



To promote communications between producers of specialty crops and pesticide applicators in support of ongoing stewardship activities.

March 2014

What is DriftWatch?

The [DriftWatch® Specialty Crop Site Registry](#) is a voluntary online tool that is intended to help pesticide applicators and specialty crop growers in Member States communicate more effectively and to promote awareness and stewardship activities to help prevent and/or manage drift appropriately.

DriftWatch was originally designed by staff from the Purdue University Agricultural and Biological Engineering and Agricultural Communications

departments with input and support from Purdue University Cooperative Extension Specialists. It is now a national registry platform operated by FieldWatch, Inc, a non-profit company created by Purdue in collaboration with and sponsored by interested agricultural stakeholder groups.

DriftWatch is not intended to be a registry for non-commercial gardens or sites less than half an acre.

For more information, visit www.fieldwatch.com.

For crop producers and beekeepers:

Register and map sites so applicators know about your specialty areas and can plan their stewardship activities accordingly.



For applicators:

You can easily locate registered sites before you spray and can also register on DriftWatch to receive automated e-mails that alert you when a new commercial specialty crop field or apiary site has been registered in the state or local area you designate.

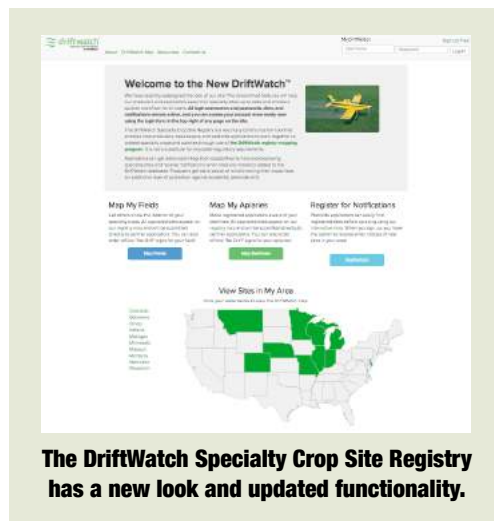


How does DriftWatch work?

Producers of high-value specialty crops, such as tomatoes, fruit trees, grapes and vegetables, map their sites online with an easy-to-use mapping tool and provide contact information about their operation. Likewise, commercial beekeepers register and map their hives the same way. Pesticide applicators access the website to help determine the scope and location of specialty crops and beehives in their trade areas. DriftWatch provides the platform to facilitate better awareness, communication and interaction between all parties as one part of ongoing stewardship activities.

Who can use DriftWatch?

[DriftWatch](#) is free and the site locations are viewable by the public; but, not just anyone can register crop sites or fields. The tool is for specialty crop producers, beekeepers and pesticide applicators. Only managers and owners of specialty crop fields that are used for commercial production and are of at least a



The DriftWatch Specialty Crop Site Registry has a new look and updated functionality.

half-acre will have fields approved. It is not intended for homeowner gardens.

Who checks the validity of sites submitted?

Each DriftWatch state has data stewards who are employed through the state's Department of Agriculture. These data stewards provide a key leadership role in implementing and administering the DriftWatch stewardship communication tool. Each site submission is

reviewed by the data steward and will either be approved or denied based on the established criteria before being placed on the public map.

What is FieldWatch?

FieldWatch, Inc is a non-profit company that was created in December 2013 to develop and expand the operation of the DriftWatch Specialty Crop Site Registry. The new company is located off-campus at the Purdue Research Park in West Lafayette, IN.

Voluntary Membership

As a non-profit company, FieldWatch relies on donations and sponsors to keep DriftWatch operational, up- to-date and a useful tool for producers and applicators. While keeping DriftWatch free to use, the company has established a Voluntary Membership for generating revenue from companies, organizations and individuals that want to get involved and demonstrate their support of the DriftWatch registry.

For a list of supporting Members and more information, please visit the website www.fieldwatch.com