

US EPA ARCHIVE DOCUMENT



Pesticide Program Dialogue Committee

Web-Distributed Labeling Work Group Presentation

April 21, 2009

Richard Machado - President/Co-Founder

Joseph Middione Jr.- Chief Operating Officer

Company Overview

- Based in Fresno, CA
- Software and services company
- Privately held
- Established in 2004
- 42 employees

System Overview

- Web based system
- Product label information entered at no charge
- Label search tool – available to all
- Agrian account overview
 - Agrian Advisor – recommendation writing tool
 - Agrian Applicator – GIS mapping with map notes
 - Agrian Grower – record keeping tool
 - Agrian Processor – pesticide reporting/food safety & compliance

Label Search Capability

- Quick search by product brand name or EPA#
- Advanced search capabilities
 - Product type
 - State
 - Manufacturer
 - Active ingredient
 - Crop
 - Pest controlled
 - Organically certified

Extent of data available

- General product information
- Crop specific information
- Documents
- Safety information
- Registration status by State

Coverage

- US labels currently available
- National and state approved labels available
- Section 3, 2EE, 24C's, technical bulletins

Manufacturer Support

- Support from over 175 manufacturers
- Extensive database of over 5100 products
- Over 3300 products 'approved'
- Labels, MSDS's and certifications
 - Available in PDF format
 - Multiple languages

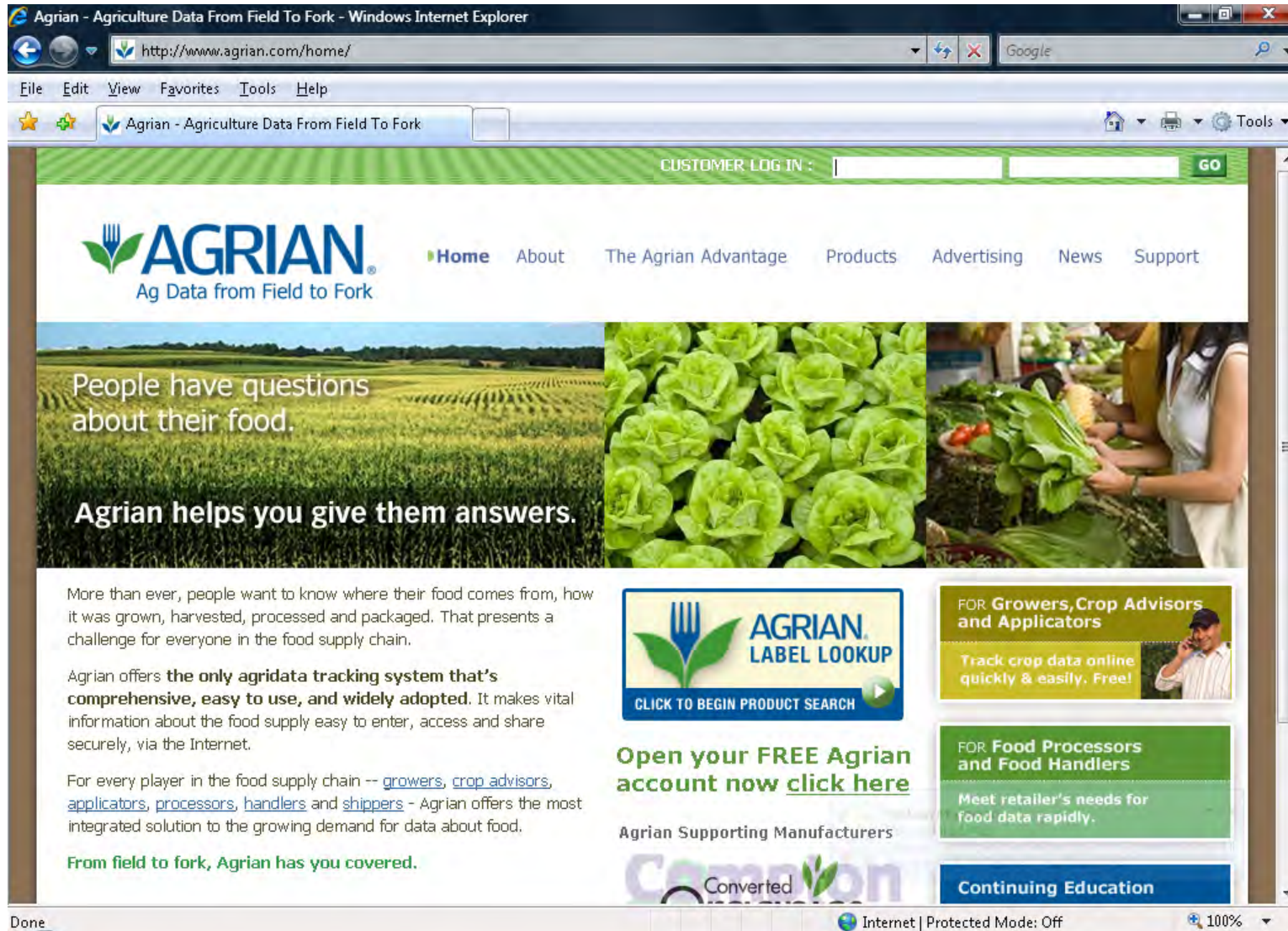
Label Process Flow

- Documents received from manufacturer
- Documents indexed in the Agrian database
- Information approved by manufacturer
- Indemnification contract signed
- Product information made available to users

Website Performance and Stats

- Performance – 99.9% uptime
- Servers professionally managed – RackSpace®
- Multiple servers with an active load balancer
- Website traffic (handout)

www.agrian.com



Quick Label Search

The screenshot shows a web browser window titled "Agrian - Label Search - Windows Internet Explorer" with the URL "http://www.agrian.com/labelcenter/results.cfm". The page features the Agrian logo and a search bar containing "prowl". Below the search bar, there are tabs for "RESULTS", "DETAILS", and "ADVANCED". A green banner indicates "2 Results Found For: prowl".

A promotional banner for "PROWL H₂O herbicide" is displayed, featuring the slogan "The strong don't just survive. They get stronger." and the BASF logo with the text "BASF The Chemical Company". A "PRINT" button is located to the right of the banner.

Prowl® 3.3 EC Herbicide	BASF Corporation
Prowl® H2O Herbicide	BASF Corporation

At the bottom of the page, a disclaimer reads: "THE MATERIAL AND CONTENT CONTAINED IN THIS DATABASE IS FOR GENERAL INFORMATION ONLY AND NOT INTENDED TO BE A SUBSTITUTE FOR THE ACTUAL EPA AND/OR STATE APPROVED PESTICIDE LABEL. USERS OF THIS DATABASE MUST READ AND FOLLOW THE ACTUAL PRODUCT PESTICIDE LABEL AFFIXED TO THE PRODUCT CONTAINER (ALSO AVAILABLE DIRECTLY FROM AGRIAN) BEFORE USE OF THE PRODUCT."

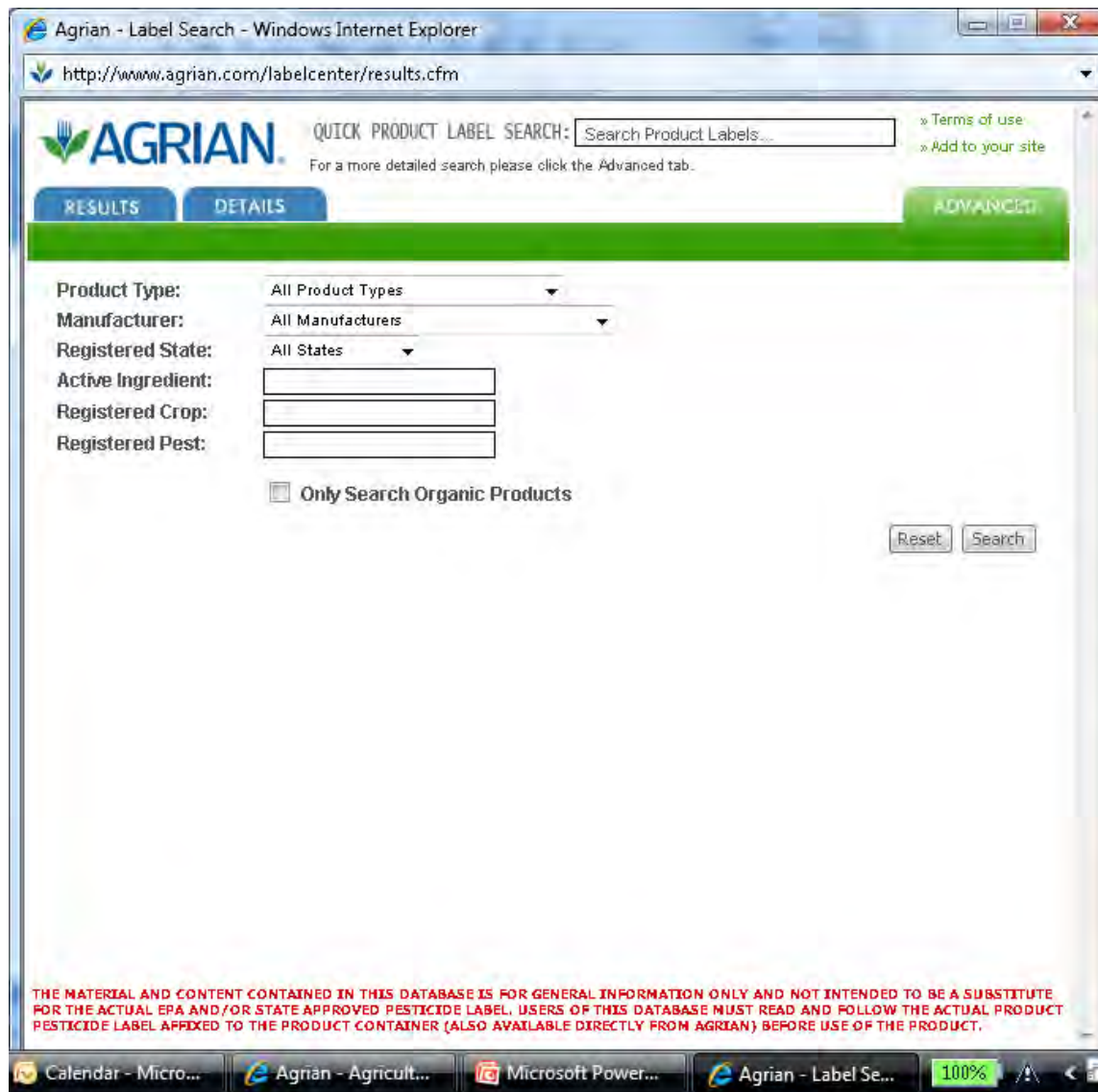
Quick Search

The screenshot shows a web browser window titled "Agrian - Label Search - Windows Internet Explorer" with the URL "http://www.agrian.com/labelcenter/results.cfm". The page features the Agrian logo and a search bar with the text "QUICK PRODUCT LABEL SEARCH: Search Product Labels...". Below the search bar, there are tabs for "RESULTS", "DETAILS", and "ADVANCED". The main content area displays the search results for "Prowl® H2O Herbicide" by BASF Corporation. A "PRINT" button is visible on the right. Below the product name, there are tabs for "General", "Crop Specific", "Documents", "Safety", and "Registration". The "General" tab is selected, showing a list of product details:

Manufacturer:	BASF Corporation
EPA Registration Number:	241-418
Label Version:	NVA 2007-04-195-0058
Product Types:	Herbicide
Active Ingredient:	38.7 - Pendimethalin
Physical State:	Liquid (9.79 Pounds / Gallon)
Signal Word:	CAUTION/PRECAUCION
Federally Restricted:	No
CA Restricted:	No
CA NOI Required:	No
Posting Required:	No
Closed Mixing System Required:	No

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Advanced Label Search



Agrian Strategic Partnerships

Agrian is actively pursuing national adoption through partnerships.



A five year exclusive partnership with the California League of Food Processors



A two year exclusive partnership to provide Agrian to the 13,000 Certified Crop Advisors throughout the US and Canada



Integrated into every major Ag Chem retail inventory management system nationally



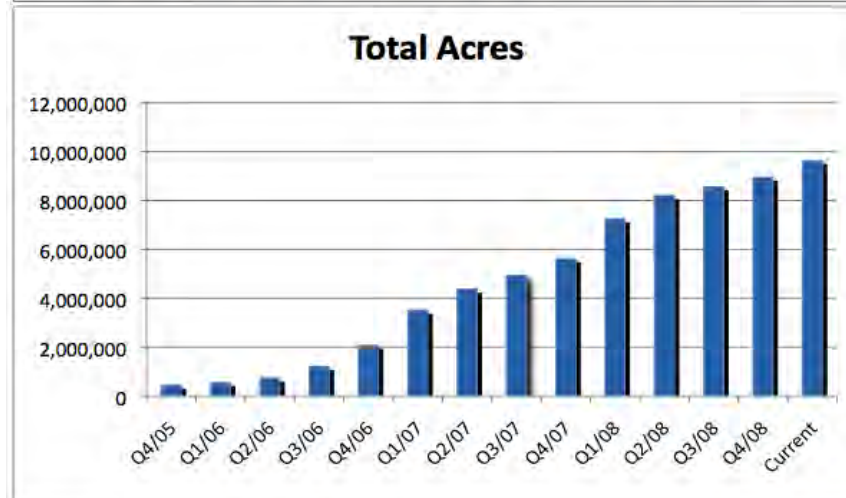
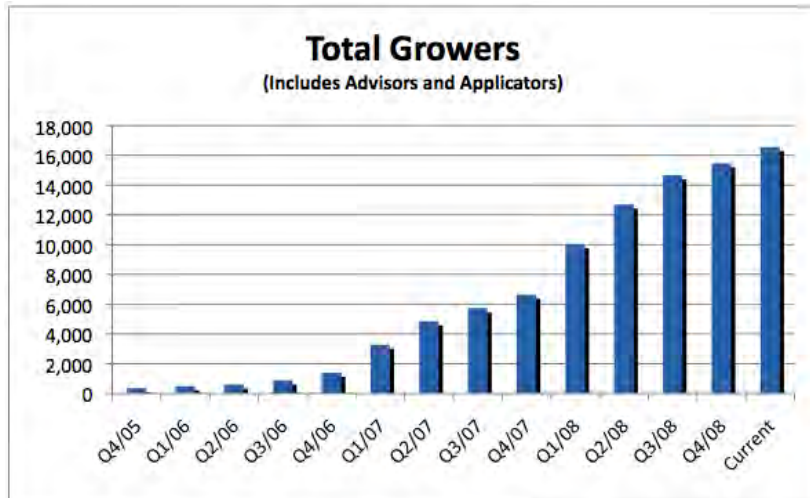
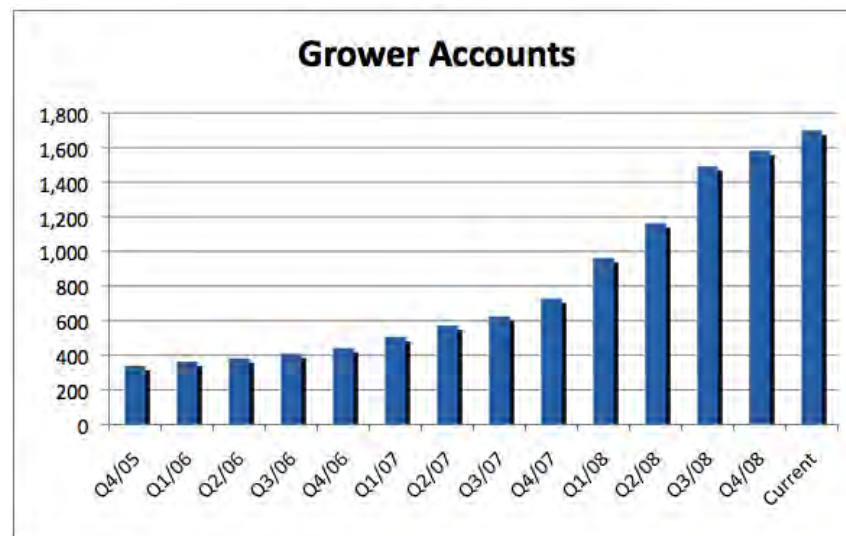
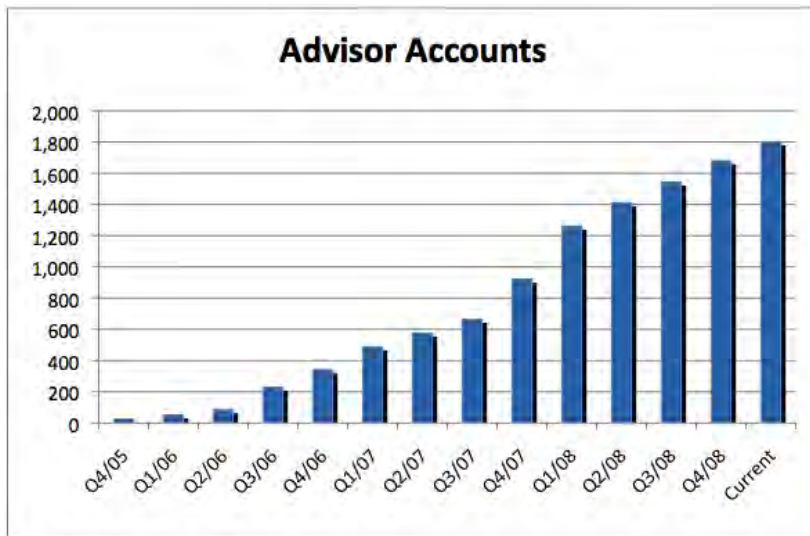
National partnership signed with John Deere



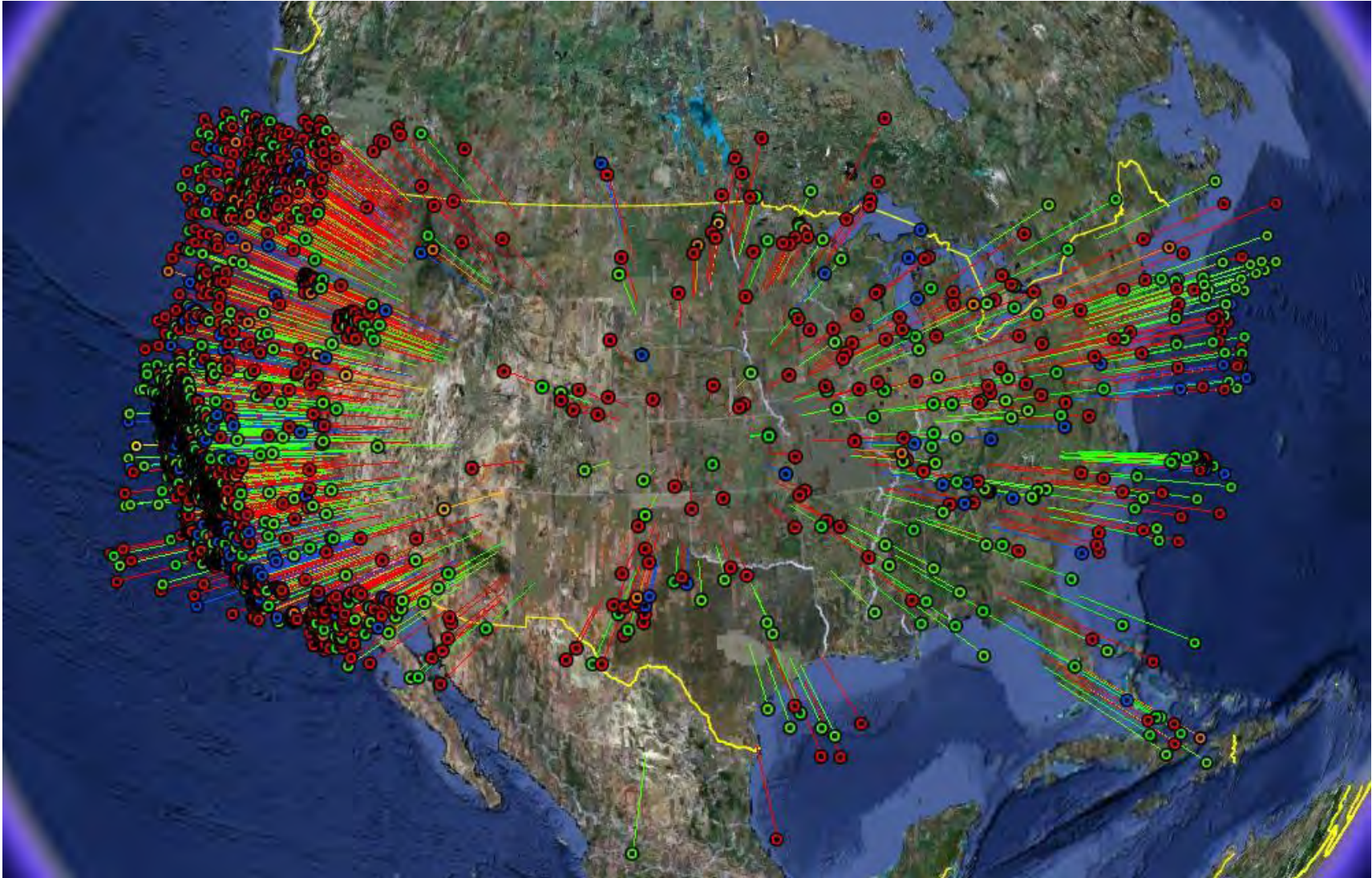
National partnership signed with SSI (AgVance)

Company Progress

Agrian has achieved significant adoption – 2005-2009...



Agrian Adoption





Live Demonstration