

Pesticides in the Growing World of eCommerce

**AAPCO National Meeting
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**" When I grow up, I can't decide whether to go into
consumer fraud or internet scam. "**



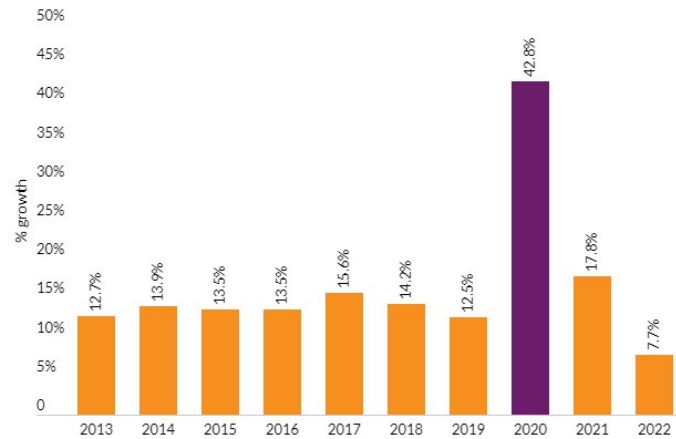
"Hey, mom...you won't believe what
you can get on the internet these days!"



U.S. eCommerce Statistics

US ecommerce slows to lowest levels in a decade

Year-over-year growth in online sales, 2012-2022

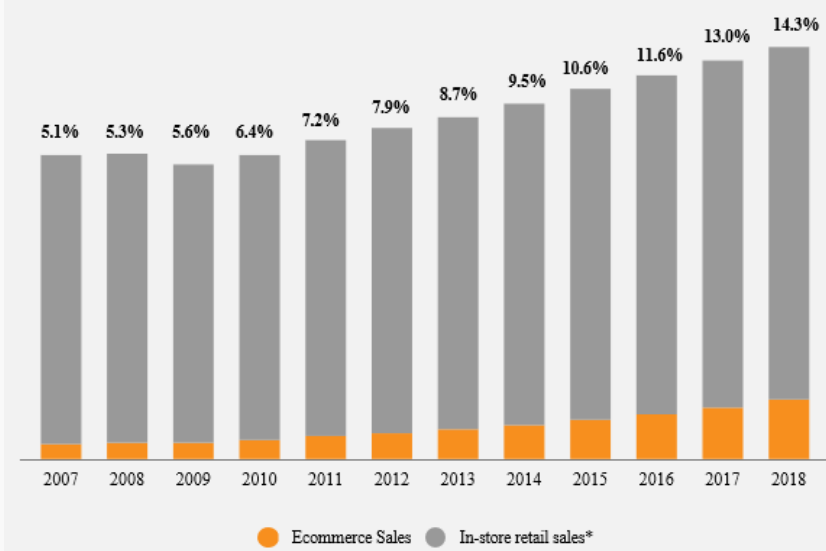


Source: Digital Commerce 360, U.S. Department of Commerce retail data; February 2023

*Total retail figures exclude sales of items not normally purchased online such as spending at restaurants, bars, automobile dealers, gas stations and fuel dealers

U.S. ecommerce penetration

U.S. ecommerce sales as a % of total retail sales



● Ecommerce Sales ● In-store retail sales*

Online penetration of US retail sales remains elevated from pandemic-fueled changes in shopping behavior

Ecommerce's share of total retail sales by quarter, Q1 2019-Q4 2022

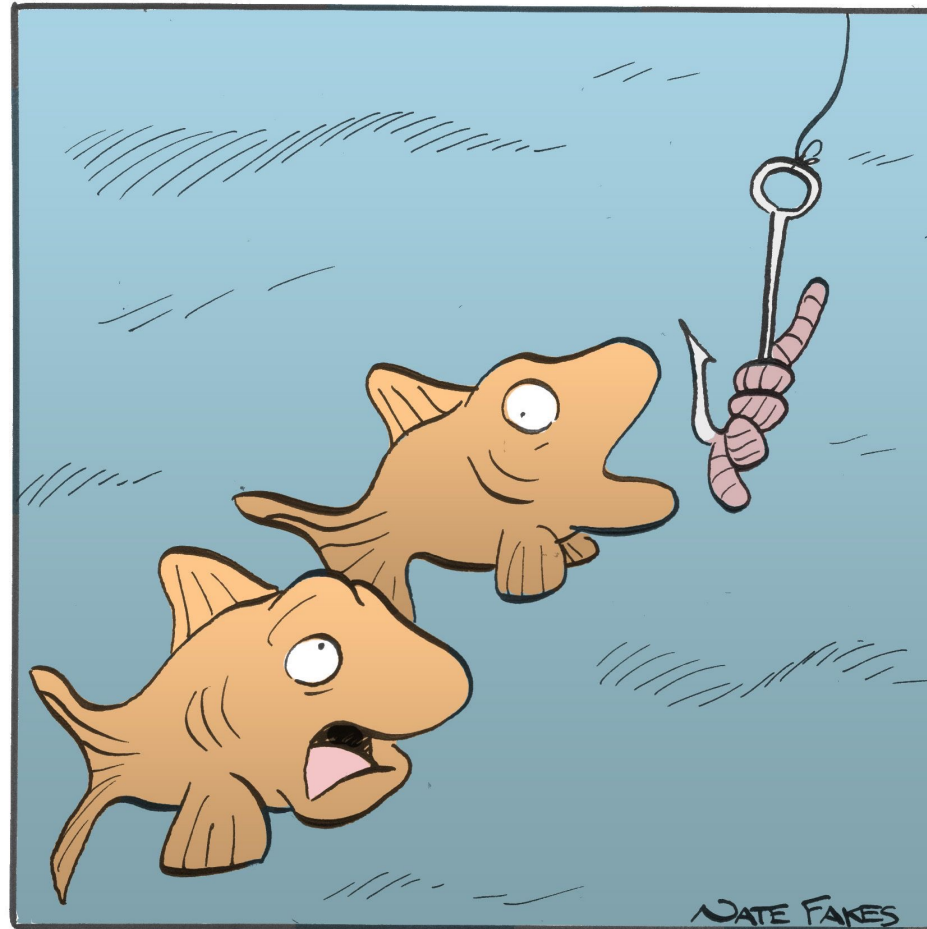


Source: Digital Commerce 360 analysis of U.S. Department of Commerce data; February 2023
*Total retail figures exclude sales of items not normally purchased online such as spending at restaurants, bars, automobile dealers, gas stations and fuel dealers



Innovations Driving Growth

- **Personalized Experiences**
 - Data Mining
 - Artificial Intelligence
 - Chat Bots
 - Shopper Profiles
- **Social Media/Community Building**
- **Flash Sales**
- **On-line/Offline Integration**
- **Mobile Optimization**
- **VR/AR**
- **Shoppable Video Content**
- **Versatile Payment Options**
- **Subscription Services**



*"I don't know. I
heard you have to be careful getting stuff online."*

CartoonStock.com



Counterfeit Roach Bait Gel



Suspected Counterfeit:
Loses shape



Genuine Product:
Holds shape



Unregistered Pesticides



10+4g Imidacloprid (10%) Efficient Systemic Insecticide Agricultural Pesticide Protection crops bonsai flower home garden

\$15.00 Low in stock

Quantity

Add to cart

Selling fast! Only 9 left, and 1 person has it in their cart.

Arrives by **Mar 19** if you order today.
Nice choice! Enjoy free shipping to the US when you spend \$35+ at this shop.

Gift wrapping available. [See details](#)

Buy together, get free shipping



View larger image



Room flea killer bomb spray house roach killer fogger

12000 - 19999 Pieces \geq 20000 Pieces

\$0.94

\$0.45

Sign in for March Expo benefits

• Get \$5 off every \$200 spent with PayPal

Color:



Lead Time:

Quantity(Pieces)	1 - 2000	>2000
Est. Time(days)	15	To be negotiated

Customization:

Customized logo(Min. Order: 6000 Pieces)

Customized packaging(Min. Order: 6000 Pieces)

More \vee

Shipping:

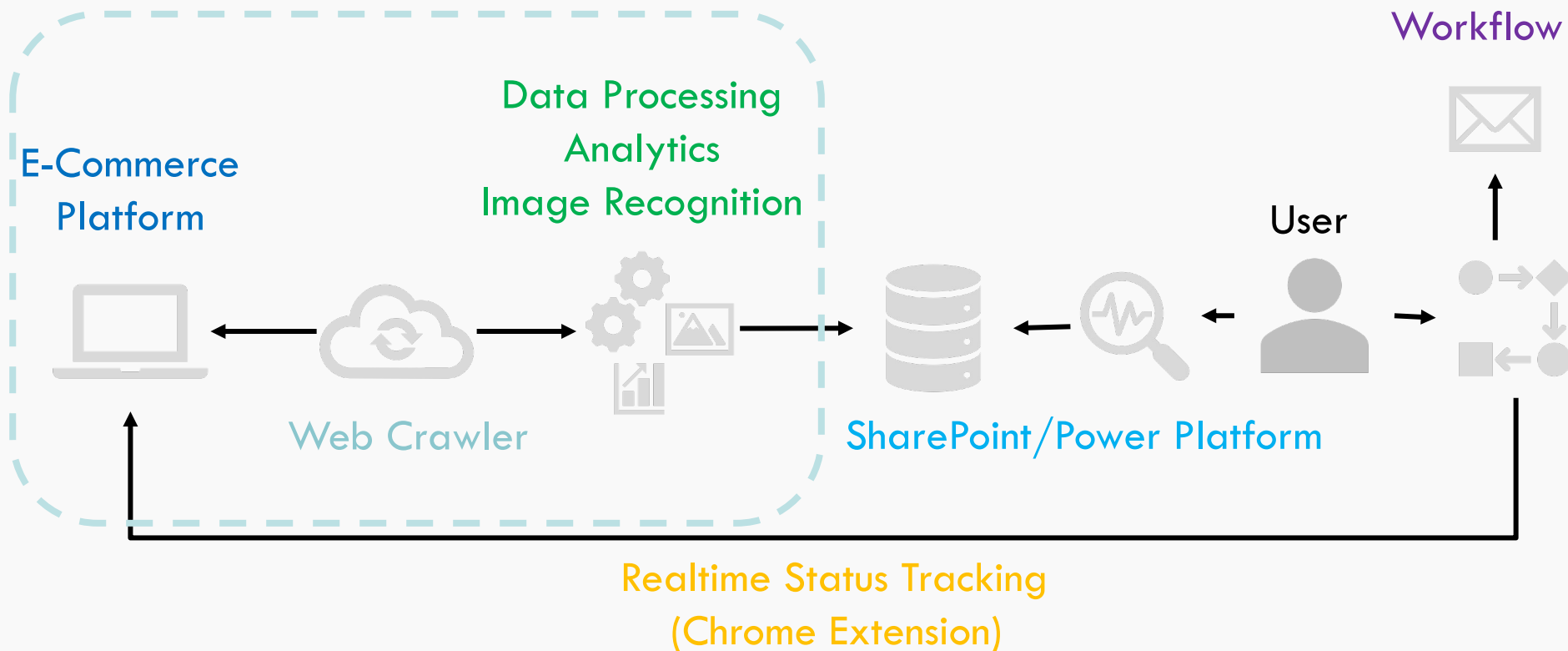
Support Express · Sea freight · Land freight · Air freight







Automated Web Crawler Data Flow





Language Identification

Confidence Scores (0 to 1)

- Chinese 0.550000011920929
- English 0.23000000417232513











309190251
o11509 30919 8
Drug Facts
Directions
Active ingredient:
Ethyl Alcohol 70%
Purpose | adults and children wet hands thoroughly with product and allow
Antimicrobial 6 years and older
.....
to dry.
children under
6 years
should be supervised when using this product.
Use
to help reduce bacteria on the skin.
Warnings
Other Information to dispose: place in wastebasket after
use I do not flush
Flammable until dry. Keep away from fire or flame.
For external use only.
Questions? Call 1-800-431-2610 weekdays 9 am to 5 pm EST
When using this product, do not use in or near the eyes.
In case of contact, rinse eyes thoroughly with water.
Stop use and ask a doctor if irritation or rash appears.
Inactive ingredients water, glycerin, aloe barbadensis leaf
juice powder. (RD-005401)
Keep out of reach of children If swallowed, get medical help
or contact a Poison Control Center right away.
Do not use:
I on children under 2 months of age on open skin wounds
Combe Incorporated White Plains, NY 10604 U.S.A.
Made in U.S.A.
For more information visit williamswipes.com
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Custom Dashboard 1





Filter on:

ProductID

Product

Violation

Product ID

Product Name

B00022W4ZU

Tub O Towels TW90 Heavy-Duty 10" x 12" Size Multi-Surface Cleaning Wipes, 90 Count Per Canister

Product Information

Style:90 Towel Can (10" x 12" wipes)
Tub O' Towels industrial strength hand and surface cleaning wipes are bigger, tougher and soaked with a knock-your-socks-off cleaning solution that overpowers even the most onerous grime. Unlike typical wimpy wipes, these thick disposable cleaning towels hold up to vigorous scrubbing. Use these waterless

Image Text

TUBO
TOWELS Competition
| NY DUTY
ANING

Languages Detected

Basque, English, Malagasy, Swahili, Swedish, Tamil

Notes

ProductID

ProductName

Score

Score Formula


LanguagesDetec...

Selling Location

Platform



Custom Dashboard 2



TUB O TOWELS Competition

Product

Product ID
B00022W4ZU

Product Name
Tub O Towels TW90 Heavy-Duty 10" x 12" Size Multi-Surface Cleaning Wipes, 90 Count Per Canister

Violation Types

- ☐ Unregistered
- ☐ Misbranded (False and Misleading)
- ☐ Misbranded (Imitation Pesticide)
- ☐ Misbranded (Inadequate Label)
- ☐ Claims Differ
- ☐ Composition Differs

Violation Comments

Violation

Priority
Find items

CaseList_Lookup

CaseList_Lookup:Case Name

Create NEW Case

ADD to Existing Case

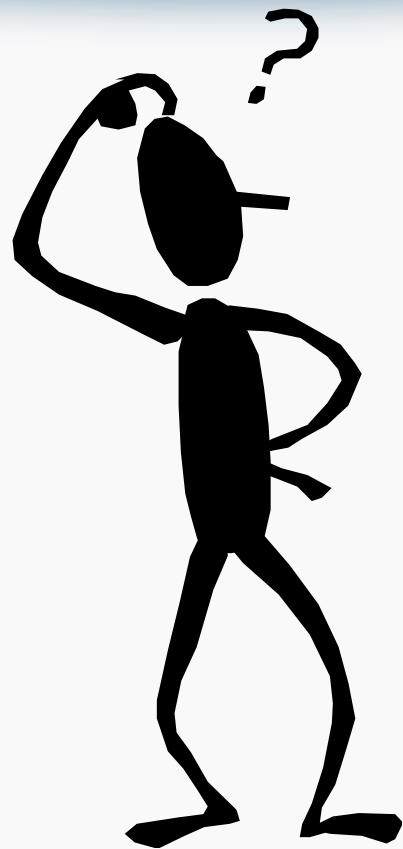
Search products

Filter on: ProductID

ProductID	ProductName	Score	Score Formula	LanguagesDetec...	Selling Location	Platform
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'That's the last desktop search I initiate...'



Questions...?

