



“ Invasive Species” Exhibit at 2009 Big E

Massachusetts Conservation Districts educate the public about invasive species at “The Big E”

The Massachusetts Conservation Districts’ display was in the Massachusetts Building at the 2009 Eastern States Exposition – a.k.a. The Big E – in West Springfield. Via an interactive exhibit titled “Invasive Species,” districts educated the public about invasive species in Massachusetts.

Each year 1.2 million fairgoers attend the 17 day Big E, the nation’s ninth largest fair, and 600,000 of them pass through the Massachusetts Building.

Designed and coordinated by NRCS Visual Information Specialist Catherine Ulitsky, the exhibit featured samples of live invasive species including Oriental Bittersweet, Asian Longhorned Beetles, Zebra Mussels, and Hemlock Woolly Adelgid. Signs provided information about specific species: identification tips, description of habitat, the threats they pose, geographic distribution and their origin.

The public was very interested in the invasives topic.



Overall view of invasive species exhibit .



Charlotte Bedet, Nutrient Management Planner for MACD’s ACP program staffs the booth. Maps and brochures informed visitors about Conservation Districts.



Oriental Bittersweet



Hemlock Woolly Adelgid



Zebra Mussels



Asian Longhorned Beetle



Gov. Patrick, Agriculture Commissioner Soares, EOEEA Secretary, Anderson visiting the booth.



Multiple choice questions on electronic quiz boards allowed fairgoers to test their knowledge of invasive species.



District volunteers raised funds by selling a “green” tote bag.