

US EPA ARCHIVE DOCUMENT

Web-Distributed Labeling for Pesticides Update - October 2011

Overview

- Web-distributed labeling is a non-operational concept that EPA has been considering since 2007 based on the suggestion of state regulators
- Web-distribution of labeling for pesticides would be a voluntary system which would make the most current version of pesticide labeling available to purchasers and users electronically via the internet or through alternate delivery mechanisms (mail, fax).
 - EPA recognizes that many small farms lack internet access and considered how to provide labeling through alternate delivery mechanisms such as U.S. mail and fax
- Web-distributed labeling would not remove labeling from the product container
 - Application site-specific information would be available to users through a website - users could download labeling specific to the state and intended crop for application
- EPA considered web-distributed labeling primarily for agricultural use products and excluded consideration of web-distributed labeling for consumer use products
- Additional information on web-distribution of labeling is available at:
<http://www.epa.gov/pesticides/ppdc/distr-labeling/index.html>

Activity since December 2010

- User Acceptance Pilot was initiated in December 2010
 - Goal: to determine whether the benefits of web-distributed labeling would be sufficiently appealing to users that they would be willing to visit a website to obtain labeling for a pesticide product
 - The Greenbook Group developed a website was made available to the public in December 2010; the website was taken down April 21, 2011
 - The America Association of Pesticide Safety Educators (AAPSE), a PPDC workgroup member, developed a survey for pilot website users available through the pilot website
 - The User Acceptance Pilot did not involve the actual distribution of pesticide product labeling
 - The results of the AAPSE survey are available at <http://www.aapse.org/links.html>
- Web-Distributed Labeling Federal Register Notice
 - Published December 29, 2010; comment period closed March 29, 2011 (<http://federalregister.gov/a/2010-32036>)
 - Summarized the concept of web-distributed labeling and sought public comments
 - EPA received 11 comments
- Draft Pesticide Registration Notice
 - Goal: to allow users to access legally valid versions of pesticide labeling either with the product container (full labeling) or via the Internet (labeling specific to state and use site)
 - Based on the comments received on the Federal Register Notice, discussions with stakeholders, and comments from those who participated in the User Acceptance Pilot, EPA has drafted a Pesticide Registration Notice that describes the amended

approach to web-distributed labeling and lays out steps that registrants could choose to take in order use web-distributed labeling on their products

- Discussion with the State FIFRA Issues Research and Evaluation Group (SFIREG)
 - EPA presented the amended approach under consideration for web-distributed labeling to SFIREG on September 19, 2011

Next Steps

- Discuss draft Pesticide Registration Notice with the PPDC Web-Distributed Labeling Workgroup and SFIREG
- Publish draft Pesticide Registration Notice for comment