

Web-Distributed Labeling Update

PPDC Presentation

May 2008

Overview of Web-Distributed Labeling

- ▶ Web-based distribution of electronic labeling is a system which would make the most current version of pesticide labeling available to purchasers and users electronically on an EPA-maintained Web site
 - Simplify label on container
 - Allow for rapid updating of the labeling

Ongoing Activities

- ▶ Engagement of a wide variety of stakeholder groups
- ▶ Formation of internal EPA workgroup (2 State reps)

Stakeholder Engagement

- ▶ EPA has reached out to a broad group of stakeholders through one-on-one interactions and presentations at conferences and association meetings
 - States
 - Pesticide Registrants (Crop Life America, American Chemistry Council)
 - Agricultural Retailers Association
 - USDA
 - Crop Consultants (NAICC)
 - Environmental Groups
 - Pesticide User Groups (Farm Bureau, Florida Fruit & Vegetable Association)
 - Worker Advocacy Groups
 - Private Sector Registration Services (Kelly, Agrian)

Stakeholder Engagement

- ▶ Stakeholders have raised a number of issues
 - Website content and location
 - Enforcement issues
 - State synchronicity
 - Third-party registrations
 - Recordkeeping for applicators
- ▶ In general, stakeholders have been enthusiastic about the project
- ▶ The details of web-distributed labeling need to be further developed and refined
- ▶ Continued stakeholder engagement is necessary to ensure that the system will meet the needs of all users, producers and states.

Web-Distributed Labeling Workgroup

- ▶ Representatives from EPA Offices (OPP, General Counsel, Enforcement, Regions) & 2 States
 - Jim Gray, North Dakota, AAPCO/SFIREG
 - Carol Ramsay, Washington State, AAPSE
- ▶ Workgroup has developed issue papers for internal consideration

Web-Distributed Labeling Workgroup

Topics under consideration

- ▶ How establishment regulations would apply to web-distributed labeling
- ▶ What types of products would be covered
- ▶ What content should be on the label and what should be on the labeling
- ▶ If web-distributed labeling should have a lifespan, and how long it should be
- ▶ Where the labeling website should be hosted
- ▶ What content should be included on the website

Web-Distributed Labeling Workgroup

Communication Materials

- ▶ PowerPoint presentations
- ▶ Ag Retailers Association editorial
- ▶ Informational website:
<http://www.epa.gov/pesticides/regulating/labels/distribution/index.htm>
- ▶ Web-distributed labeling issues list

Pilot – 2009

- ▶ Issues to be considered
 - Scope of products / uses included
 - State synchronicity
 - User, dealer, and registrant culture change
 - Website host
 - Container label language
 - Mechanics of distribution
 - Lifespan of labeling
 - Database structure
 - Quality assurance

Next Steps

- ▶ Continue stakeholder engagement
- ▶ Possible formation of PPDC Work Group
- ▶ Develop Pilot, possibly for 2009
- ▶ Issue Federal Register Notice for comment
- ▶ Coordinate with other labeling initiatives