US ERA ARCHIVE DOCUMENT



Crop Data Management Systems, Inc. (CDMS)



Company Profile

- Founded in 1983
- 100% Digital, Electronic and Standardized
- International Client Base
- Global Database Exposure
- Located in Enterprise Zone
- Privately Held



We are the leading provider of data, information and knowledge-based technologies to the agri-business and food industries. Our products and services provide critical information and analysis that drive decisions and shape strategies.



- CDMS is the largest supplier and disseminator of web-based labeling, free or fee, in the United States
- CDMS hosts 8 of the top 10 agro-chemical company web sites for labels and MSDS
- CDMS hosts 19 of the top 25 agro-chemical company web sites for labels and MSDS



Agro-Chemical

Delivering the most comprehensive <u>market access</u> to critical agrochemical information facilitating on-demand product distribution, utilization and regulatory compliance.

Agro-Chemical Use & Distribution

<u>Decision support</u> in the process of recommending, applying and monitoring the use of agro-chemical products, supporting enhanced <u>risk management</u> and conformance to best practices.

Food Production & Processing

Providing agro-chemical <u>traceability</u> and destination management for food production and processing to assist in safeguarding brand value.

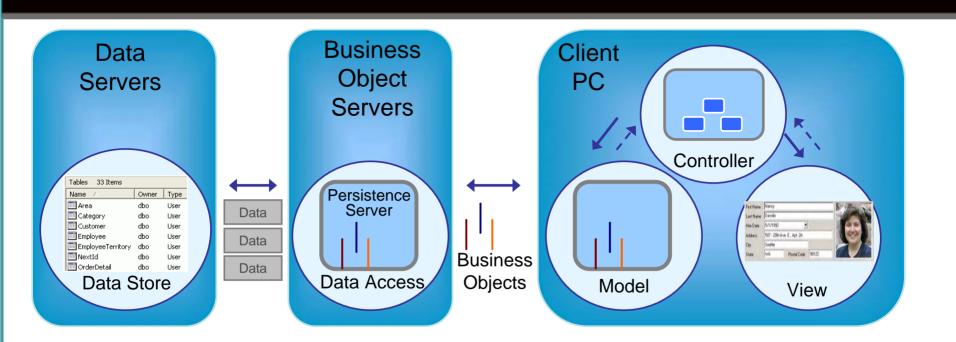


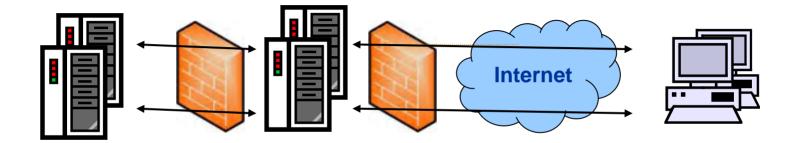
System Overview

- Seamless, real-time, electronic database upload and approval system for the crop protection and associated industries and markets
- Proprietary database and code structure built to accommodate the unique nature and complexities of the pesticide industry
- Built-in ability to integrate with a variety of operating systems and platforms to perform similar tasks without the redundancy of database maintenance
- 23% of the database changes annually



System Overview







Technology Stack

- Clients
 - Windows .NET Smart-Client
 - Browser for Portal access to registration, configuration, and reporting
 - PDA: Windows .NET Mobile Client
- Server
 - Web Interfaces: ASP.NET Portal, Web Services
 - N-Tier Business Object Framework
 - Database: SQL Server 2008
 - Business Intelligence: SQL Server 2008 Analysis Services & Reporting Services
- GIS
 - Storage Native to SQL Server 2008 providing dynamic intelligence
 - Integration with USDA and composite layers



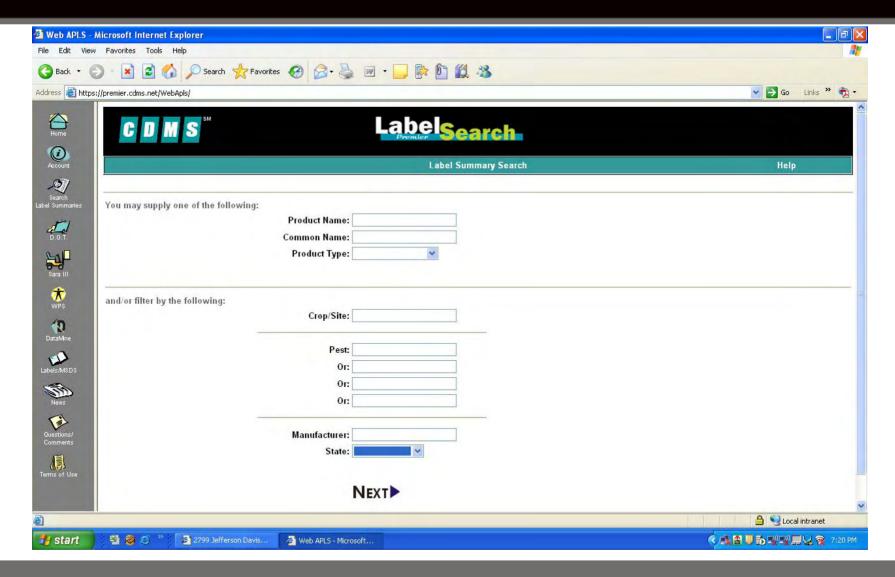
Search Options

- Registrant
- Active Ingredient
- Product/Brand
- Crop/Site
- Pest(s)
- Product Type
- State
- County
- Application Method
- Registration Type
- Time to Crop

Black – Available but not required for WDL

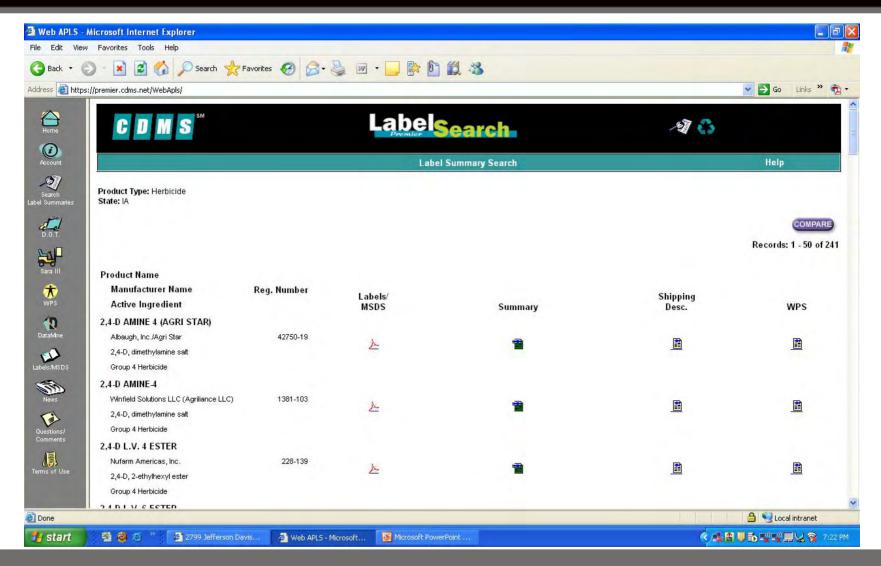


Search Options



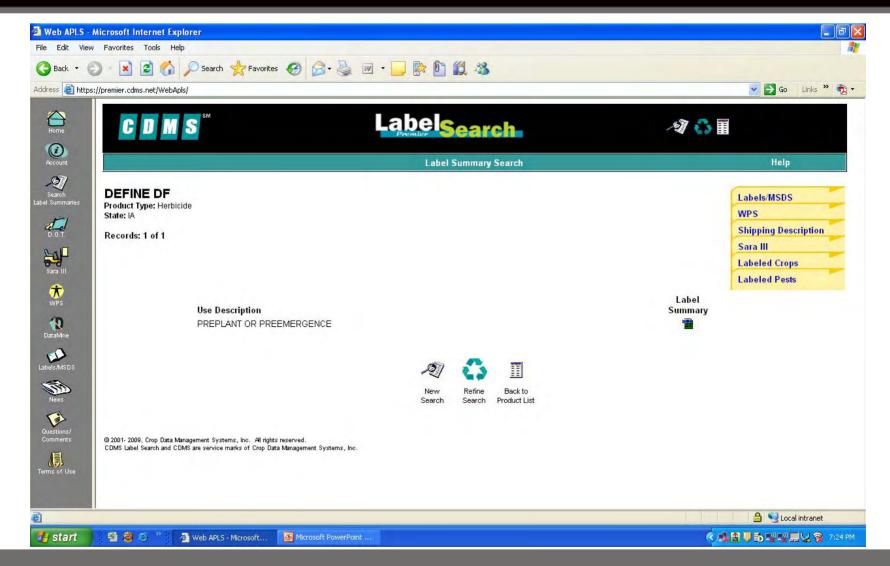


Search Results

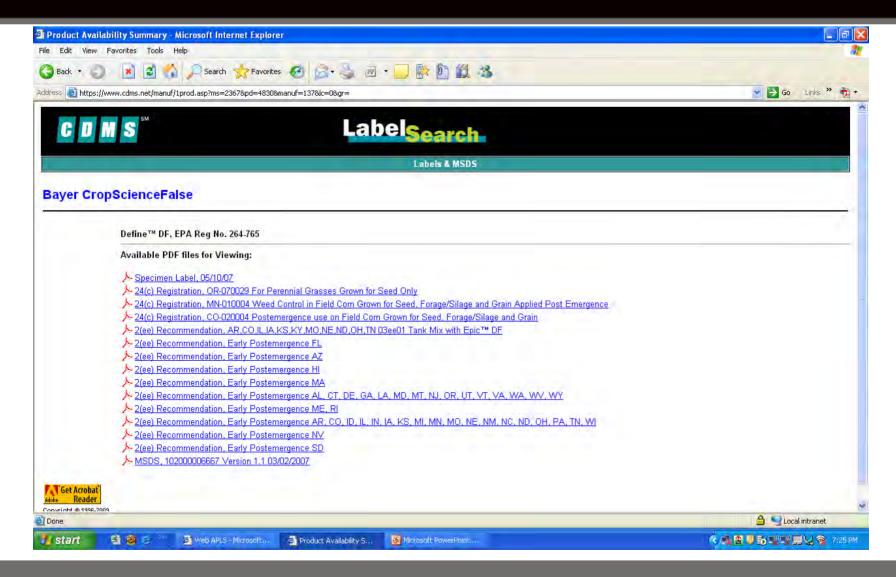




Logic Knowledge Product Label Options

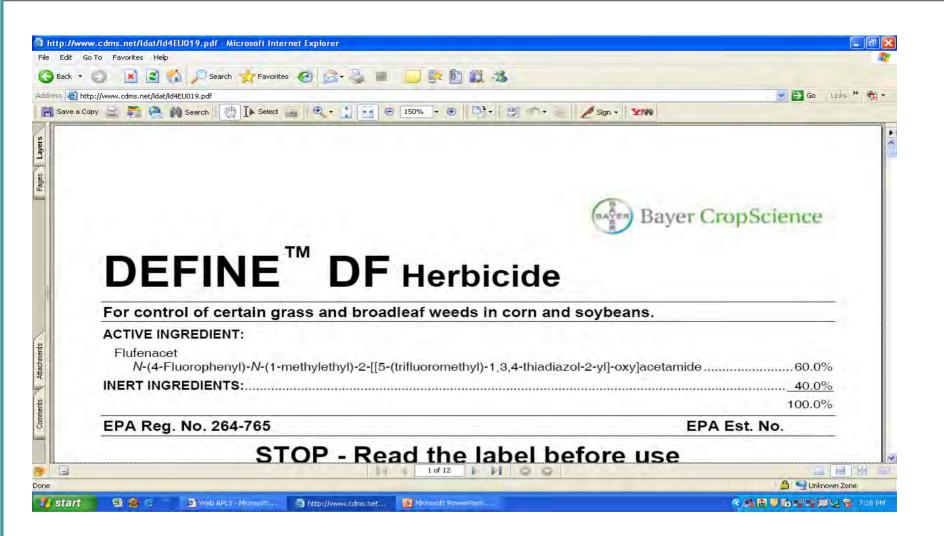


CDMS | Data Logic Knowledge Marketing Label Options





Specimen Label PDF





Data Presentation

- Graphical
 - PDF (English and Spanish)
- Database Worker Protection
 - Re-Entry Interval
 - MSDS
 - SARA
 - DOT
 - Labeled Crops/Sites
 - Labeled Pest(s)
- Agronomic
 - Seed
 - Nutrition
 - Crop Protection
 - Irrigation
 - Cultivation



Data Availability

- 100% of active ingredients
 - Including methyl bromide, chloropicrin and other VOC's
- International Manufacturing/Registrants
- 127 Registrants Under Contract
- Formulation Specific due to Enterprise Integration
- Tied to Product Availability and Distribution
 - State Available for Distribution
 - Department of Transportation (DOT) Calculator



Data Availability

- Enterprise Agreement System
- Products According to Contract
- Includes Multiple Company and Market Types
 - Exempt
 - RUP
 - Federal/State/Local
 - Agricultural, Turf, Ornamental, Pest Control and Consumer
- Data Minimums



Coverage

- Complete, Comprehensive and Universal
 - Web-based
 - Transitional Product for non-web areas (AgLabel DVD, updateable)
- Linked to over 340 agricultural and industry sites
- Land Grant Institution Participation
- Extension Service Subscriptions
- Unsolicited Position with all major Search Engines

Key words: chemical label, ag label, pesticide label, ag products, pesticide product, crop protection label, crop protection product



State Approved Coverage

- Section 3
 - 4752 Products/81,200,000 records
- Special Local Need
 - **1821**
- Section 18
 - **2**6
- Supplemental
 - **3957**
- 2ee
 - **440**

As of April 20, 2009, 4:00 EDT



Quality Control Measures

- Contractual
- Performance Standards
- Legacy Partnerships
- Electronic Uploads/Portal Security
- Approval/Release Process
- Daily and Real Time Release
- Web Site Linking at the Product Level



Quality Control Process

- Update Assignment
- Product/Registrant Owner
- Approval Process
- Tracking Process
- Release Process
- Retention and Archival
- Service Bureau



Web-Site Performance

- 24/7/365 Access
- Contracted 99.9999% Availability
- Redundant T3 Servers
- Off Site Back Up and Roll Over
- 3 Hour Battery Back-up
- 3 Day Natural Gas Generator Back Up
- Continuous Performance for 17 Years
 - www.cdms.net

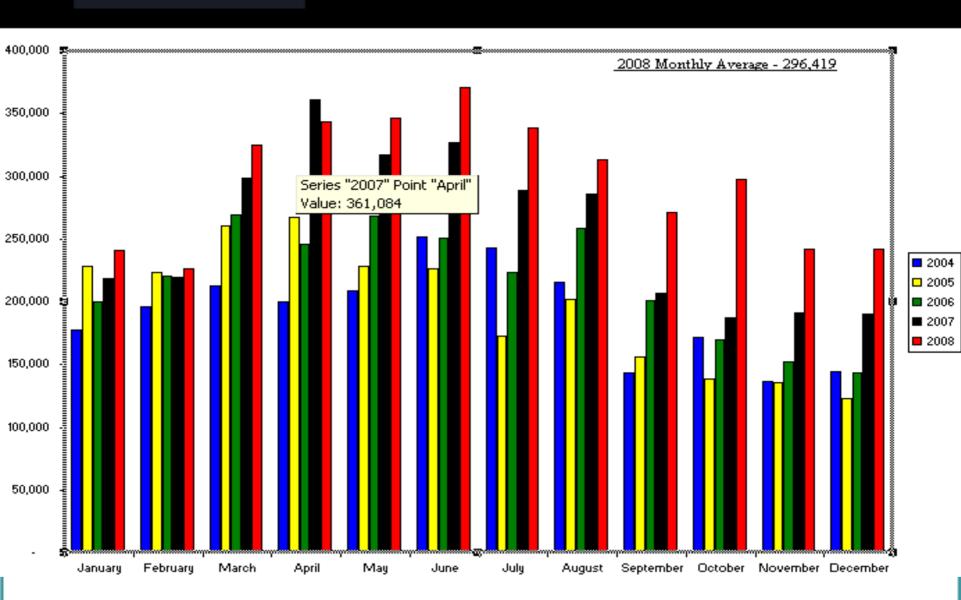


Frequency of Access

- 36 Million Page Views in 2008
- 3.1 Down Loads in 2008
 - Growers
 - Applicators
 - Retailers/Dealers
 - Distributors
 - Academia
 - EPA
 - Registrants
 - Consultants (CCA/PCA)
 - Farm Managers
 - Agronomists



Label & MSDS Product Queries 2004 - 2008





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