



# How to Implement the DfE Logo Pilot

April 23, 2009



# Discussion Points

- ❑ Scope/Duration
- ❑ Application Process
- ❑ Conditions of Labeling



# Scope/Duration

- ❑ The Pilot would be open to all indoor, hard, non-porous surface products that have no outstanding FIFRA 6(a)(2) issues or efficacy failures.
- ❑ The Pilot would run for 1 year. If, at that time, the Agency determines not to continue the Pilot, no new production of labeling would be permitted that bore the DfE logo for pesticides.
- ❑ The Agency would permit the limited sale and distribution of products already in the channels of trade.



# Application Process

- ❑ Registrants would contact DfE and complete their process to obtain DfE certification.
- ❑ Upon receipt of DfE certification, submit a PRIA amendment to the corresponding regulatory Division within OPP.
- ❑ Clearly indicate on the cover page of the submission that the action is related to voluntary DfE Pilot.
- ❑ Include 5 copies of draft labeling that include the DfE logo and acceptable marketing claims as defined by OPP.



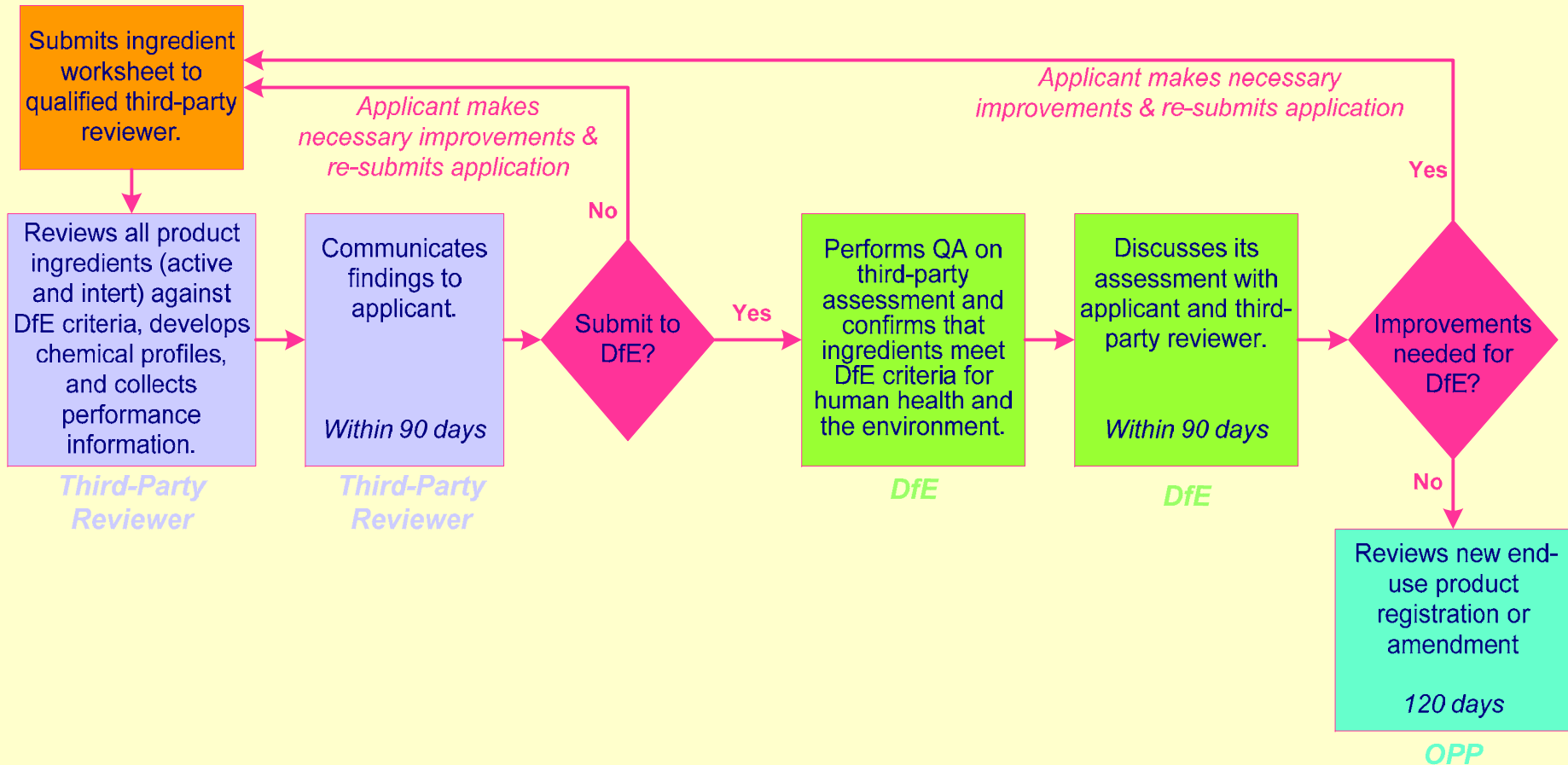
# Application Process (cont'd)

- ❑ Registrant also includes a certification statement that makes reference to the voluntary pilot and agrees with provisions thereof.
- ❑ OPP reviews the acute tox classification of the product.
- ❑ OPP reviews the formulation to ensure that the active ingredients are not deemed “chemicals of concern”.
- ❑ OPP evaluates the marketing claims.
- ❑ The process must be completed each time the formulation changes.



# Steps to Obtaining DfE Logo for a Currently Registered Product

*Applicant*





# Conditions of Labeling

- ❑ No reference made in the marketing of the product involving terms that violate 40 CFR Part 156.10(a)(5).
- ❑ No comparisons with other registered products.
- ❑ Citation only of the DfE website for pesticides (to be created).
- ❑ AD will provide the only marketing statements permitted under the pilot.
- ❑ At any time a marketing violation occurs under this pilot, the registrant immediately issues a voluntary recall of violative products or be found in violation of FIFRA Section 12(a)(1)(B) and Section 12(a)(1)(E).



# Questions?