

September 28, 2026

Mainely Grass Response to the Two Notification Incidents From 2024 Through Year to Date 2026

Mainely Grass serves thousands of Maine homeowners each year. We take our responsibilities as a commercial pesticide applicator seriously, including the requirement to notify nearby residents who have requested advance notice. We appreciate the opportunity to provide context on the two incidents and the steps we have taken in response.

Our notification process

Each year, we review the updated Maine Pesticide Notification Registry and identify registered properties within the applicable distance of our customers' properties. We flag the affected customer accounts, document the registry contact's information, and include those accounts in our notification process. Following the 2024 consent agreement, we made the registry contact's information more prominent in our records to reduce the risk of calling the customer instead of the person entitled to notice, which represented the majority of the notification incidents from 2020 to 2023 covered in the consent agreement.

During the service season, we review the following day's routes for flagged accounts. A list is generated daily, and an account management team member then calls the registry contact in advance of the application and leaves a voicemail if there is no answer. Since 2024, we have made an estimated 2,000 registry notification calls in addition to maintaining and reviewing our account records.

May 15, 2024

To accommodate a customer request, a branch manager added a service stop on the morning of the application instead of scheduling it the prior day under our normal process. As a result, the registry contact was called while the application was underway. The notice was late and did not meet the advance notification requirement.

We have since moved our routing to a computer-based process that reinforces advance scheduling. We have also reminded account managers, branch managers, and service managers that same-day requests from customers cannot be fulfilled when those customers have neighbors on the pesticide registry and thereby advance notification is required. In those cases, service must be scheduled far enough ahead to allow timely notice.

May 22, 2026

This complaint concerns a person who was not on the Maine Pesticide Notification Registry but who reported having requested direct notification in 2025. We reviewed the Facebook exchange identified during the investigation, along with our available email and phone records. We found the prior contact, but did not find a request for advance notice of future applications or a phone number for providing that notice. We therefore had not recorded a direct notification request for this property.

We understand that our initial communication during the inspection may have created a different impression about what the 2025 exchange contained. We would welcome the opportunity to review any additional communication documenting a request so that we can address anything our review may have missed.

This incident also prompted us to clarify our procedures for direct requests now made outside the Registry. We have instructed the team to identify and document those requests, obtain the information needed to provide notice, and incorporate them into our scheduling and notification process.

Advance notice matters to the people who request it, and meeting that obligation matters to us. We regret that the May 2024 notification was late. We have examined both incidents closely and strengthened how we identify, document, and carry out notification requirements.

More broadly, while it may initially seem at odds with the reason for this communication, we actually take pride in the work our team puts into meeting Maine's licensing, application, product, and communication standards. Those responsibilities require sustained training, attention, and care that we do not take lightly. We appreciate the opportunity to explain our process and the steps we have taken to improve it.

Sincerely,

A handwritten signature in dark ink, appearing to read "Edward Coady", written in a cursive style.

Edward Coady
Chief Executive Officer
Mainely Grass