00 pm: Techniques for Low Impact Lawn and Garden Care
Gary Fish, Director, Landscaping Specialist, Maine Bureau of Parks and Land.
Do you know that most lawn and garden products are pesticide-based chemicals? Some of these products even those labeled as “more environmentally friendly” may contribute to the problem of aquatic animal and plant life. Homeowners have choices.

8:00-8:30 pm: Break for refreshments and ordering of their pieces.
Gift subscriptions available by People, Places & Things Magazine, Falmouth.

8:30-9:00 pm: Landscaping with Native Plants and Vegetated Buffers
Frank Fischer, Education and Outreach Coordinator, Maine Coastal Marine Institute (MCMR).
A hands-on demonstration of coastal plant communities and their health and well-being.

9:00-9:15 pm: The Joys of Gardening: Composting, Impacts & M STE
Steve Whidden-
Gardening, Wells GEM and Muck to New Greens

M STE stands for Municipal Source Tracking, a recently completed project supported by grants from the U.S. Environmental Protection Agency.

9:15-10:00 pm: How to Manage Your Native Lawn
Kelly Paull, President, Maine Native Plant Society and MCMR.

Thank you to People, Places & Things Magazine and to Wells Reserve for their contributions, and to the Friends of Casco Bay for sharing promotional and educational materials.

To share this information with your club or organization, contact Lee Schuler:
in Southern Maine Regional Planning Commission, 207-324-5500.
2004 Board says “Take it Statewide”

- Healthy Maine Yards
  - BPC convenes large stakeholder group
    - Develops mission statement and the ten bullets of YardScaping
    - Brings the message to Portland Flower Show and asks for help naming the program
      - Most prefer YardScaping over Healthy Maine Yards
The Partnership is very diverse!

- Allen, Sterling & Lothrop
- Bar Mills Ecological
- Breakwater School
- Carroll Associates, Landscape Architects
- Casco Bay Estuary Partnership
- City of Portland
- Congress of Lake Associations
- Friends of Casco Bay
- Friends of Scarborough Marsh
- Gnome Landscapes, Design & Masonry
- Jacobs Edwards and Kelcey
- Kennebunkport Conservation Commission
- LakeSmart Program
- Libby’s Landscaping and Greenhouse
- Maine Board of Pesticides Control
- Maine Department of Agriculture
- Maine Dept. of Environmental Protection
- Maine Landscape & Nursery Association
- Maine Organic Farmers & Gardeners Assoc
- Maine Soil & Water Conservation Districts
- Maine State Planning Office
- Maine Volunteer Lake Monitoring Program
- Natural Resources Conservation Service
- New England Organics
- O’Donal’s Nurseries
- Portland Trails
- Shaw Brothers Construction
- Skillin’s Greenhouses
- Southern Maine Community College
- studioverde landscape architecture + design
- Think Blue Maine Program
- Town of Brunswick
- University of Maine Cooperative Extension
YardScaping

• A new paradigm?

• Some call it “Sustainable Landscaping” or “Ecological Landscaping”

• We wanted a simple name
YardScaping Mission

• To inspire Maine people to
  – create and maintain healthy landscapes
  – through ecologically based practices that
  – minimize reliance on water, fertilizer and pesticides

www.yardscaping.org

for a healthy Maine
The Tenets of YardScaping

- Use site appropriate, non-invasive plants
- Right plant, right place, right purpose
- Use diversity of plants & grasses
- Create wildlife habitats
- Reduce lawn area
- Use low input lawns & landscapes
- Use vegetative buffers to protect surface waters
- Reduce runoff
- Reduce reliance on pesticides, fertilizers and water
- Promote sensible pest management (IPM)
2005 - 2006 YardScaping Partnership is born

• A web site is developed

• Many outreach materials are developed

• The new Partnership decides to make a demonstration site on the Back Cove in Portland its primary outreach goal
2007 – 2008 Demonstration site

- Demonstration site construction begins
CBSM principles used to develop new materials

• A new display and outreach materials are developed
Multiple methods are tried

- University of Maine Master Gardeners are trained as Master YardScapers
- Local Stormwater groups, SWCDs and FOCB try neighborhood socials
- Web site is improved
What are the costs

- The actual costs are spread over many organizations
- The Maine BPC has spent around $225,000 over the past 13 years
  - This figure does not include salaries and fringe benefits
  - Much of that was spent on advertisements, web site development, educational materials and water sample analysis
  - Around $60,000 will be spent on the demonstration site
- Other organizations have also done their own publications, advertising and web site work
Are we successful?

Pounds of Home Use Pesticides

Year


Pounds of Pesticides

0 1,000,000 2,000,000 3,000,000 4,000,000 5,000,000 6,000,000 7,000,000

800,000 1,200,000 2,900,000 6,210,502
Where to learn more

http://www.yardscaping.org