

## Spanish Labeling Pilot Project

May 2014

### **BACKGROUND:**

December 2009: Petition for requiring labeling in Spanish received from Migrant Clinicians Network, Farmworker Justice, and other farm worker organizations. Given the proportion of farm workers that may only speak and read Spanish, the petitioners claimed that the lack of Spanish language on pesticide labels is a type of environmental injustice.

June 2011: Comment period closes. > 200 comments received: Many in favor of Spanish labeling, many expressing concerns with Spanish labeling. Write-in campaign in favor of Spanish labeling sponsored by PAN garnered 4500 signatures.

### **WHY EPA IS DEVELOPING A PILOT FOR SPANISH LABELING**

- Available data suggest that 87% of Spanish-speaking handlers do not read English; however, 65% of Spanish-speaking handlers read Spanish well.
- Anecdotal reports from farm worker groups of incidents caused by the inability of the pesticide handler to read English.
- Increasing Hispanic population in U.S. will increase the benefits of Spanish labeling.
- Many retailers already require that products sold in their stores bear bilingual labeling.

### **DESCRIPTION OF PILOT EFFORT**

- OPP intends to launch a pilot program for implementing Spanish labeling on agricultural and lawn care/turf products. Products participating in the pilot would begin to appear in commerce during 2015.
- Several registrants and state lead agencies have expressed interest in participating in the pilot.
- The pilot program would track the full life-cycle of a bilingual label, from registrant submission to EPA to product use in the field. The purpose would be to monitor the impact of the bilingual labels through the registration processes as well as in the field.
- Portions of the label to be translated into Spanish will include: Keep out of Reach of Children, First Aid, Precautionary Statements, PPE, misuse statement.
- Specific metrics will be determined to measure the impact of having Spanish on the labels.

### **ISSUES TO ADDRESS BEFORE LAUNCHING THE PILOT**

- Identify which registrants will participate in the pilot.
- Decide upon which Spanish dialect will be used for translations. We have been working with California and Puerto Rico on this issue.
- Develop an evaluation mechanism for determining the success of the pilot effort. EPA is discussing options with stakeholders, including registrants participating in the pilot, NGOs and the Department of Labor.

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