

DACF Communications connect industry members with DACF and partner resources and create consumer awareness.

Select Media Coverage

Agriculture

Source: BuzzFeed News

"Maine's people are rallying around its farmers and producers because they understand not only how important our local farmers are, but how critical it is to support their businesses." "In Maine, we have been working deliberately for decades to build a vibrant local food system and that work benefits us now, as our farmers are playing an important role in making sure that people can access the food they need in a time of crisis."

https://www.buzzfeednews.com/article/greta_rybus/heres-how-farms-are-pivoting-to-help-people-directly-during

Source: WABI TV

"Farmers in our state have been significantly impacted by the COVID-19 pandemic but are eager to continue to grow food for consumers. Likewise, many families in Maine need extra support during this unprecedented time, and it has been projected that food insecurity in Maine could increase by as much as 39 percent in 2020 due to COVID-19."

<https://www.wabi.tv/content/news/Maine-did-not-receive-any-relief-from-Farmers-to-Families-Food-Box-Program-officials-say-570683611.html>

Source: Mainebiz

"Farmers need to get their animals to market, and this temporary authorization eases the process and allows more locally-raised meat to reach Maine people."

"We are pleased that this action will relieve extended wait times to schedule USDA-inspected services and that inspected meat processing will be available in two underrepresented areas of the state."

<https://www.mainebiz.biz/article/maine-custom-meat-processors-are-easing-bottleneck>

Source: Mainebiz

"Maine farmers play a critical role in our communities, and their success is important to all of Maine's citizens. These grants are well-timed and will help to address the urgency of this moment and provide support for their ongoing efforts."

<https://www.mainebiz.biz/article/emergency-grants-created-for-maine-farmers-food-producers-affected-by-covid-19>

Source: Sun Journal

"Our hope is for the USDA to act as quickly as possible and leverage their assets and resources to help get the food our emergency food provider community needs in order to feed Maine people during this challenging time."



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<https://www.sunjournal.com/2020/04/14/janet-mills-seeks-to-help-maines-struggling-hunger-relief-charities/>

Parks & Lands

Source: Maine Public

"This is where we have to ask for the public's help in making sure that these very popular places aren't being overutilized, and we aren't seeing the kind of crowding that we've seen at some of these other parks over last weekend, and in the coming weeks. Because if we can, we do want to continue to let people access them."

<https://www.mainepublic.org/post/maine-closes-popular-state-parks-encourages-cooped-residents-recreate-closer-home>

Source: 107.3FM

"I am calling on everyone visiting a beach State Park to honor distancing guidelines to protect each other and our park staff. We are closely monitoring conditions at the beaches and all of our State Parks and plan to make modifications as needed."

<https://z1073.com/here-are-the-maine-state-beaches-reopening-up-june-1st/>

Source: WABI

"Closing any of our state parks is the last thing we want to do. We are keeping as many parks as possible open, and we encourage people to look for ways to take much-needed breaks in the outdoors that allow them to avoid crowded places and maintain physical distancing."

<https://www.wabi.tv/content/news/Several-Maine-state-parks-close-due-to-the-coronavirus-569159671.html>

Source: Maine Calling

"Getting Outside: How to Enjoy Maine's Great Outdoors Safely During This Crisis"

<https://www.mainepublic.org/post/getting-outside-how-enjoy-maines-great-outdoors-safely-during-crisis>

Select Press Releases and Sector Communications

Agriculture

Adding Three Custom Meat Processors to Maine's Food Supply Chain Aims to Ease Bottlenecks

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28e10ba>

Business and Industry CARES Act Program



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<https://content.govdelivery.com/accounts/MEDACF/bulletins/28d4a09>

Commissioner Beal calls on USDA to reopen bidding process and rectify challenges of the Farmers to Families Food Box Program

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28cc0e0>

USDA Announces Details of Direct Assistance to Farmers through the Coronavirus Food Assistance Program

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28c9b53>

Commissioner Beal Calls on USDA to Allow State-Inspected Meat to Cross State Lines during COVID-19 Pandemic

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28a76ce>

SBA's EIDL loan application portal reopens for Ag related businesses

<https://content.govdelivery.com/accounts/MEDACF/bulletins/289e20f>

How is COVID-19 impacting your business

<https://content.govdelivery.com/accounts/MEDACF/bulletins/288e60c>

DACF Encourages Ag Businesses to Apply for Expanded and Renewed Agricultural Funding Programs

<https://content.govdelivery.com/accounts/MEDACF/bulletins/287d017>

Ag Webinar: The On-Ramp to Online Sales - Getting Ready to Open Your Online Store

<https://content.govdelivery.com/accounts/MEDACF/bulletins/287cd56>

DOL Agricultural Housing Guidance and US DOL Labor Law Webinar during COVID-19

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2869858>

Need Help Navigating Technology? Attend a Training, Presentations or Begin Online Sales Course

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2863675>

Governor Mills Urges USDA to Develop Strategy to Support Hunger Relief Organizations & Feed Maine People

<https://content.govdelivery.com/accounts/MEDACF/bulletins/286676f>

Real Maine Marketing Materials Available

<https://content.govdelivery.com/accounts/MEDACF/bulletins/285c6bc>

DOL Agricultural Housing Guidance and US DOL Labor Law Webinar during COVID-19

<https://content.govdelivery.com/accounts/MEDACF/bulletins/285954b>

Maine Farm Food Access Program created to reimburse direct-market farms and farmers' markets SNAP/EBT equipment

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2852df0>



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Updated Interim Guidelines for Essential Agriculture

<https://content.govdelivery.com/accounts/MEDACF/bulletins/284d418>

Ag Producers Eligible for SBA Paycheck Protection Program (PPP)

<https://content.govdelivery.com/accounts/MEDACF/bulletins/284e70d>

Farm Labor Resources Update (H-2A, Unemployment, COVID-19 Worker Protections)

<https://content.govdelivery.com/accounts/MEDACF/bulletins/284c936>

Supporting Agriculture and Forestry During the COVID-19 Outbreak

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28257a1>

Farm Labor Resources Update

<https://content.govdelivery.com/accounts/MEDACF/bulletins/284c936>

Animal Control responsibilities during the COVID-19 emergency

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2843933>

Interim guidelines for agriculture, horticulture and animal care operations

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2839416>

Interim Guidance for Administrators of US K-12 Schools and Childcare Programs

<https://content.govdelivery.com/accounts/MEDACF/bulletins/281b686>

COVID-19 Information for Agriculture and Food Businesses

<https://content.govdelivery.com/accounts/MEDACF/bulletins/282277e>

Guidelines for Farmers' Markets

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28210bd>

Parks & Lands

Midcoast and Southern Maine Beach State Parks Open with Restrictions

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28e1803>

Get Outside for Physical and Mental Wellbeing, But So It Safely

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28c718d>

How to Safely Spend Time Outdoors (joint release with IFW)

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2834af5>

Select Coastal State Parks Close Due to Overcrowding

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2836771>

Steps for Mainers to follow before heading outdoor (Joint release with IFW, DECD and statewide conservation organizations)

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28482fa>



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Forest Service

Program offers loan guarantees to rural businesses that are not eligible for USDA Farm Service Agency loans.

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28d4a63>

How is Covid-19 Impacting your business

<https://content.govdelivery.com/accounts/MEDACF/bulletins/288e60c>

MFS Encourages Forestry Businesses to Apply for Expanded and Renewed Funding Programs

<https://content.govdelivery.com/accounts/MEDACF/bulletins/2880175>

Maine Quarantine Revised, Emerald Ash Borer and Hemlock Woolly

Adelgid <https://content.govdelivery.com/accounts/MEDACF/bulletins/281b59f>

**Support of annual MFS events forced to be virtual because of the pandemic:*

13 ways to participate, through May 23, Arbor Week, EAB Awareness Week and NISAW

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28c36fc>

Emerald Ash Border Awareness Week

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28bdc6c>

Invasive Trifecta, May 18-22

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28c234f>

This morning at Tree Zero in Payson Park, Emerald Ash Borer trap setting

<https://content.govdelivery.com/accounts/MEDACF/bulletins/28b8e60>

Sample list, DACF partner communications

- Appalachian Mountain Club
- Center for Community GIS
- Forest Society of Maine
- Maine Agricultural Fairs
- Maine Audubon
- Maine Coast Heritage Trust
- Maine Department of Agriculture, Conservation and Forestry
- Maine Department of Inland Fisheries and Wildlife
- Maine Federation of Farmers' Markets
- Maine Forest Products Council



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- Maine Harness Racing
- Maine Land Trust Network
- Maine Maple Producers Association
- Maine Office of Outdoor Recreation
- Maine Outdoor Brands
- Maine Trails Coalition
- Migrant Clinicians Network
- MOFGA
- The Nature Conservancy in Maine
- UMaine Cooperative Extension
- USDA

Select Social Media Campaigns

Agriculture



Look up farms across Maine who have added alternative ways customers can obtain farm products, including cheeses, eggs, and meats, and fresh produce, on <https://extension.umaine.edu/.../farm-product-and-pickup-dir.../>. On this National Ag Day and every day, we are especially grateful for the people who are playing significant roles in getting food to Maine tables during the COVID-19 pandemic.



BUZZFEEDNEWS.COM
Gorgeous Photos Show How Farms Are Helping People During The Covid-19 Crisis

This is a great snapshot of how many farms across Maine, of all sizes, have worked quickly and thoughtfully to adapt to changing market needs due to COVID-19. We are so proud of our farmers, and truly appreciate their constant efforts to produce high-quality agricultural products day in and day out.

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Agricultural producers are eligible to participate in the program and should reach out to their bankers and/or agricultural lenders to apply. While SBA still needs to confirm some administrative details, loans will be provided on a first-come, first-served basis and producers can get started on the application now @ <https://home.treasury.gov/.../fil.../136/PPP%20--%20Overview.pdf>



The new Maine Farm Food Access Program reimburses direct-market farms and farmers' markets SNAP/EBT equipment. Find the details, including how to apply @ <https://bit.ly/farmfoodaccess>



United States Department of Agriculture's Food Safety and Inspection Program to temporarily lift restrictions preventing state-inspected meat from being sold or donated across state lines. Read the letter

@ <https://www.maine.gov/dacf/about/news/news.shtml?id=2509074>



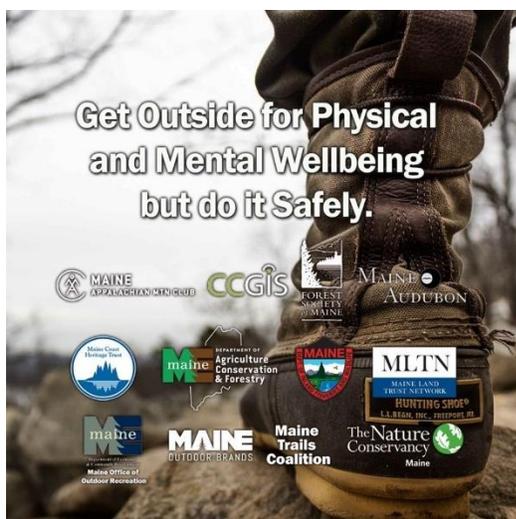
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Parks & Lands



The weekend forecast doesn't look terrible, which is nice. With all 48 State Parks and Historic Sites, including our beaches, open for business, we wanted to remind everyone to leave home prepared and to be safe. For the beaches, park managers are monitoring the capacity to achieve physical distancing. We're asking everyone to spread out and maintain 12 ft between groups. Also, restrooms and other close quarters are Mask Zones. Note that we recognize COVID-19 is wearing on everyone. We ask for your patience and cooperation. Stay on top of everything

@ <https://parksandlands.com/> Thank you!



Get outside for physical and mental wellbeing but do it safely. We partnered with an awesome group of organizations to get this important reminder out 📢 Help us let others know. Thanks



Private campgrounds open to Maine residents of all ages for Memorial Day weekend. The target open date for all Maine State Park campgrounds remains June 1. Note that backcountry campsites are open for residents and non residents. Learn more



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Maine Forest Service



Rural Maine businesses that are not eligible for USDA Farm Service Agency loans may be able to get funding under the Business and Industry CARES Act Program provisions, which were included in the Coronavirus Aid, Relief and Economic Security Act. Loans must be used as working capital to prevent, prepare for, or respond to the effects of the coronavirus pandemic. The application deadline is June 22, learn more

@ <https://www.rd.usda.gov/programs-services/business-and-industry-cares-act-program>



Each May, DACF's Project Canopy recognizes Maine's Arbor Day Foundation Tree City USA Communities. We hope to get together next year, but for now we're using this short video to recognize 22 amazing communities. Note that this year's honorees includes two first-timers, Falmouth and Rockland. Congratulations to each of our

Tree City USA communities.



It's Arbor Week in Maine, use this handy tool. Meet Jan Santerre, she's Maine's Urban and Community Forester. For Arbor Week, we asked her to demonstrate the free online calculator @ www.mytree.itreetools.org. This handy tool is designed to estimate the amount of carbon dioxide and pollution trees remove

from the air, as well as the amount of stormwater. Use it, and please share it with your friends and neighbors. Thanks

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Maine is celebrating Arbor Week and, along with the nation, observing Emerald Ash Borer Awareness Week and National Invasive Species Awareness Week. Curious to learn more? Here are 13 ways to

participate: <https://www.maine.gov/dacf/about/news/news.shtml?id=2555046>.

Est total news stories places and DACF media mentions (since mid-March)

Print and broadcast: +140 / Online: +500 / social reach in excess of 500K



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Launch of Real Maine

Real Maine, DACF's updated agricultural marketing program was introduced at the 2020 Maine Agricultural Trades Show. The official launch is now in progress. Real Maine connects local food lovers with the farmers who grow and raise our food. Real Maine also drives home the value and significance of agriculture as Maine's most essential industry. Real Maine promotes Maine-grown and produced foods and the farmers and processors who make them. It will broaden awareness of Maine agriculture and stimulate demand for Maine products. A newly built Real Maine website will go live this summer, providing a powerful platform for consumers to find Maine agricultural products and services throughout the year.

