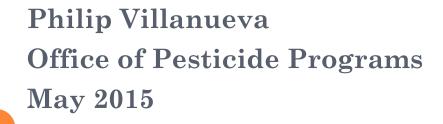
## SESSION 7 – UPDATES: SMARTLABEL





## SMARTLABEL IS...

- Master pesticide label in a structured format
- Address label pain points
- Part of OPP Vision to have instantaneous access to quality information
- Inclusive of all EPA-registered products
- Building on previous work (e.g., FDA structured labeling)



## LABEL PAIN POINTS

- Manual/time-intensive label review
- Manual extraction of label information;
  manual entry into EPA databases
- Unclear label information; uncontrolled vocabularies
- Inconsistent EPA reviews/interpretations
- Limited ability to query across products
- Diminishing resources

## Unstructured Information

#### 2777 S. Crystal Drive, Arlington, VA 22202



# **Structured Information**

Street Address:	2777 S. Crystal Drive
City:	Arlington
State:	VA
Zip Code:	22202





#### Unstructured

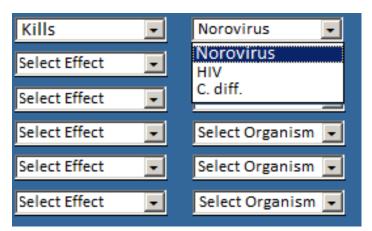
- Master label
- Available in PPLS
- May be text searchable

#### Structured

- Master label information
- Available in EPA database
- 100% searchable

"Meets EPA requirements for killing norovirus."

"Kills norovirus."



Note: image above is a conceptual drawing for informational purposes only.

## PILOT OVERVIEW

- Gather feedback on proposed data model (data elements, labeling sections) and draft guidance documentation
- December 2014 to ~ September 2015
- Meetings in December, February, April & May
- Participants:
  - Bayer CropScience, Syngenta, Dow, SePRO, Reckitt Benckiser, EcoLab, Marrone Bio, Clorox, United Industries Corporation

## **FEEDBACK**

Feedback	EPA Response		
Data entry is labor- intensive and not user- friendly	The pilot's purpose is to evaluate the data model concept		
Certain data fields are not applicable to antimicrobials	Data fields may or may not apply to individual products		
Certain data fields are new or different	SmartLabel does not change 40 CFR 156.10		
Overly complicated model	Working to simplify		
Burden to regulated community and benefits are not apparent	Expected benefits are presented on slide 9		

## SMARTLABEL BENEFITS

Pain points	SmartLabel Solution			
Manual/time-intensive label review	Electronic comparison of labels and claims			
Manual extraction of label information	Automated label extraction and entry into EPA databases			
Unclear label information	Improved label quality			
Inconsistent EPA reviews/interpretations	More consistent EPA reviews			
Limited ability to query across products	Advanced querying ability			
Unlevel playing field	Level playing field			
Diminishing resources	Reduced review time			

## SMARTLABEL BENEFITS

Benefit	Registrants	EPA	States	Public
Electronic comparison of labels and claims		✓	✓	
Automated label extraction and entry into EPA databases	✓	✓	✓	✓
Improved label quality	✓	$\checkmark$	✓	✓
More consistent EPA reviews	✓	✓	✓	✓
Advanced querying ability	✓	$\checkmark$	$\checkmark$	✓
Level playing field	✓	$\checkmark$	✓	
Reduced EPA review time	✓	✓		$\checkmark$

## NEXT STEPS

- •Incorporate feedback received during phase 1 pilot
- •Phased approach:
  - Label sections, data elements, draft vocabularies, guidance, and XForm June 2015
  - **Use table** data elements, draft vocabularies, guidance, and XForm September 2015
- Continue collaborating with states, industry, and FDA

#### CONTACTS AND RESOURCES

- Pilot web page
  - <a href="http://www2.epa.gov/pesticide-registration/pesticide-smartlabel-pilot">http://www2.epa.gov/pesticide-registration/pesticide-smartlabel-pilot</a>
- Project leads
  - Patricia Parrot: <u>parrot.patricia@epa.gov</u>
  - Marietta Echeverria: <u>echeverria.marietta@epa.gov</u>
  - Philip Villanueva: <u>villanueva.philip@epa.gov</u>