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THE GREENBOOK GROUP®

Chemical Data Delivery Solutions

AnnMarie Wills – Director
Rob Tremble – National Sales Manager
Dick Hanson – Data Operations Manager

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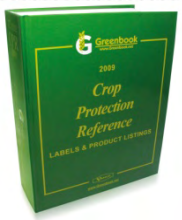
HISTORY

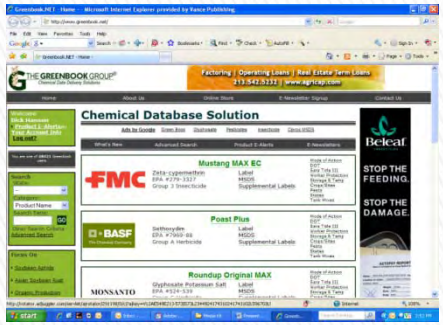
The Greenbook Group has been delivering plant protection chemical data for 25 years.

Print
1985



CD-ROM
1996

Website
1998



Data Licensing
2001

All versions are indexed and searchable by multiple criteria.

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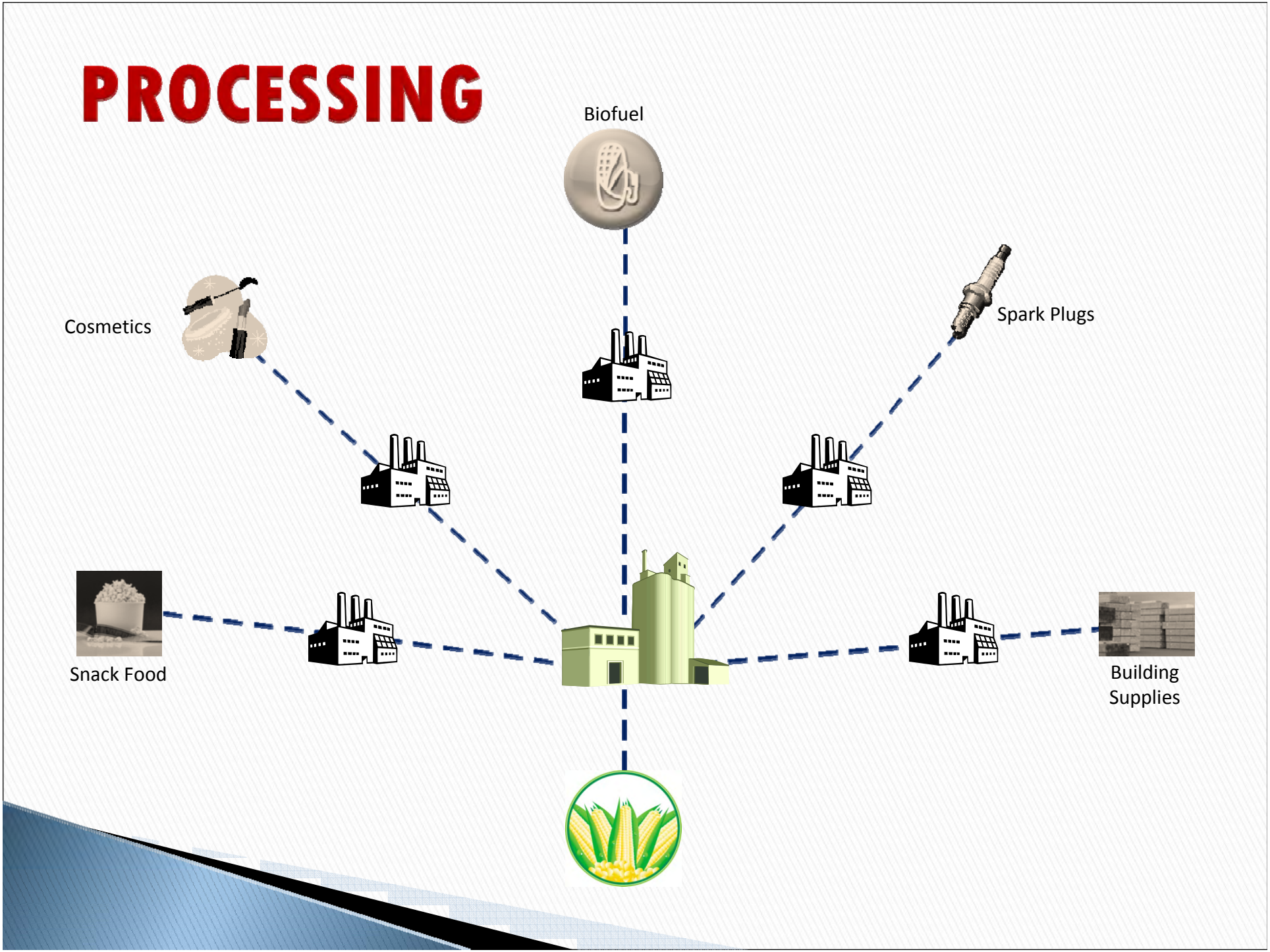
PROCESSING



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GREENBOOK PROCESSING

WEB DISTRIBUTED LABELING

Website
HTML
Display

FAX
Delivery

XML

XML

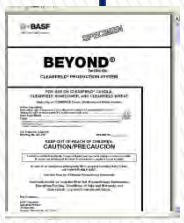
XML

Greenbook
Print Label

XML

XML

Scan
Technology



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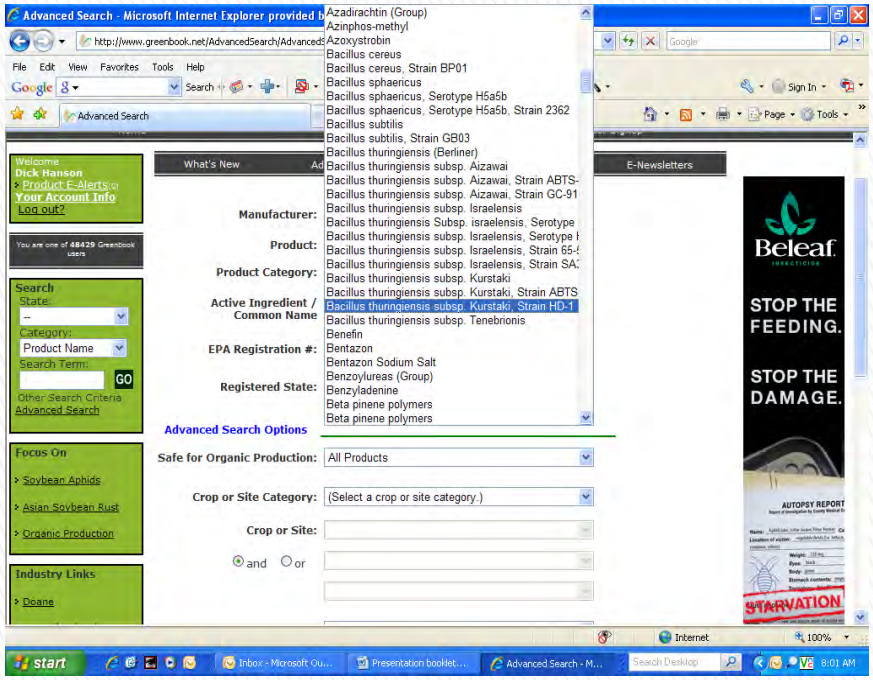
STRUCTURE

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*



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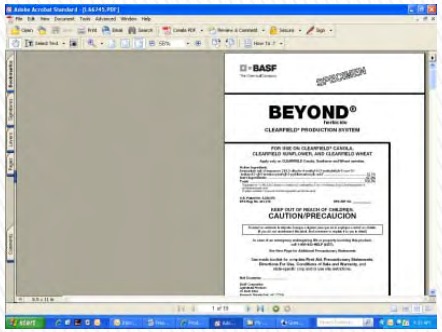
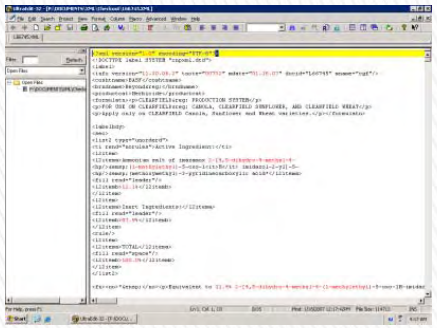
PROCESS

Documents are available same day they are received.

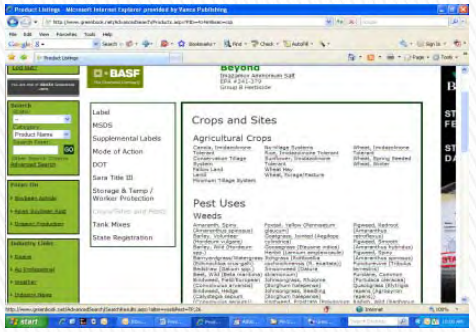
Data is available within 7 business days.



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.*

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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

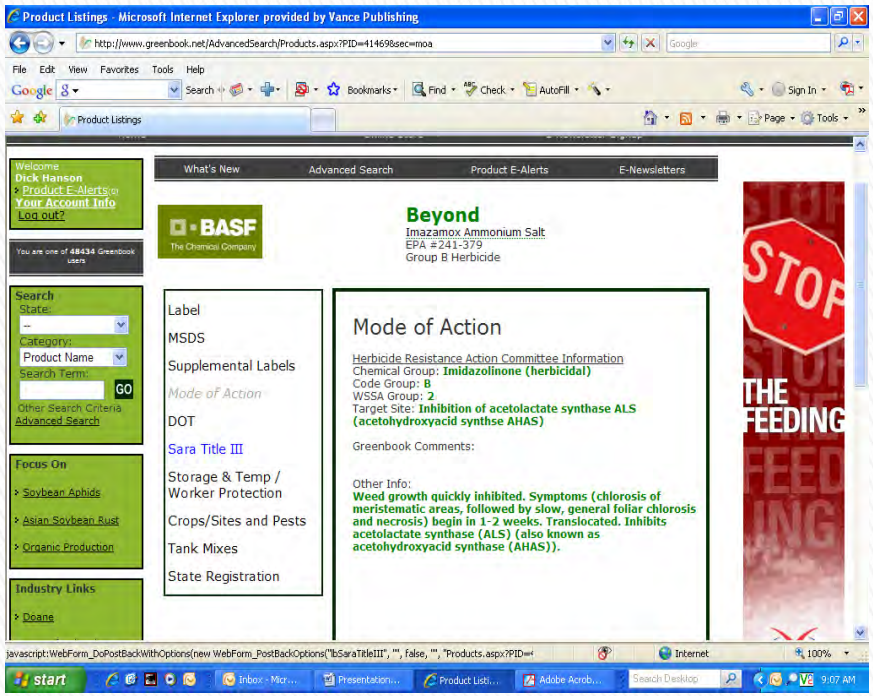
Crops / Sites

Pests

Tank Mixes

State Registrations

Application Rates



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

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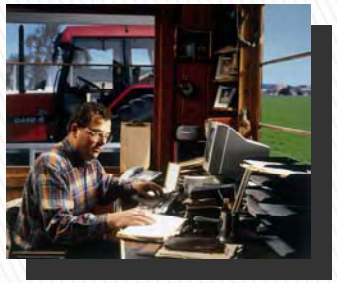
DELIVERY

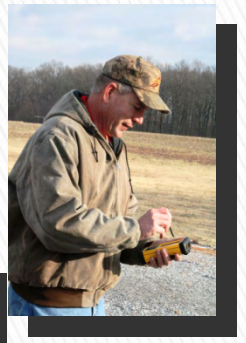
Data is published in a variety of formats to serve all users.

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.

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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***

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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.

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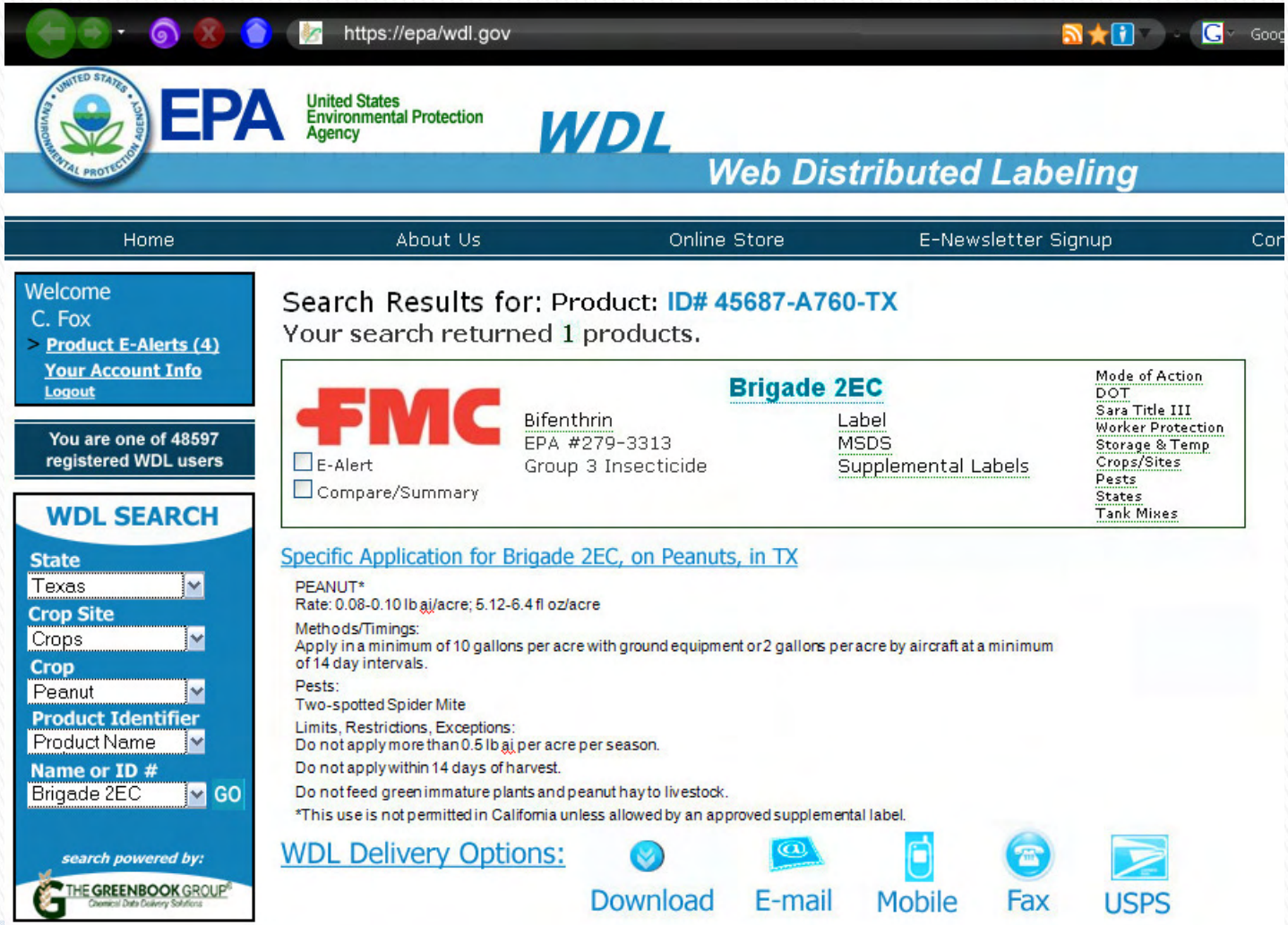
WDL PROCESS

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.



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MOBILE DELIVERY

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

EPA

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

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powered by THE GREENBOOK GROUP®

Internet 100%

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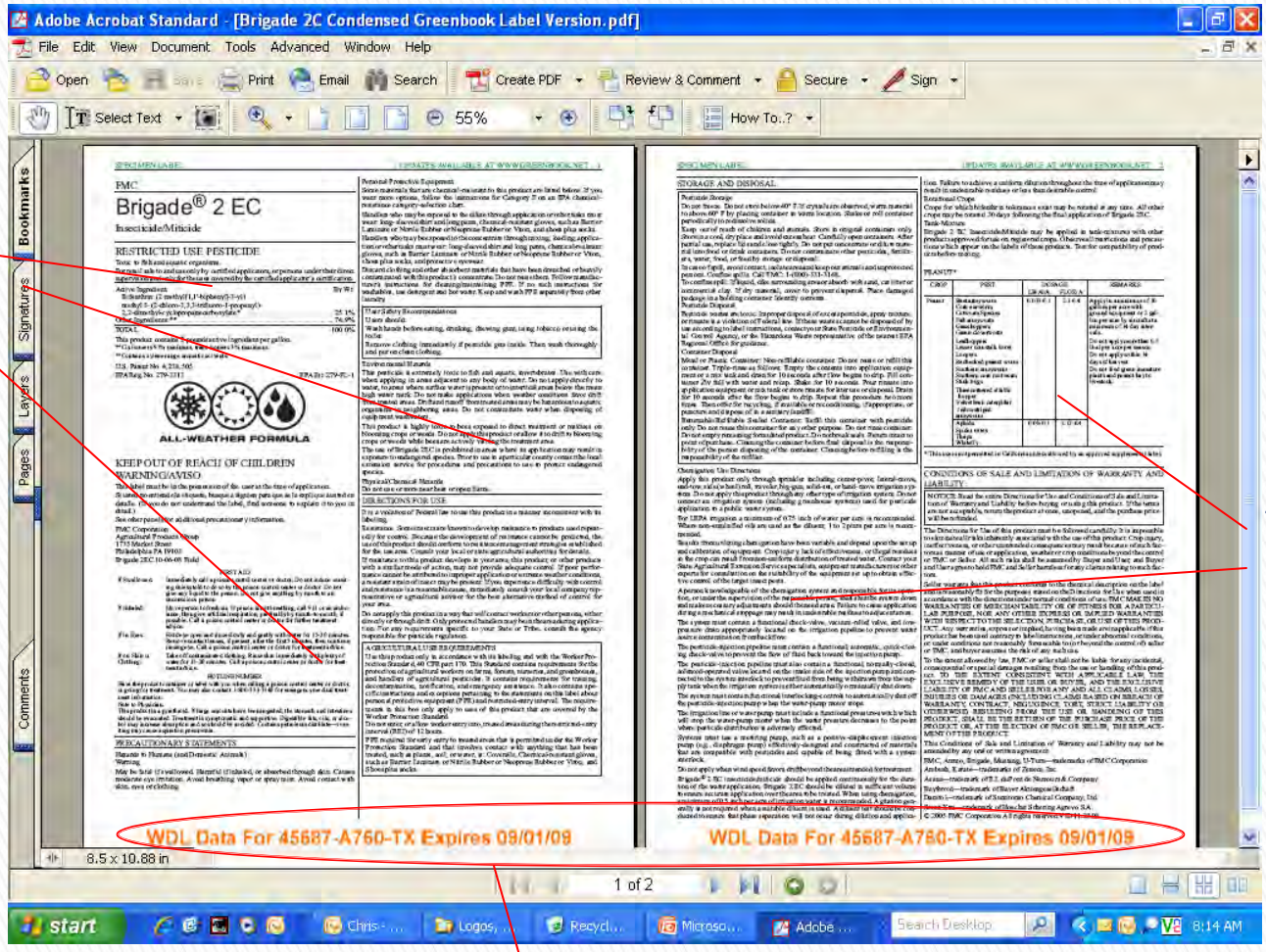
SIMPLIFIED LABELING

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



Crop specific application information

Watermark with unique identifier and labeling expiration date

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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

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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!

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EPA United States Environmental Protection Agency + THE GREENBOOK GROUP® Chemical Data Delivery Solutions =

WDL

Web Distributed Labeling

powered by The Greenbook Group