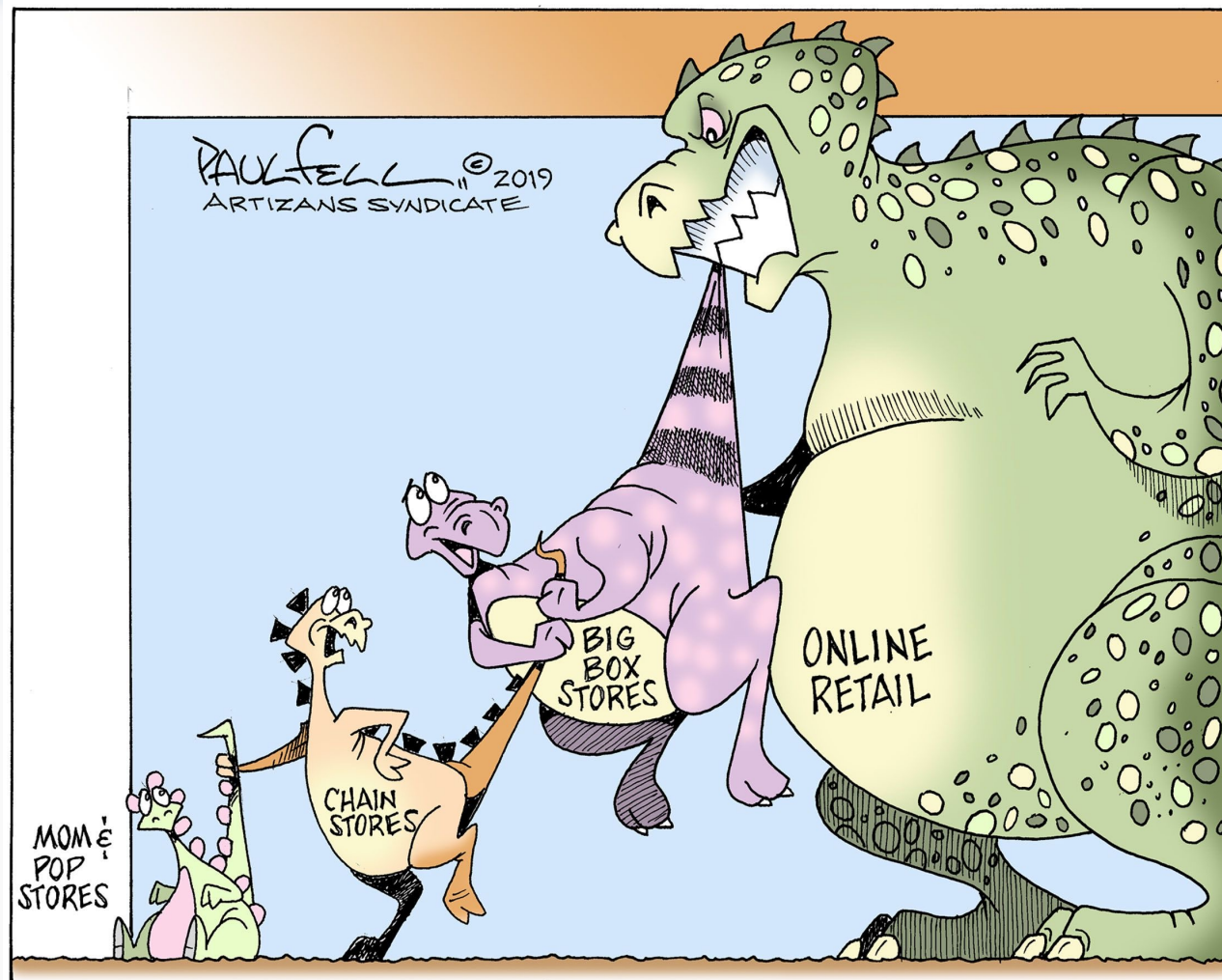


# **Pesticides in the Growing World of eCommerce**

**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

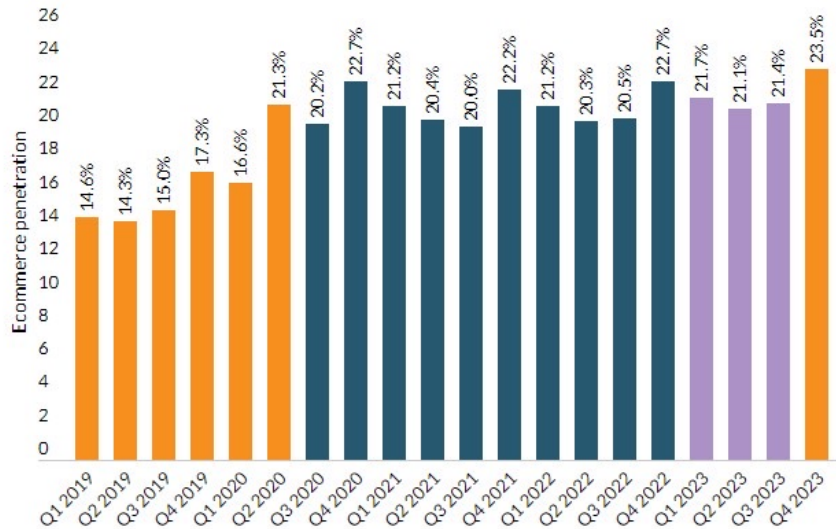




# Domestic eCommerce Trends

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

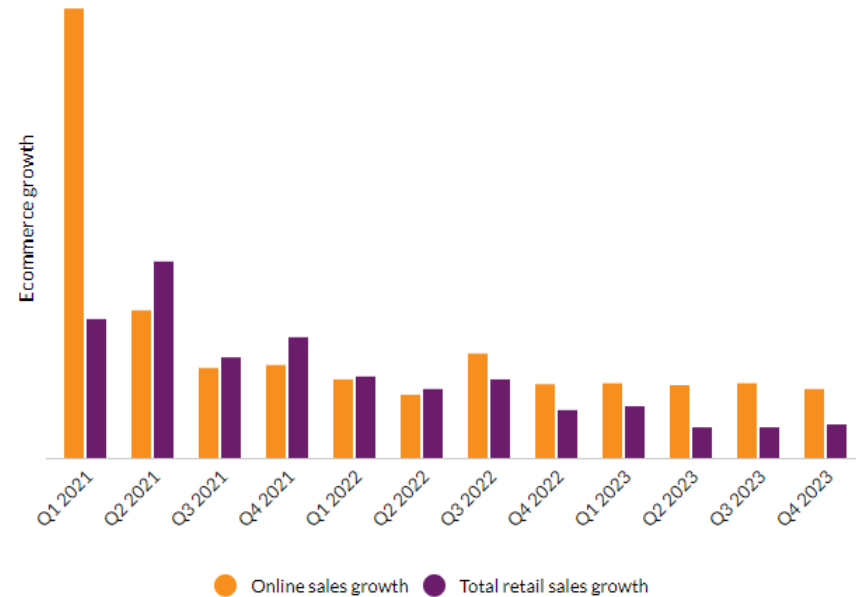
Ecommerce's share of total retail sales by quarter, Q1 2019 to Q4 2023



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



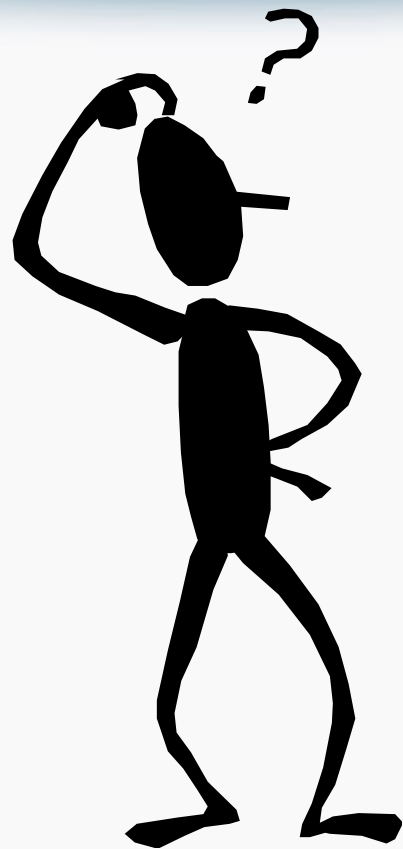






## State/EPA Collaboration

- 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...?**

