

The USDA BioPreferred Program



Presentation to the Biomass
Technical Advisory Committee

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What is BioPreferredSM?

- USDA brand name for Biobased Markets Program established in 2002 Farm Bill
- Identifies and seeks to establish new markets for biobased products
- Two major program elements
 - Federal Procurement Preference
 - Voluntary labeling program



What are Biobased Products?

- Biobased products are those the Secretary of Agriculture of Agriculture determines to be composed in whole or in large part of renewable agricultural or forestry materials
- Biobased products can include plant, animal, and marine materials.

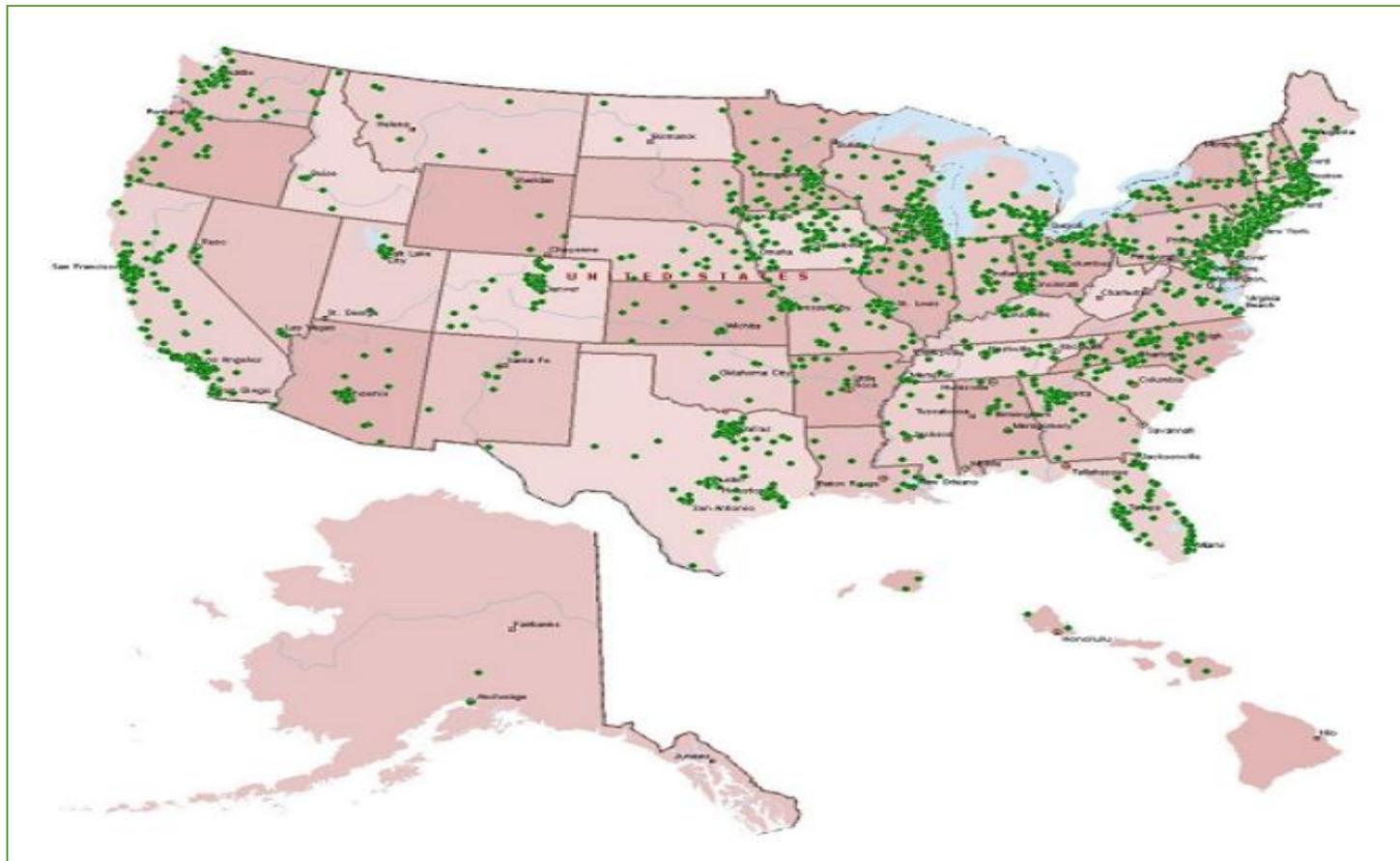


What Promote Biobased Products?

- Economic development
- Energy/Environmental Security
- Climate Change Impact Reduction
- And.... It's the law!



Businesses with Biobased Products



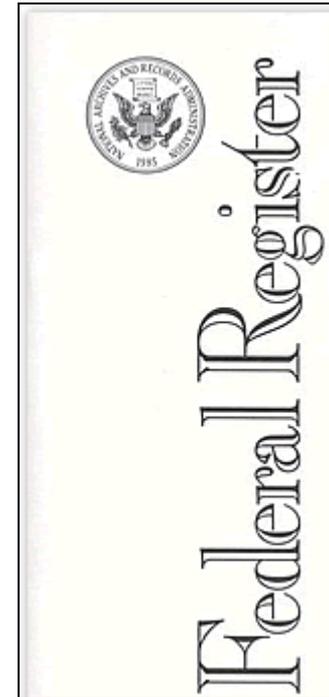
Authorities

- 2002 Farm Bill
- 2008 Farm Bill
- Executive Order 13423
- Executive Order 13514
- Federal Acquisition Regulation as of November 2008



The Federal Procurement Preference

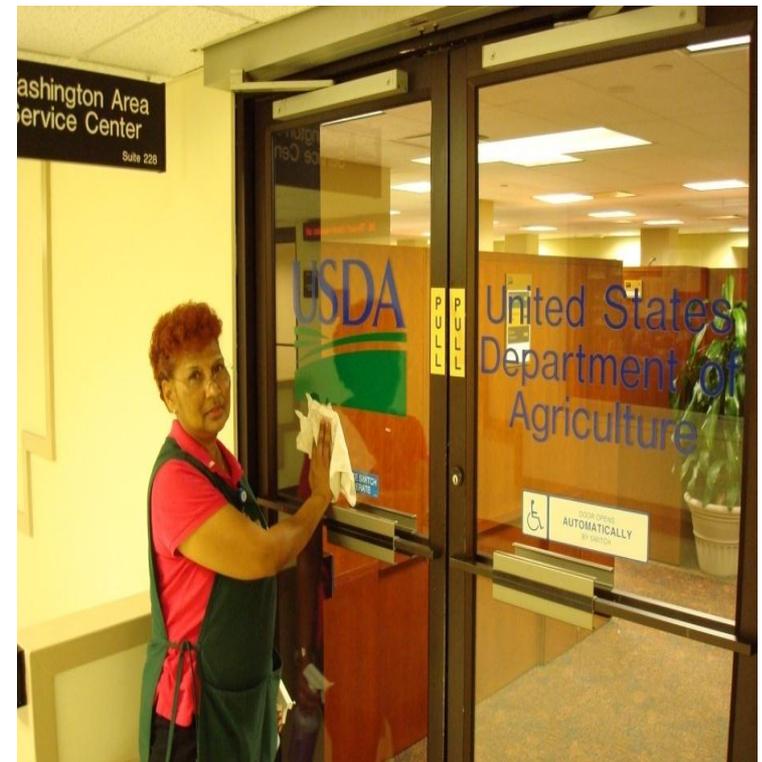
- One year following the designation of biobased product categories in the Federal Register, Federal agencies must give a procurement preference to products in these categories
- To date, there have been 6 “rounds” that have completed this cycle



The Federal Procurement Preference currently includes:

50 product categories representing more than 5000 products across areas such as:

- Operations and Maintenance
- Construction
- Janitorial and Cleaning
- Vehicle Maintenance



Operations and Maintenance



Product Category	Minimum Biobased Content
General purpose carpet and upholstery cleaners	54%
Laundry Pretreatment spot removers	46%
Multipurpose cleaners	56%
Floor strippers	78%
Glass Cleaners	49%
Graffiti and Grease Removers	34%
Multipurpose Cleaners	56%

Construction



Product Category	Minimum Biobased Content
Acoustical Composite Panels	37%
Roof Coatings	20%
Carpets	7%
Penetrating Liquid wood and concrete sealers	79%
Industrial Cleaners	41%
General Purpose Metalworking Fluids	57%
Chain and Cable Lubricants	77%

Fleet



Product Category	Minimum Biobased Content
2 Cycle Engine Oils	34%
Corrosion Preventatives	53%
Diesel Fuel Additives	90%
Multipurpose Greases	72%
Sorbents	89%
Dust Suppressants	85%
General Purpose Deicers	93%

The USDA Certified Biobased Label



- Launched February, 2011
- Manufacturers may now apply for label.
- After certification, may affix “USDA Certified Biobased Product” to qualifying products.
- Independent third party certification partnership with ASTM International

The USDA Certified Biobased Label



- Expand biobased product use
- Increase availability of information to consumers
- Help manufacturer's market biobased products
- Serve as an unbiased indicator of biobased content

The USDA Certified Biobased Label

- For products in designated categories, minimum biobased content for product category
- For products not in designated categories, minimum biobased content is 25%
- Mature market products excluded



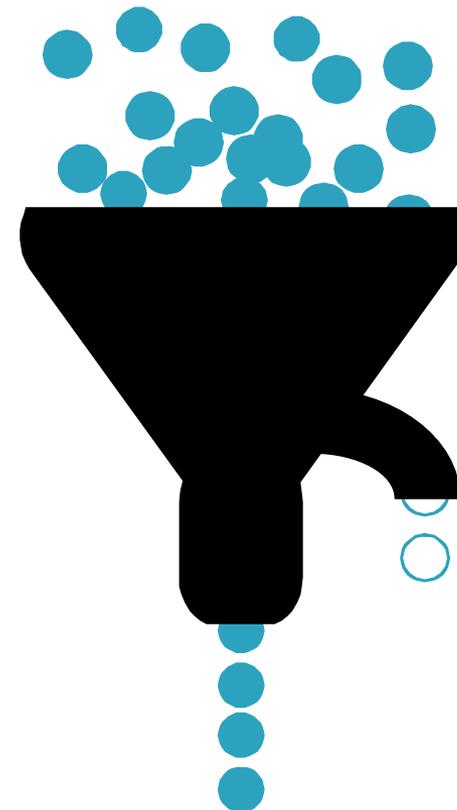
What's on the Label?



- Product or package with product and package biobased content percentage listed
- FP – product is covered in the Federal Procurement Preference

Label Activity Since February, 2011 Launch

Activity	Number
Applications Received	537
Review Pending	176
Testing in Process	237
Certification	118
Failed	6



Moving Forward



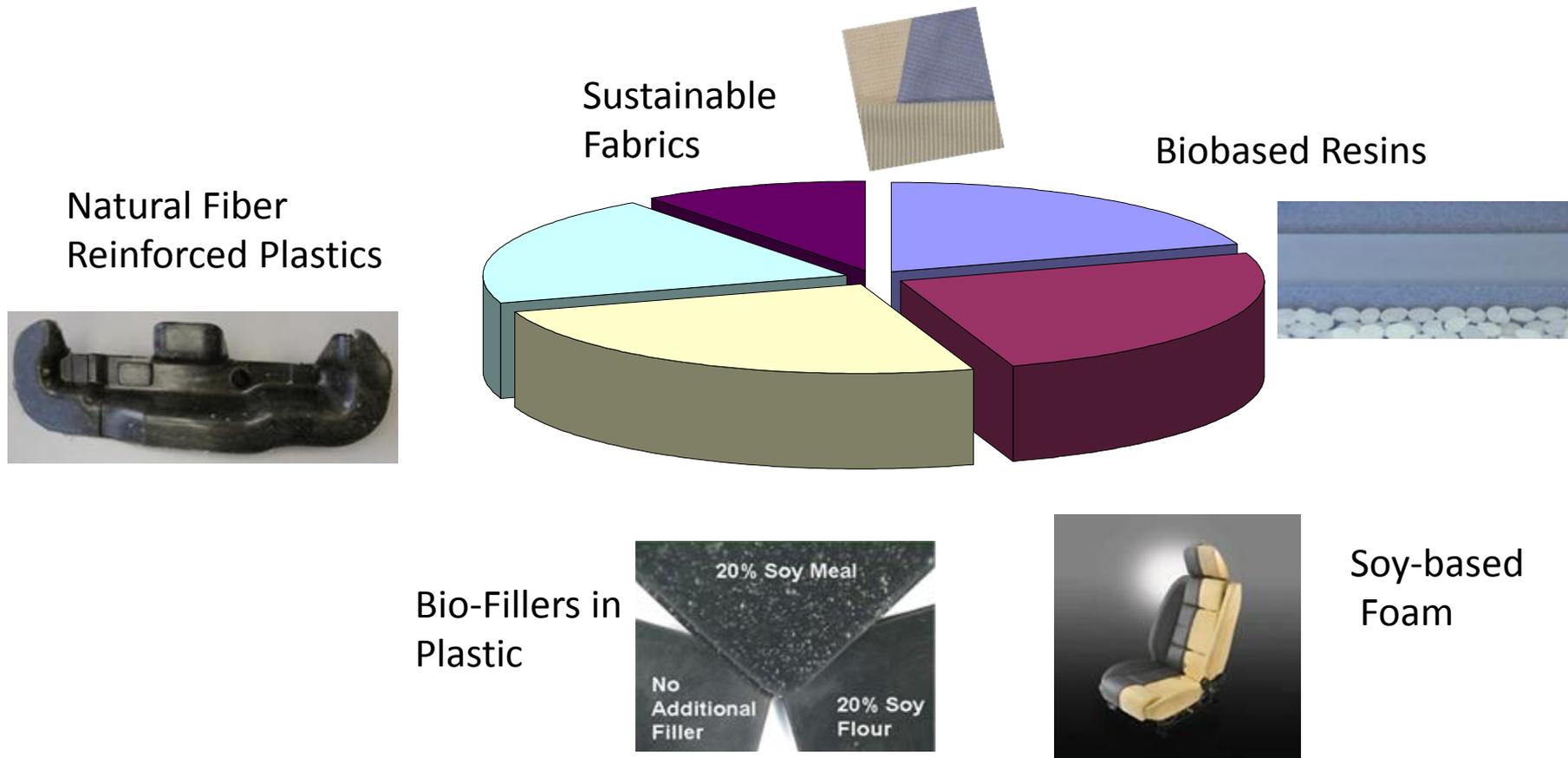
- Maturing of product label
- Revise program guidelines
- Determine definitions for biobased ‘intermediate ingredients’
- And complex assemblies’

Intermediates and Feedstocks



- Designate intermediate ingredients and feedstocks used to provide biobased products

Complex Products - Automobile



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