

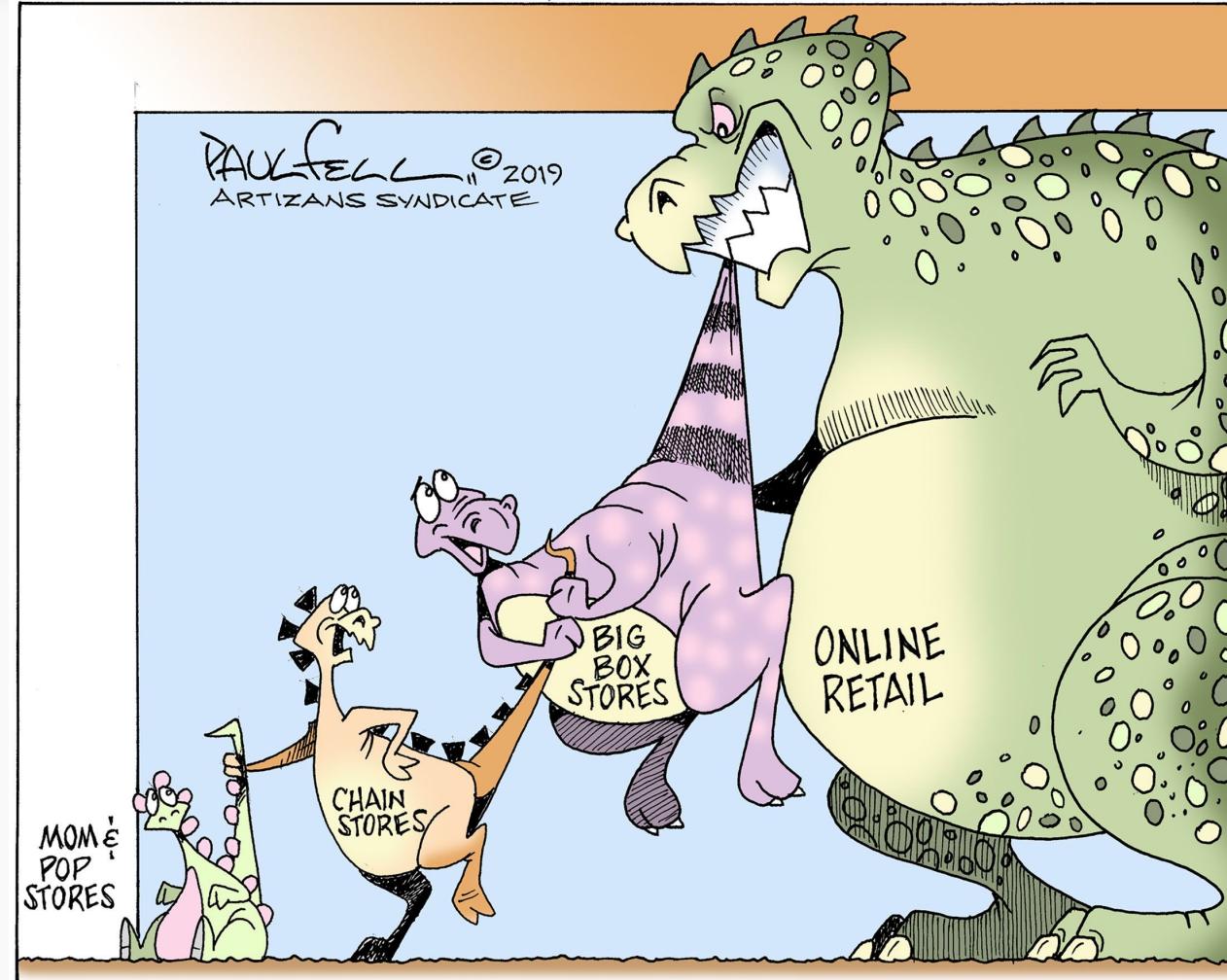
# Pesticides in the Growing World of eCommerce



**AAPCO National Meeting**  
**March 4, 2024**

**Royan Teter**

Waste and Chemical Enforcement Division  
Office of Civil Enforcement  
Office of Enforcement and Compliance Assurance  
[teter.royan@epa.gov](mailto:teter.royan@epa.gov), (202) 564-0940

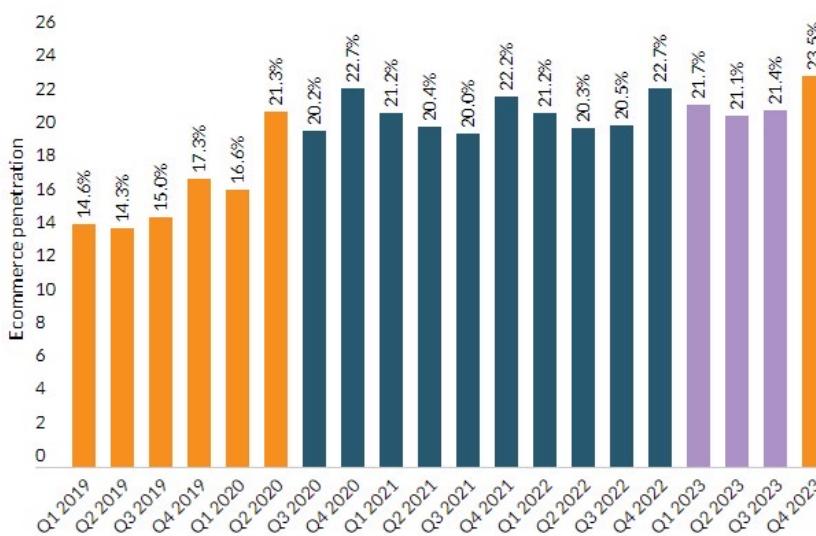




# Domestic eCommerce Trends

US ecommerce sales penetration marks new high, capitalizing on pandemic-fueled changes in shopping behavior

Ecommerce's share of total retail sales by quarter, Q1 2019 to Q4 2023

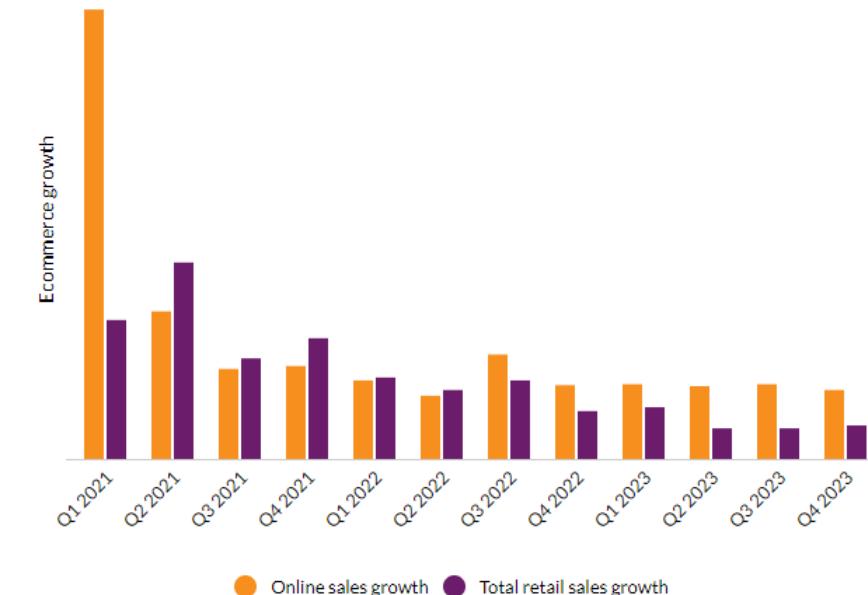


Source: Digital Commerce 360 analysis of U.S. Department of Commerce data; February 2024

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

US ecommerce growth continues to outpace total retail growth

Year-over-year growth in US online sales, Q1 2021 through Q4 2023



Source: Digital Commerce 360 analysis of U.S. Department of Commerce data; February 2024



# 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**





# 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

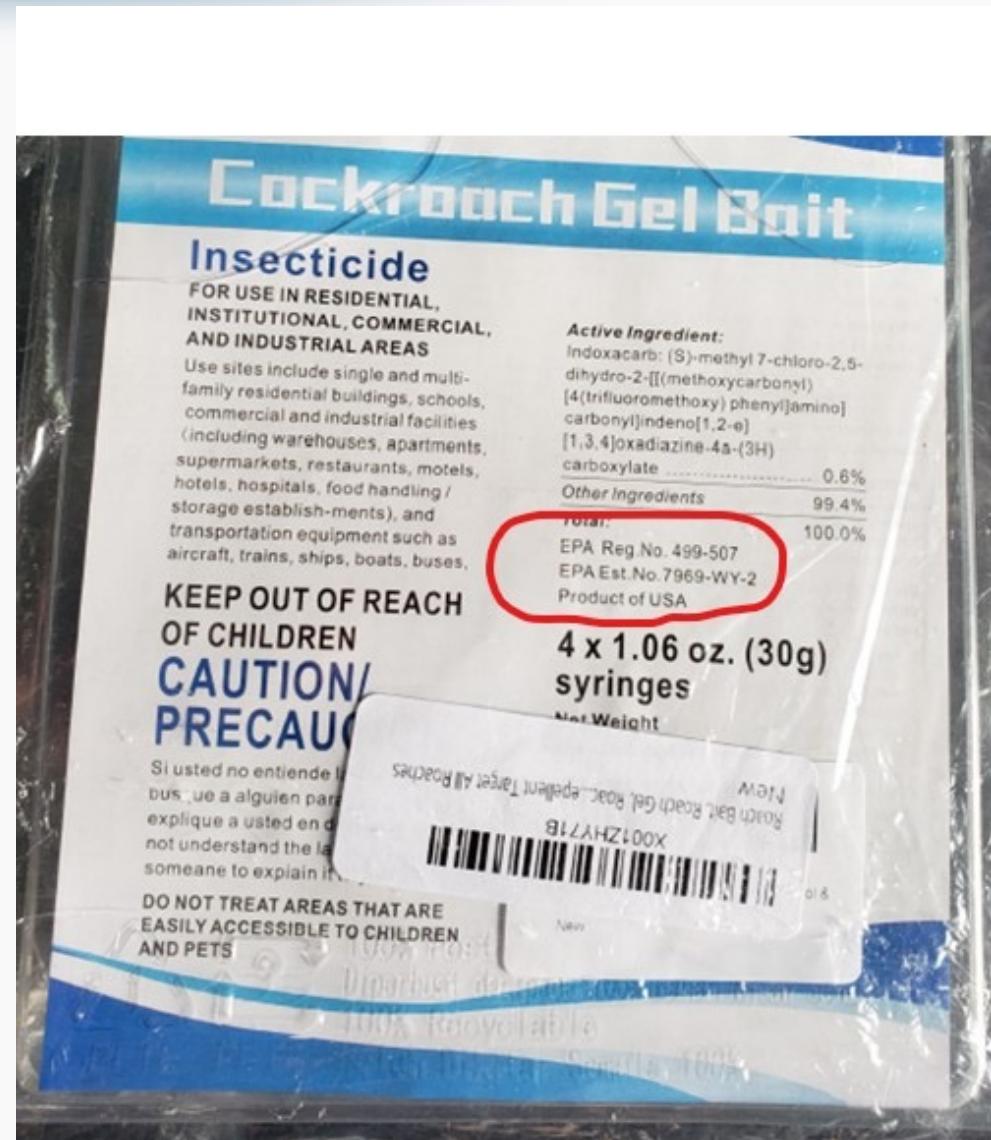
[Add to cart](#)

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





## State/EPA Collaboration

- Mid 1990's – Internet Surf Days
- Summer 2019 – eCommerce Becomes a National Priority
- 2022 – AAPCO Forms eCommerce Workgroup
- Spring 2023 – AAPCO Conducts eCommerce Survey
- Fall 2023 – eCommerce on Pre-SFIREG Meeting Agendas
- Early 2024 – AAPCO Develops Straw Cooperative Agreement Framework for Integrating eCommerce Compliance Monitoring Activities



Questions...?

