

US EPA ARCHIVE DOCUMENT



THE GREENBOOK GROUP[®]

Chemical Data Delivery Solutions

AnnMarie Wills – Director

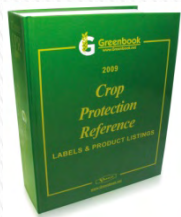
Rob Tremble – National Sales Manager

Dick Hanson – Data Operations Manager

HISTORY

The Greenbook Group has been delivering plant protection chemical data for 25 years.

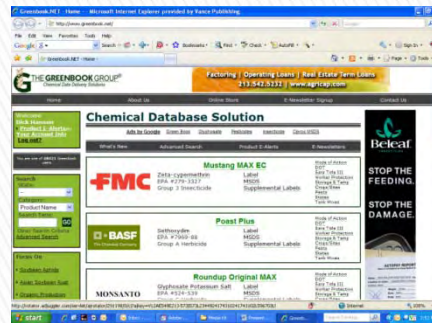
Print
1985



CD-ROM
1996



Website
1998

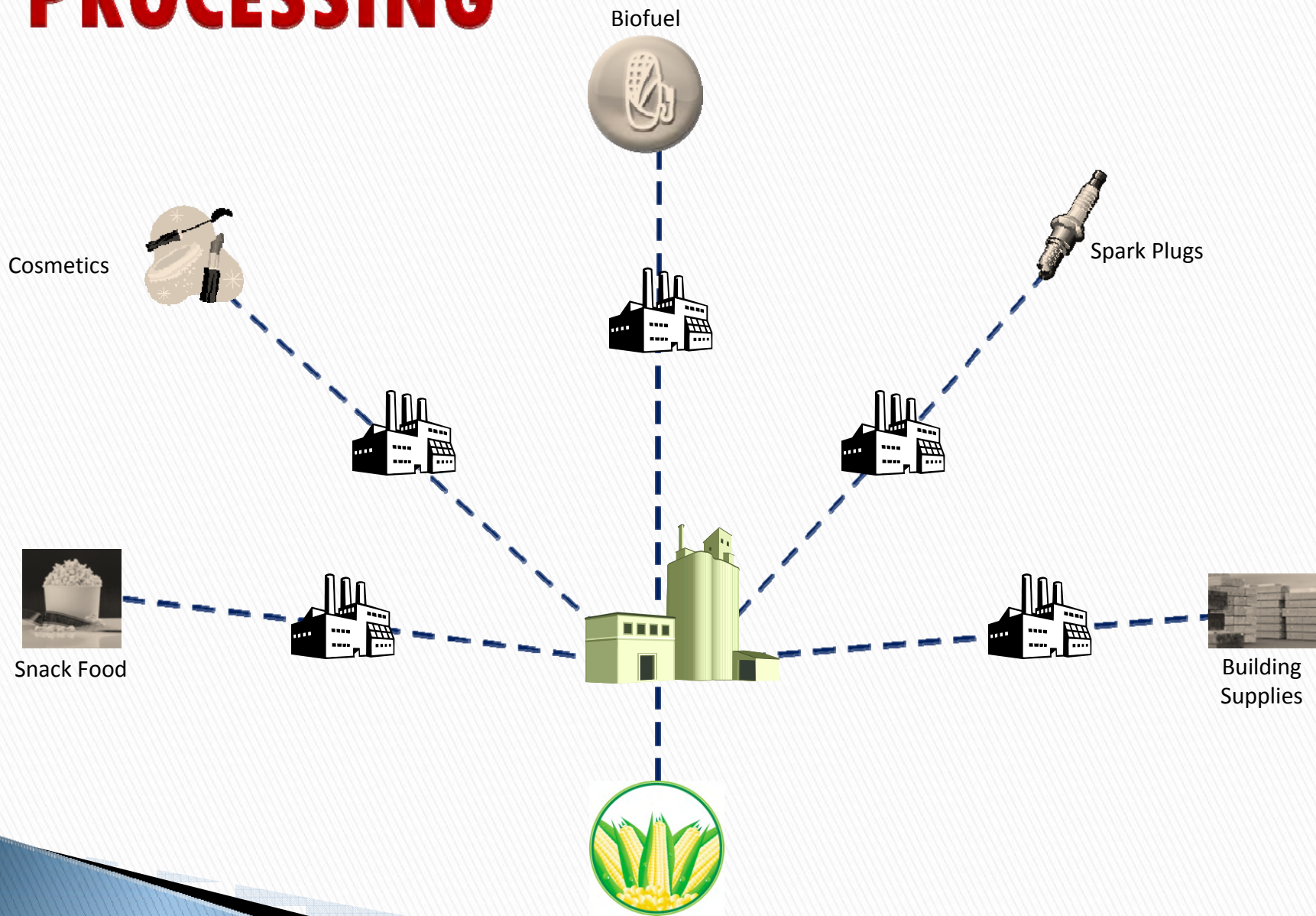


Data Licensing
2001



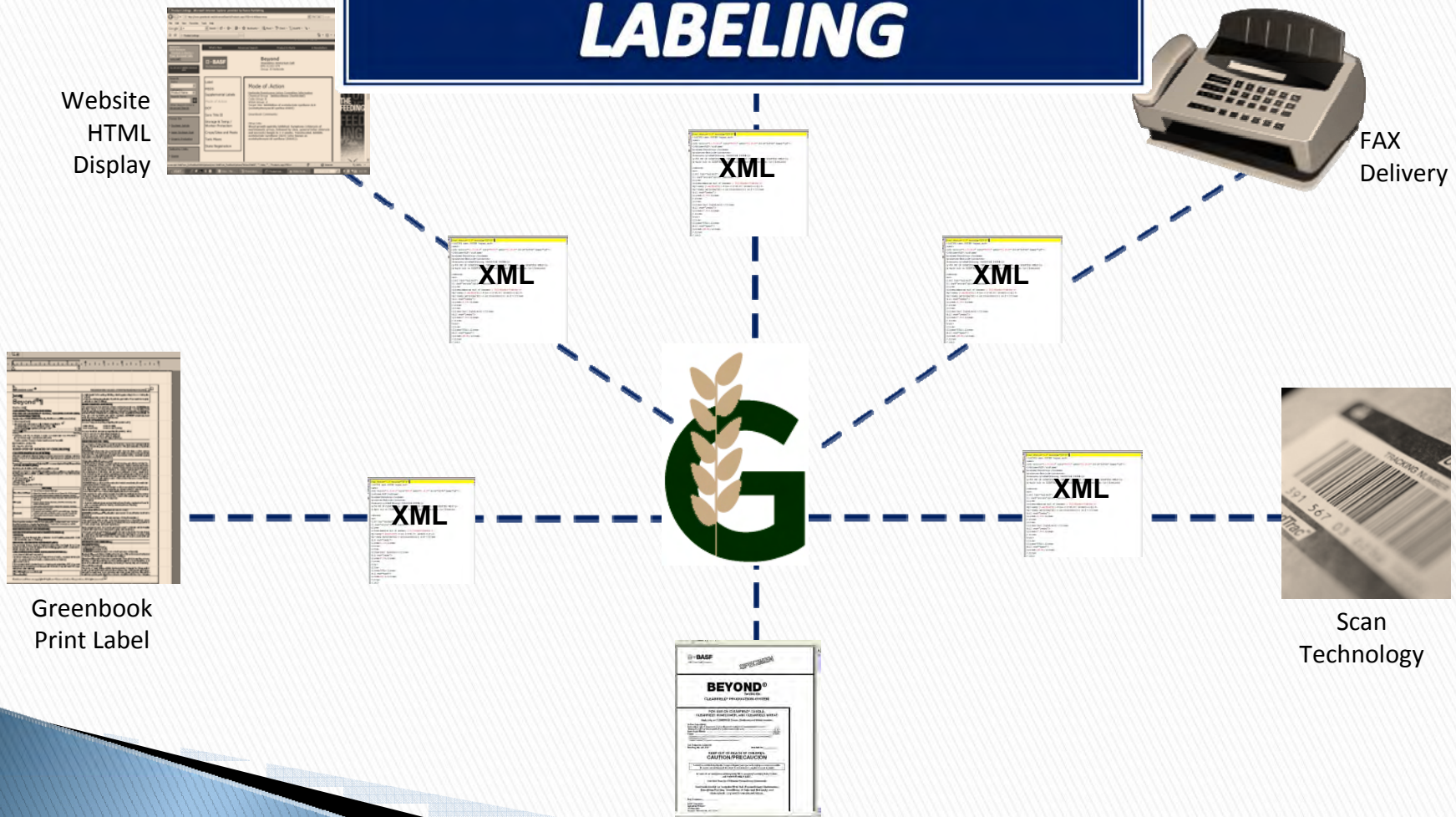
All versions are indexed and searchable by multiple criteria.

PROCESSING



GREENBOOK PROCESSING

WEB DISTRIBUTED LABELING



STRUCTURE

We make product labeling searchable and comparable.

4,700 products

16,000 documents

395 data elements

Company Name

Product Name

Product Category

Primary Categories

Sub Categories

Active Ingredient

EPA Number

Registered States

Crops and Sites

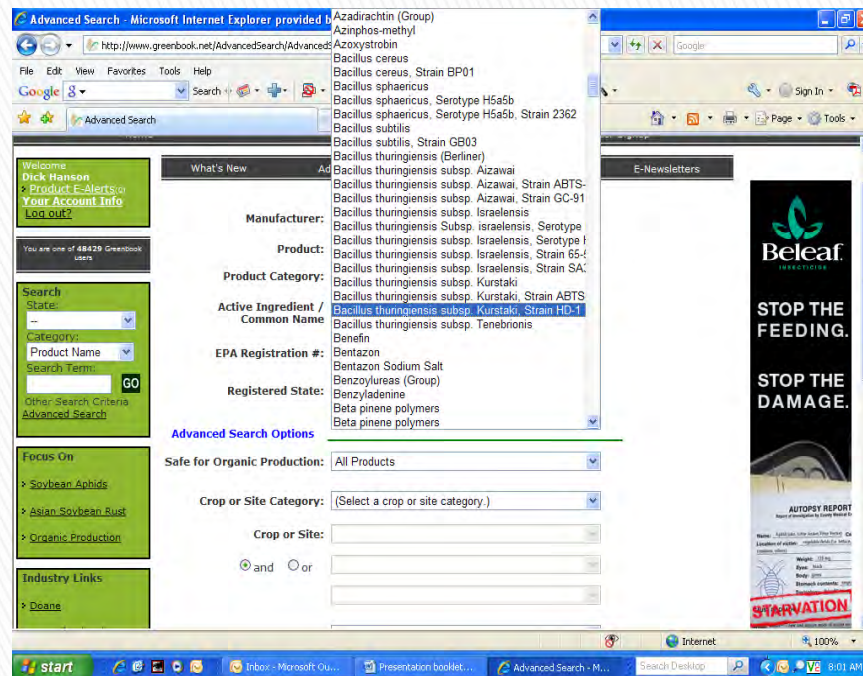
Primary categories (13)

Specific crop/site uses

Pests

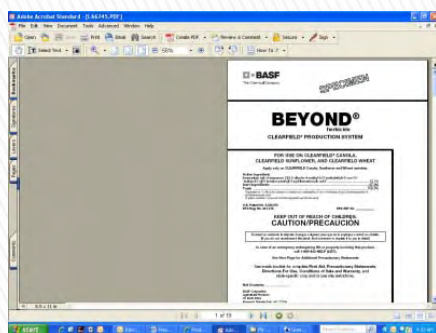
Primary categories (4)

Specific animals, diseases, insects, mites, nematodes, and weeds

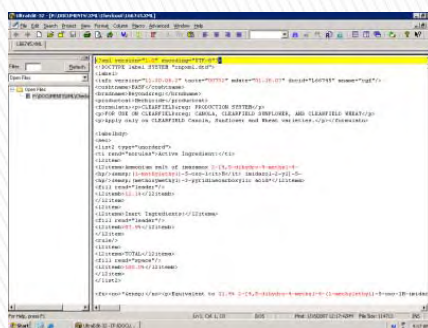


PROCESS

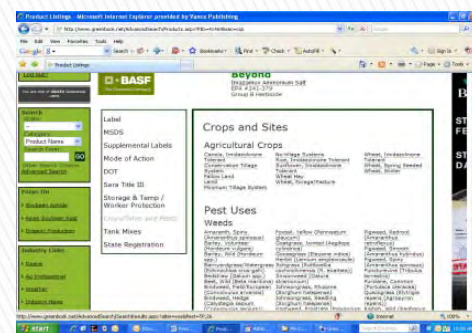
*Documents are available same day they are received.
Data is available within 7 business days.*



PDFs received from registrants are posted online on day of receipt.



PDFs are dissected, converted to XML, and added to the Greenbook data repository.



Data is available online within 7 days after new labeling is posted.

Documents are reviewed and edited at least 4 times to ensure 99.5% accuracy of character-by-character transcription

*Greenbook **NEVER** changes labeling information.*

DATA EXTRACTION

Data from product labeling is converted to XML and displayed independently from labeling.

Mode of Action

DOT Information

SARA Title III Information

Storage & Temperature

Worker Protection Information

Crops / Sites

Pests

Tank Mixes

State Registrations

Application Rates

This is currently in progress. The data should be available in late summer 2009.

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'Product Listings' page for BASF. The address bar shows the URL: <http://www.greenbook.net/AdvancedSearch/Products.aspx?PID=41469&sec=moa>. The page content includes a search bar on the left, a navigation menu with tabs for 'What's New', 'Advanced Search', 'Product E-Alerts', and 'E-Newsletters'. The main content area features the BASF logo and product details for 'Beyond Imazamox Ammonium Salt'. The 'Mode of Action' section is highlighted with a red box and contains the following text: 'Herbicide Resistance Action Committee Information', 'Chemical Group: Imidazolinone (herbicidal)', 'Code Group: B', 'WSSA Group: 2', 'Target Site: Inhibition of acetolactate synthase ALS (acetohydroxyacid synthase AHAS)', and 'Greenbook Comments:'. Other sections include 'Label', 'MSDS', 'Supplemental Labels', 'DOT', 'Sara Title III', 'Storage & Temp / Worker Protection', 'Crops/Sites and Pests', 'Tank Mixes', and 'State Registration'. A vertical banner on the right side of the page reads 'STOP THE FEEDING'.

DELIVERY

Data is published in a variety of formats to serve all users.

Web Services

Software

Print

Greenbook has core competency in delivery via XML.

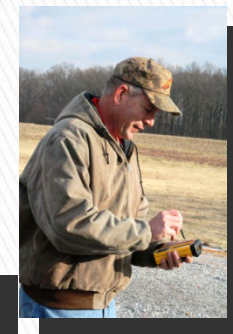
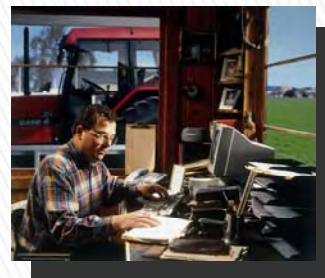
Greenbook.net

Regulatory Field Manuals

Software

Data Licensing

Books & Other Special Projects



Greenbook can deliver web-distributed labeling in any format.

DELIVERY

Greenbook.net already fulfills 70% of the critical AND potential functionality identified by the Workgroup.

Critical Functionality

House current & historical versions

Reliable access to labeling

User-friendly interface

Appropriate security and access rights

Potential Functionality

Single URL

Access to related materials

Search by various criteria

Greenbook.net delivers data to 49,000 registered users from all stakeholder groups.

**15,000 visitors
per month**

**65,000 page views
per month**

**4+ minutes on site
per visit**

VIRTUAL PILOT

Greenbook can attend to all the details to set up the pilot.

Develop labeling templates

Current print template can be easily modified to meet requirements for WDL delivery

Develop unique identifier system

Meshing current product/indexing system can deliver WDL by product, state, crop/site

Identify registrant partner

Greenbook has very solid relationships with several registrant companies

Identify pilot participants and provide WDL education

VIP panel and other affiliations already provide access to all needed stakeholder groups

Set up alternative delivery methods

Toll-free number will be established and answered live during regular business hours

***Approval by the PPDC is all that is required to move forward
and have the pilot program in place within 60 days.***

WDL PROCESS

Getting the current accurate labeling is easy as 1-2-3.

1. Log on to WDL website.
2. Enter the search criteria.
3. Data is readied for delivery.

The screenshot shows the EPA Web Distributed Labeling (WDL) website interface. At the top, there is a navigation bar with links for Home, About Us, Online Store, E-Newsletter Signup, and Contact. Below this is a search results page for the product 'Brigade 2EC' (ID# 45687-A760-TX). The search criteria are set to State: Texas, Crop Site: Crops, Crop: Peanut, and Product Identifier: Brigade 2EC. The search results show one product, 'Brigade 2EC' by FMC, with details such as 'Bifenthrin', 'EPA #279-3313', and 'Group 3 Insecticide'. The page also includes a 'WDL SEARCH' sidebar with filters and a 'WDL Delivery Options' section at the bottom with icons for Download, E-mail, Mobile, Fax, and USPS.

delivery

MOBILE DELIVERY

Scan technology could make it even easier to get labeling delivered directly to a mobile device.

Web Distributed Labeling

< Return to Search

Brigade 2EC
FMC
Bifenthrin
EPS #279-3313
Group 3 Insecticide

Label
MSDS
Supplemental Labels
- Alerts (Mobile/Email)

PEANUT - APHIDS, ETC.
Rate:
0.08-0.10 lb ai / acre, 5.12-6.4 fl oz / acre
Methods/Timings:
Apply by Foliar spray. Apply at N.A.
Limitations, Restrictions, Exceptions:
Apply foliar treatments at the rate of 6.4 fl. oz/ (0.1 lb active) per acre at a minimum of 14 days intervals. Do not feed green immature plants and peanut hay to livestock. This use is not permitted in California unless allowed by an approved supplemental label.

PEANUT - BEET ARMYWORM, ETC.
Rate:
0.033-0.10 lb ai / acre, 2.1-6.4 fl oz / acre
Methods/Timings:
Apply by Foliar spray. Apply at N.A.
Limitations, Restrictions, Exceptions:
Apply foliar treatments at the rate of 6.4 fl. oz/ (0.1 lb active) per acre at a minimum of 14 days intervals. Do not feed green immature plants and peanut hay to livestock. This use is not permitted in California unless allowed by an approved supplemental label.

WDL Delivery Options
- Download
- E-Mail
- Fax
- Mail

< Return to Search

powered by
THE GREENBOOK GROUP
Chemical Data, Outreach, Call Center

Internet 100%

SIMPLIFIED LABELING

A PDF is ready to print with only the required information.

General product information including all FIFRA-mandated elements as well as other key information contained on the container label

Adobe Acrobat Standard - [Brigade 2C Condensed Greenbook Label Version.pdf]

File Edit View Document Tools Advanced Window Help

Open Print Email Search Create PDF Review & Comment Secure Sign

Select Text 55% How To..?

Brigade® 2 EC
Insecticide/Miticide

RESTRICTED USE PESTICIDE

ALL-WEATHER FORMULA

KEEP OUT OF REACH OF CHILDREN

WDL Data For 45687-A760-TX Expires 09/01/09

1 of 2

start Chris Logos Recycl Microsoft Adobe Search Desktop 8:14 AM

Crop specific application information

Watermark with unique identifier and labeling expiration date

NEXT STEPS

Implement Pilot Program

Decide on details, including scope, users, and length of time to run the pilot

Educate user groups about WDL

Gather feedback

Feasibility assessment

Review and discussion with PPDC

Final decisions for full-scale WDL

Scope of the project

Lifespan of labeling

Identifying / planning for compliance problems

Dealing with state synchronization

Plans for education and culture change

Vance Publishing has 15 print publications, 19 e-newsletters, and 21 websites and a daily radio talk show devoted to various agricultural markets, and an affiliation with Penton Media provides more direct contact with growers. In all, Greenbook would directly communicate with more than 2.75 million users from all stakeholder groups.

Approval and funding

Final development

SUMMARY

Greenbook is the best partner for the WDL initiative.

No one has more experience processing, indexing, and delivering data from chemical product labeling.

Greenbook has:

- the technology
- the platform
- the staff
- the resources
- the partners
- the relationships with growers, registrants, and regulatory groups

*Greenbook is the best partner –
Greenbook is the **RIGHT** partner!*



THE GREENBOOK GROUP[®]
Chemical Data Delivery Solutions



WDL

**Web
Distributed
Labeling**

powered by The Greenbook Group