

# Web-Based Pesticide Labels for Product Stewardship

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TPSA Meeting

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# Agenda

- Defining “e-labeling”
- Background and history of the issues
- Use of web-based labeling for pesticide stewardship
- Some questions & issues

# E-Labels: Two Overlying Issues

- Use of electronic labeling as part of the pesticide registration process
  - Mostly process issues, not regulatory issues
- Distribution of electronic labeling to pesticide users & dealers
  - Includes regulatory issues
  - Commonly called “web-based” labeling

# The E-Label Distribution Model

- Base container with “essential” label components
- URL directing users to site for downloading the rest of the labeling
  - Most likely the use directions
- Appropriate reference language on base container to make e-label enforceable

# Background & History

- E-labeling has been discussed and addressed by states, EPA, industry, and others
- SFIREG POM E-Label Task Force recommended that EPA and SFIREG continue exploring possibilities for downloading electronic labels

# This Isn't Uncharted Territory...

- Electronic versions of labeling are readily available on the internet
- Electronic versions of supplemental labeling are widely distributed to dealers and users
- Model of base container label and URL reference language will be utilized for ESPP Bulletins

# How Can Web-Based Labeling Improve Stewardship

First we need to admit that we have a  
problem.....

# The Cold, Hard Truth

In general, pesticide labels are....

- Long
- Difficult to read & understand
- Difficult to find directions for specific use sites or crops
- Expensive & difficult to modify
- A single type of media to communicate to users



# Why Web-Based Labels?

- Instantaneous release of label and label revisions
  - Eliminates multiple label versions in marketplace
  - Economic savings for registrants
- Improved user friendliness
- Increased label compliance
- Increased enforceability & compliance verification

# Imagine the Possibilities...

- Rate calculators
- Search & sort functionality
- Use of video, photos, and other media
- Links to relevant sites & resources
  - ESPP homepage, PPE suppliers
- Immediate availability of other documents
  - MSDSs, draft Fumigation Management Plans
- Q & A sections

# Imagine the Possibilities...

- Technical bulletins and site-specific recommendations for timing, tank mixes, etc
- Access to state-specific Section 18 exemption use directions and Section 24(c) supplemental labeling
- Information on container recycling & disposal
- Information on state clean sweep programs

# Imagine the Possibilities...

- Information pesticide drift
  - Nozzle selection, sprayer setup
- Sprayer calibration
- Resistance management

Web-Based Pesticide Information  
is not Uncharted Territory Either...



## Buctril

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### Product Information

Maybe it's time to look at OI Buck in a new way. Stop wasting your money on weed control that you don't need. With Buctril® Herbicide, you get weed control that delivers cost control. Come inside and see why it's worth your time to take a new look at "OI Buck."

### Key Benefits

- Cost effective. Buctril® and Buctril + atrazine are priced up to \$5 less per acre than other broadleaf herbicides
- Control. Buctril and Buctril + atrazine control more than 40 of your toughest broadleaves, often in a matter of days
- Wide window of application. Buctril and Buctril + atrazine have a wider window of application than any other

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### Crop Center

The crop center has news articles, trial data and more about crops related to Buctril.

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http://www.bayercropscienceus.com/products\_and\_seeds/herbicides/buctril.html

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Buctril Use & Mixing

BUCTRIL Herbicide

INSTRUCTIONS

2.5 Gallon Containers It is strongly recommended that special care be taken in mixing and loading this product. Hands should be placed on the container in such a way as to avoid possible drip or splash. Correct procedures for mixing and loading are provided in Bayer CropScience's Educational Program. 30 Gallon and Bulk Containers If you will handle a total of 60 gallons or more of this product per day, you must use a mechanical transfer system for all mixing and loading operations. If this product is packaged in a 30 gallon drum, you must use a mechanical transfer system which terminates in a drip-free hard coupling which may be used only with a spray or mix tank which has been fitted with a compatible coupling. If you do not presently own or have access to a mechanical transfer system with this type of coupling, contact your dealer for information on how to obtain such a system or to modify your present system. When using a mechanical transfer system, do not remove or disconnect the pump or probe from the container until the container has been emptied and rinsed. The pump or probe system must be used to rinse the empty container and to transfer the rinsate directly to the mixing or spray tank. BUCTRIL(R) ALONE: Fill the spray tank 1/2 to 3/4 full with clean water. Begin agitation and add the recommended amount of BUCTRIL(R). Add water to the spray tank to the desired level. Maintain sufficient agitation to ensure a uniform spray mixture during application.

INGREDIENTS

33.4% Octanoic acid ester of bromoxynil

REENTRY PPE

PPE required for early entry to treated areas that is permitted under the Worker Protection Standard and that involves contact with anything that has been treated, such as plants, soil, or water, is coveralls over long-sleeved shirt and long pants, chemical resistant gloves such as barrier laminate or viton gloves, shoes plus socks, and protective eyewear.

PPE

PERSONAL PROTECTIVE EQUIPMENT (PPE) Some materials that are chemical resistant to this product are listed below. If you want options, follow the instructions for category G on an EPA chemical resistance category selection chart. Applicators and other handlers must wear coveralls over long-sleeved shirt and long pants, chemical resistant gloves such as barrier laminate or viton gloves, a chemical resistant apron when cleaning equipment, protective eyewear, chemical resistant headgear for overhead exposure, and chemical resistant footwear plus socks. Discard clothing and other absorbent materials that have been drenched or heavily contaminated with this product's concentrate. Do not reuse them. Follow manufacturer's instructions for

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Crop Center

The crop center has news articles, trial data and more about crops related to Buctril .

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## SYNGENTA CROP PROTECTION

Syngenta Crop Protection is a leading agribusiness in North America. We offer the most comprehensive and high-quality portfolio of weed, insect and disease control products in the industry, all designed to make growers and ranchers more successful.

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This area contains information about Syngenta Crop Protection products. Locate products by product type or crop needs.

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FarmAssist® is a suite of resources providing growers and influencers with timely, credible knowledge that enables better agronomic/agribusiness decisions.

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## Environmental Stewardship



At Syngenta Crop Protection, environmental stewardship is a part of our culture. We see it as a key component of sustainable agriculture. But, what does that mean? In part, it means our focus is to be accountable and act responsibly throughout the life cycle of every product we bring to market. Our approach to manufacturing and distribution coupled with our partnerships with dealers, growers, government agencies, and organizations in stewardship and environmental programs lead the industry. We believe that stewardship works best when developed and implemented by partnerships at the local level.

To find out more about Syngenta Crop Protection's stewardship effort choose one of the links at right.



### Stewardship Topics

- [Additional Stewardship Measures Specific to](#)  
Click to activate and use this control
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### Search For A Special Label

States

**Special labels**  
Select as many as you would like:

|                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Section 18  | <input type="checkbox"/> Section 2 (ee) |
| <input type="checkbox"/> Section 24c | <input type="checkbox"/> Supplemental   |

Product types

Products

Crop Groups

- Select - 

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Pests



Please read the following before submitting query:

Crop protection methods vary around the world. Regulatory guidelines for safe and effective use of crop protection products are established by country based on local conditions. Information contained on this site pertains only to use in the United States of America.

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# *Bonide's Best Solution*

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**Plant  
Problem Solver** Index "by Plant" of common pest problems

**Bug & Weed  
Chart** Bug and Weed Identification: Chart and Product Recommendations for Control

**Mosquito  
Control** Mosquito Control Products: To enable your enjoyment of backyards, porches, patios, ...

**Fogger  
Instructions** Download Fogger manual, questions

**Recognizing  
Trouble** Introduction on how to identify problems with plants and insects.

**Nutrient  
Deficiencies** Many plant problems are caused by lack of nutrients.

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# Using Pesticides Safely


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- [Mixing & Applying Pesticides](#)
- [Storing Pesticides](#)
- [Getting Rid of Leftover Pesticides](#)

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The key to safe, effective pesticide use is to choose the right product for the targeted pest, then apply the material with the right equipment, at the right time. And always treat pesticides with respect, since even relatively nontoxic products can cause damage if used carelessly. Follow these rules when choosing and applying pesticides.

- Before you start thinking about which pesticide to use, ask yourself if you've exhausted all other possible forms of control



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| Title   | Author  | Time  | Watch |
|---|---|-------|-------|
| Changes to the Aluminum Phosphide Label   | Andrew Thostenson, NDSU Pesticide Specialist  | 14:14 |       |
| <a href="#">FMP Overview</a>  |   |       |       |
| Fumigation Management Plans For Farm Bins   | Cheryl Biller, Plant Pro (Consultant to NDSU) | 20:37 |       |
| <a href="#">FMP Farm Bins</a>   |   |       |       |
| Fumigation Management Plans For Small To Intermediate Sized Grain Handling Facilities | Cheryl Biller, Plant Pro (Consultant to NDSU) |       |       |

ND Pesticide Home Page

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Search for Pesticide Applicators by last name, first name, and ID. All applicators currently certified are here.

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GROUP 40 FUNGICIDE



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# Revus

## ***Fungicide***

*For control of certain diseases in listed vegetable crops*

*Active Ingredient:*

Mandipropamid (CAS No. 374726-62-2) . . . . . 23.3%

*Other Ingredients:* . . . . . 76.7%

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**Spray Drift Management:** To avoid spray drift, do not apply when conditions favor drift beyond the target area. The interaction of many equipment and weather related factors determine the potential for spray drift. AVOIDING SPRAY DRIFT AT THE APPLICATION SITE IS THE RESPONSIBILITY OF THE APPLICATOR AND THE GROWER. More information on managing spray drift can be found on the SYNGENTA CROP PROTECTION website under Stewardship ([http://www.syngentacropprotection-us.com/enviro/driftmanagement/index.asp?nav=drift\\_management](http://www.syngentacropprotection-us.com/enviro/driftmanagement/index.asp?nav=drift_management)).

# Distribution of Web-Based Labeling: Issues & Questions

- What information will be available at the URL referenced on the container label?
  - Just a digitized copy of the labeling?
  - Other enhancements like video, rate calculators, etc?
  - Links to other sites?

# Distribution of Web-Based Labeling: Issues & Questions

Where will the e-labels be posted?

- EPA homepage?
- Registrant homepage?
- Independent third party?
- A mixed model.... URL to EPA's page for the label & registrant's page for other info



# Distribution of Web-Based Labeling: Issues & Questions

- Will web-based labeling be an option for all pesticides, or just a sub-set?
- What do we do about users who are not comfortable with technology or that don't have internet access?

# Distribution of Web-Based Labeling: Issues & Questions

- Will web-based labeling need to have an expiration date?
- Will web-based labeling necessitate the development of unique identifiers for labeling?

# Distribution of E-Labeling: Issues for Consideration

- If EPA hosts the web-based labeling website, will the Agency manage web-based labeling for supplemental distributor and/or Section 25(b) pesticides?

# Distribution of E-Labeling: Issues for Consideration

- Is downloading or emailing e-labeling considered pesticide production?
- Would we need to make any changes to federal regulations or statutes to make the distribution of web-based labeling legal?

# Distribution of E-Labeling: Issues for Consideration

- What are the obligations of registrants in a web-based label world?
- What are the obligations of retailers in a web-based label world?
- How will web-based labeling be regulated?

# Distribution of E-Labeling: Issues for Consideration

- Will web-based labeling affect label enforceability?
- Will web-based labeling affect label compliance?
- Will any states need to change their state pesticide laws and/or rules to allow for the distribution web-based pesticide labeling?

# E-Label Benefits Deserve Some Serious Consideration

- Timely access to the most current label
- More user-friendly labeling
- Better communication on how to legally & safely use the product
  - INCREASED COMPLIANCE
- Better tracking of who is reading & accessing labeling