Web-Distributed Labeling for Pesticides

Lance Wormell, EPA OPP

Pesticide Program Dialogue Committee Meeting

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Outline

A. Background

B. Progress Report

C. Virtual Pilot

D. Next Steps

A. Background

- ## What is web-distributed labeling (WDL)?
  - Electronic distribution of state-registered labeling via the internet, facsimile, telephone

- ## Where did the idea originate?
  - States presented topic to OPP Office Director at Summer 2007 AAPCO meeting

- ## What are the goals of WDL?
  - Simplify container labels by moving portions (e.g., use directions) from container to internet
  - Allow for rapid updating of the labeling

A. Background (cont.)

- In what way is EPA exploring the WDL concept?
  - EPA work group (created fall 2007) drafted "issue papers" and conducted stakeholder outreach
  - PPDC sub group (created May 2008) reviewed and provided comment on EPA work group issue papers
  - Questions on WDL distributed to SFIREG
  - WDL concept has been discussed at many association meetings

A. Background (cont.)

Workgroup members represent
- User/Grower Groups
- Environmental / Public Interest Groups
- Chemical Industry/ Trade Associations
- Chemical Industry/ Trade Associations - Consumer Product Focus
- Biopesticide Industry
- State/Local/Tribal Government
- Education/Public Foundation/Other
- Federal Agencies

B. Progress Report

- What issues have been investigated prior to June 2009?
  - Scope
  - Functionality
  - Contents of container vs. web-distributed labeling
  - Labeling lifespan
  - Alternate delivery mechanisms
  - Education and outreach

B. Progress Report (cont.)

- What topics have been discussed since June 2009?
  - Four meetings: 6/23/09, 7/22/09, 9/17/09, 10/13/09
  - Topics Discussed
    - Enforcement
    - Structured labeling
    - Website hosting
    - Benefits
    - Liability
    - Virtual Pilot
    - Future of PPDC sub group

C. Virtual Pilot

- ## What is the WDL "virtual pilot"?

  - Web-based software application that will simulate the WDL user experience

  - Would allow users to search for/download mock labeling

C. Virtual Pilot (cont.)

- What would be the overall objectives of the pilot?
  - Determine whether a system can be designed that registrants could use to distribute labeling through the internet
  - Determine whether the benefits of WDL would be appealing enough that users would be willing to visit a website to download and read labeling

C. Virtual Pilot (cont.)

- What would be the proposed time line for the virtual pilot?

  – Participant identification   ~3 months

  – Pilot execution   ~10 months

  – Pilot follow-up   ~3 months

       Total   ~16 months

C. Virtual Pilot (cont.)

- How did the PPDC subgroup respond to EPA's virtual pilot concept paper?
  - Suggested pre-pilot evaluation
    - Conducting an analysis of existing websites would achieve virtual pilot objectives
    - Several expressed concerns about cost
- How did potential vendors respond to EPA's virtual pilot concept paper?
  - Generally interested
    - Technology needed to support virtual pilot is available
    - Potential vendors are eager to demonstrate creativity

D. Next Steps

- Continue PPDC WDL Workgroup with focus on:
  - Liability
  - SFIREG Survey
  - Pre-pilot Evaluation / Virtual Pilot
  - Structured Labeling

D. Next Steps (cont.)

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