

BioPreferred®

Biobased Products Procurement in the U.S

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USDA BioPreferred Program
Biobased Product Procurement in the U.S.
Sustainable Biomaterials Collaborative
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United States Department of Agriculture

Statutory Definition of Biobased Products

- A product (other than food or feed) that is composed of biological products
- Includes agricultural, forestry, and marine materials
- Includes intermediate ingredients used to create these products such as biopolymers.



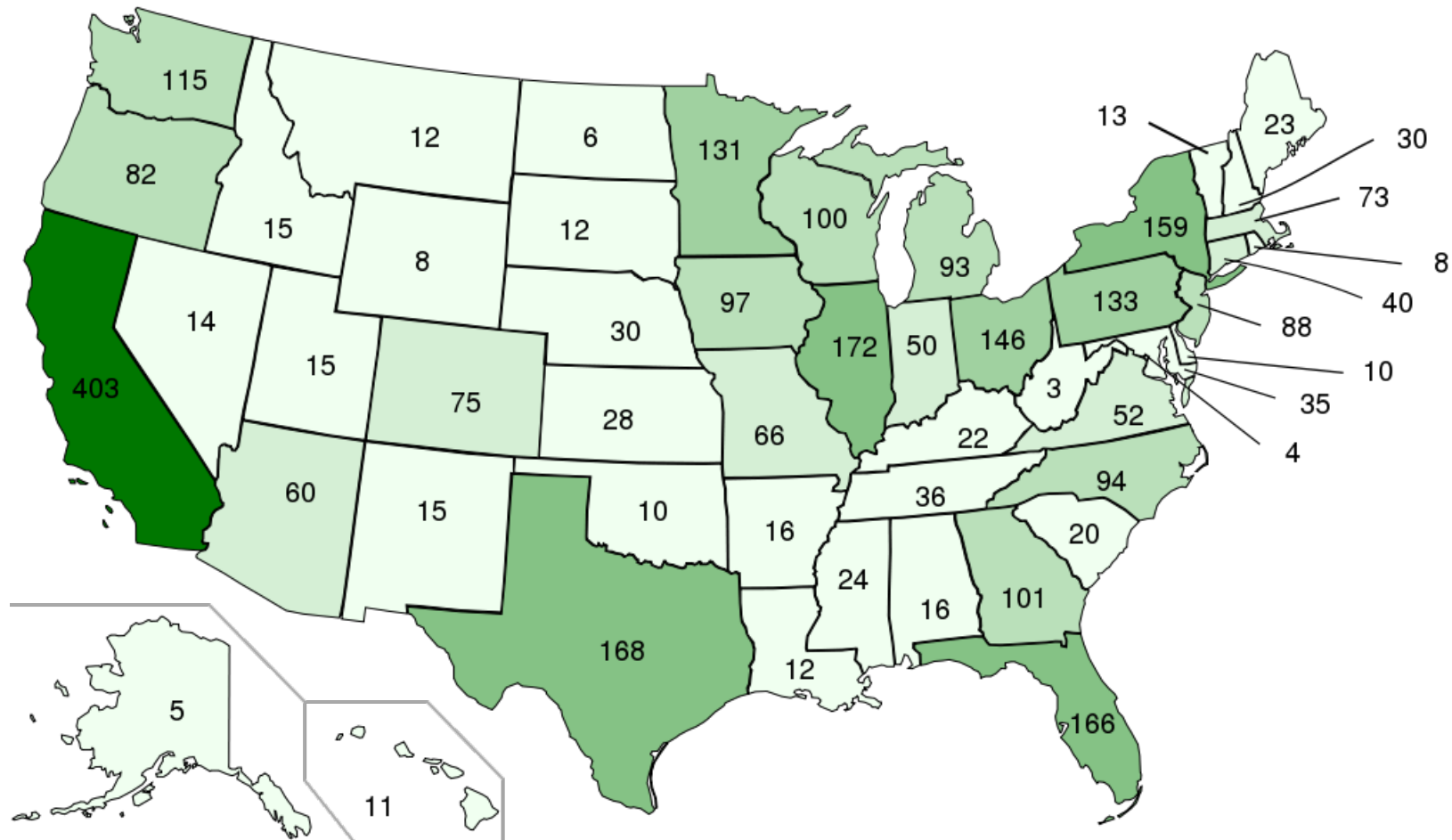
Why USDA Promotes New Biobased Products

- Economic development
 - ✓ Agricultural jobs
 - ✓ Small business growth
- Energy/Environmental Security
- Climate Change Impact Reduction



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Growing Sector But Still Many Opportunities for Businesses



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Legislative and Executive Drivers

- Presidential Memo
- 2002 Farm Bill
- 2008 Farm Bill
- Executive Order 13423
- Executive Order 13514
- 2012 FAR Updates



New White House Memorandum

- *Driving Innovation and **Creating Jobs** in Rural America through Biobased and Sustainable Product Procurement*, February 21, 2012
- “to promote rural economic development, create new jobs, and provide new markets for farm commodities”



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The USDA BioPreferred® Program

- Established by the 2002 Farm Bill
- Identifies and seeks to establish new markets for biobased products
- Two major program elements:
 - Federal Procurement Preference
 - Voluntary Labeling Program



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The Federal Procurement Preference



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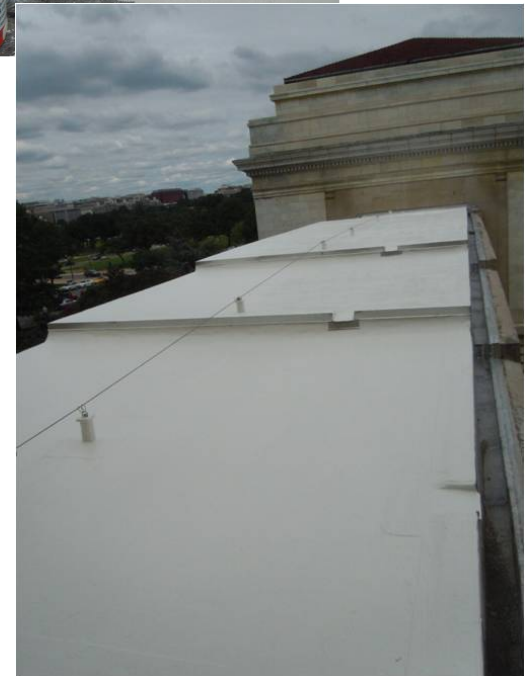
Federal Procurement Preference

- USDA selects and prioritizes categories of biobased products for identification as "preferred" products for Federal purchasing.
- Federal agencies and their contractors must give preference to "BioPreferred" products when making purchases



The Federal Procurement Preference currently includes:

- Currently, 77 product categories
 - Operations and Maintenance
 - Construction
 - Janitorial and Cleaning
 - Vehicle Maintenance
 - Food Service



Operations and Maintenance



Product Category	Minimum Biobased Content
Forming Lubricants	68%
Straight Oils	66%
Multi-Purpose Lubricants	88%
Parts Wash Solution	65%
Turbine Drip Oils	87%
Graffiti and Grease Removers	34%
Corrosion Preventatives	53%



Construction



Product Category	Minimum Biobased Content
Acoustical Composite Panels	37%
Roof Coatings	20%
Carpets	7%
Membrane Concrete Sealer	11%
Structural Wall Panels	94%
Insulation Foam	7%



Fleet



Product Category	Minimum Biobased Content
2 Cycle Engine Oils	34%
Cable and Chain Lubricants	77%
Diesel Fuel Additives	90%
Multipurpose Greases	72%
Sorbents	89%
Dust Suppressants	85%
General Purpose Deicers	93%

Cleaning



Product Category	Minimum Biobased Content
Hand Cleaners & Sanitizers	73%
Glass Cleaners	49%
Floor Cleaners and Protectors	77%
Adhesive and Mastic Removers	58%
Floor Strippers	78%
Multipurpose cleaners	56%



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The USDA Voluntary Labeling
Program



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Why the Label?

- Drive consumer and commercial markets for biobased
- Help consumer understand “biobased product”
- Aid buyer in locating products
- Assures consumers of biobased content percentages

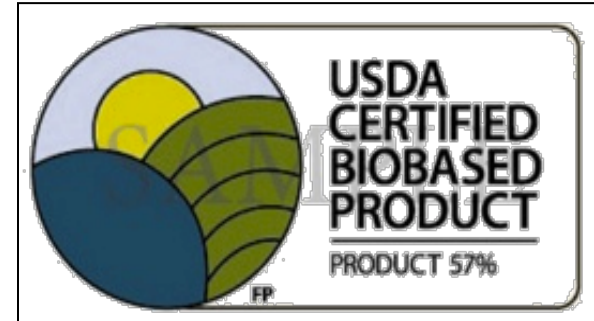


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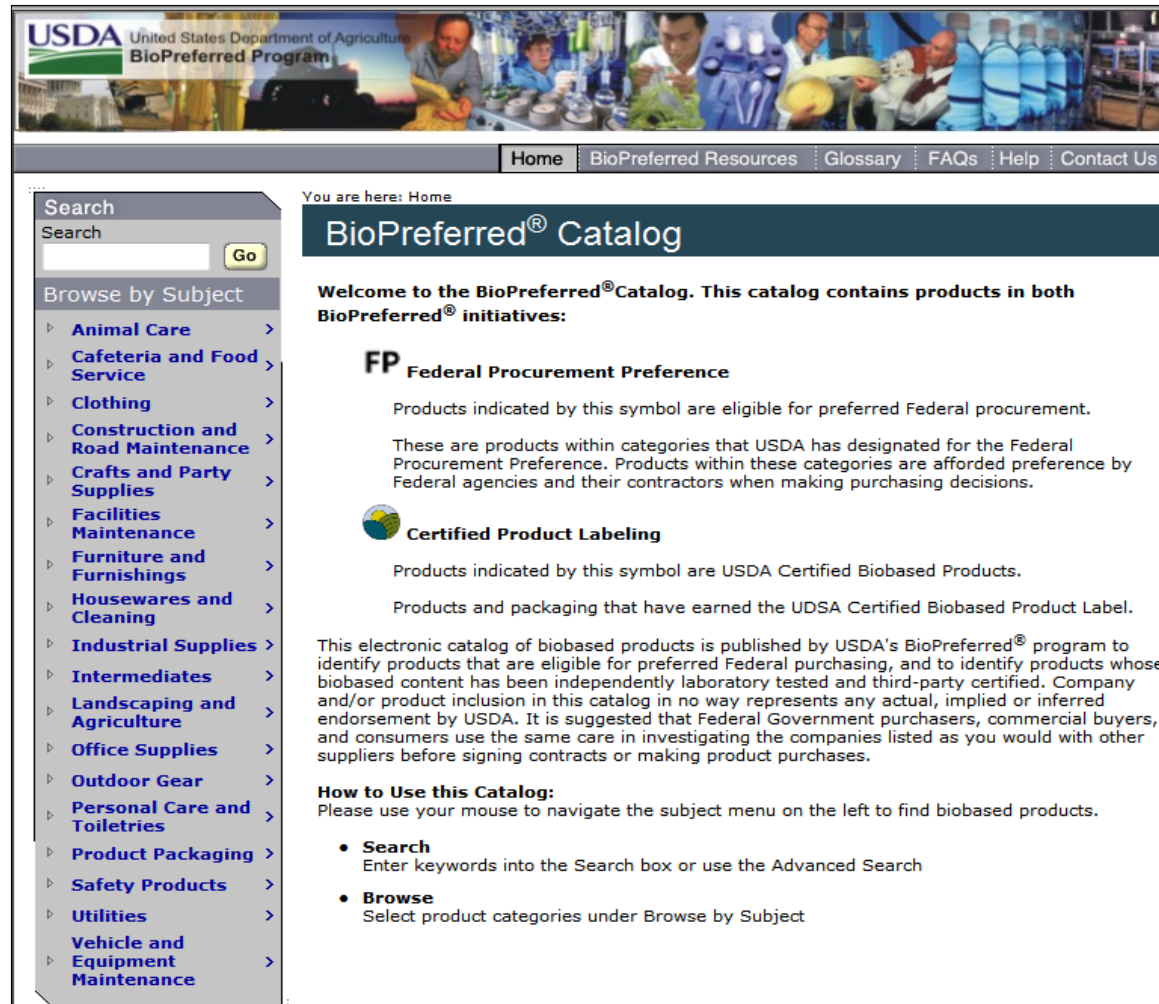
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How Certification and Labeling Program Works

- Independent third party, ASTM International, verifies biobased content through approved laboratories
- “USDA Certified Biobased Product” label affixed to qualifying products.



BioPreferred® Catalog



The screenshot shows the BioPreferred Catalog website. At the top is a banner with the USDA logo and the text "United States Department of Agriculture BioPreferred Program" alongside a photo of people in a laboratory. Below the banner is a navigation bar with links for "Home", "BioPreferred Resources", "Glossary", "FAQs", "Help", and "Contact Us". A breadcrumb trail indicates "You are here: Home". The main heading is "BioPreferred® Catalog". A welcome message states: "Welcome to the BioPreferred® Catalog. This catalog contains products in both BioPreferred® initiatives:". Two initiatives are detailed: "FP Federal Procurement Preference" and "Certified Product Labeling". The FP section explains that products with this symbol are eligible for preferred Federal procurement and lists criteria for Federal Procurement Preference. The Certified Product Labeling section explains that products with this symbol are USDA Certified Biobased Products and lists criteria for the label. A "How to Use this Catalog:" section provides instructions on using the search and browse functions. On the left side, there is a search box with a "Go" button and a "Browse by Subject" menu with 20 categories, each with a right-pointing arrow.

USDA United States Department of Agriculture
BioPreferred Program

Home BioPreferred Resources Glossary FAQs Help Contact Us

You are here: Home

BioPreferred® Catalog

Welcome to the BioPreferred® Catalog. This catalog contains products in both BioPreferred® initiatives:

FP Federal Procurement Preference

Products indicated by this symbol are eligible for preferred Federal procurement.

These are products within categories that USDA has designated for the Federal Procurement Preference. Products within these categories are afforded preference by Federal agencies and their contractors when making purchasing decisions.

Certified Product Labeling

Products indicated by this symbol are USDA Certified Biobased Products.

Products and packaging that have earned the USDA Certified Biobased Product Label.

This electronic catalog of biobased products is published by USDA's BioPreferred® program to identify products that are eligible for preferred Federal purchasing, and to identify products whose biobased content has been independently laboratory tested and third-party certified. Company and/or product inclusion in this catalog in no way represents any actual, implied or inferred endorsement by USDA. It is suggested that Federal Government purchasers, commercial buyers, and consumers use the same care in investigating the companies listed as you would with other suppliers before signing contracts or making product purchases.

How to Use this Catalog:

Please use your mouse to navigate the subject menu on the left to find biobased products.

- **Search**
Enter keywords into the Search box or use the Advanced Search
- **Browse**
Select product categories under Browse by Subject

Search
Search Go

Browse by Subject

- ▶ Animal Care >
- ▶ Cafeteria and Food Service >
- ▶ Clothing >
- ▶ Construction and Road Maintenance >
- ▶ Crafts and Party Supplies >
- ▶ Facilities Maintenance >
- ▶ Furniture and Furnishings >
- ▶ Housewares and Cleaning >
- ▶ Industrial Supplies >
- ▶ Intermediates >
- ▶ Landscaping and Agriculture >
- ▶ Office Supplies >
- ▶ Outdoor Gear >
- ▶ Personal Care and Toiletries >
- ▶ Product Packaging >
- ▶ Safety Products >
- ▶ Utilities >
- ▶ Vehicle and Equipment Maintenance >



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Federal Supply Sites that “Advertise” Biobased Products

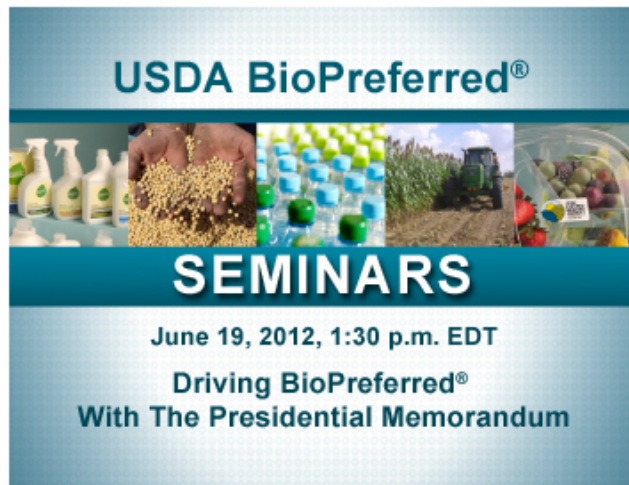


Biobased Products Are Cost Effective From GSA Advantage; March 2012

Category	Biobased Product	Non-Biobased Counterpart (Virgin)
Hand Sanitizer	\$33.10 per gallon	\$38.80 per gallon
General Purpose Laundry Cleaner	\$12.83 per gallon	18.50 per gallon
Ink Remover and Cleaner	\$26.83 per gallon	\$28.40 per gallon
Bathroom and Spa Cleaner	\$16.00 per gallon	\$17.64 per gallon
Multi-Purpose Greases	\$2.95 for 14 oz.	\$3.14 for 14 oz
Metalworking Fluids	\$20.41 per gallon	\$24.25 per gallon
2-Cycle Engine Oils	\$25.62 per gallon	\$33.65 per gallon
Graffiti and Grease Remover	\$53.32 for 4 gallons	\$57.27 for 4 gallons



Additional BioPreferred Training



- Live June 19th, 1:30 p.m. EDT
- By live streaming on your computer
- By satellite downlink into a classroom or conference room

Highlights

- *Doug McKalip, from White House staff*
 - *Cyndi Vallina, Office of Management and Budget*
 - *Linda Mesaros, Expert in Sustainable Purchasing in the Federal Sector*
- [Register](#) now for free seminar on BioPreferred.gov



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