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What's New with the BioPreferred Program?

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What is BioPreferred?

- USDA brand name for Biobased Markets Program established in Farm Bill
- Identifies and seeks to establish new markets for biobased products
- Two major program elements:
 - **Federal procurement preference** program requires Federal agencies and contractors to purchase qualifying products
 - **Voluntary labeling** program will allow product vendors to use a USDA logo to identify qualifying products

What are biobased products?

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

Why promote biobased products?

- **Climate Change Impact Reduction** — Qualifying biobased products reduce introduction of new fossil carbon into atmosphere
- **Energy/Environmental Security** — Biobased products replace petroleum products, helping to increase U.S. energy and environmental security and independence
- **Economic Development** — Biobased products create “green” jobs

Why Promote Biobased (con't.)?

In addition to the reasons on
the last slide, it's the law!

Speaking of the law...

- Farm Security and Rural Investment Act of 2002 (2002 Farm Bill)
- Food, Conservation and Energy Act of 2008 (2008 Farm Bill)
- Energy Policy Act of 2005 - Sections 205 and 943
- Executive Order 13423 - January 24, 2007
- FAR Updated - November 7, 2008
- Executive Order 13514 – October 9, 2009

Federal Procurement Preference

One year following designation of biobased items in the *Federal Register*, Federal departments and agencies must give a procurement preference to designated items composed of biobased products unless those items:

- Are not reasonably available;
- Do not perform adequately; or
- Are not reasonably priced.

USDA's Role in Federal Procurement Preference Program

- Establish Guidelines (published January 11, 2005)
- Designate BioPreferred items - or generic groupings of biobased products that receive procurement preference
- Establish BioPreferred model procurement program

Item Designation Process

- Information collection
- Testing and evaluation
 - Biobased content measurement
 - Environmental life-cycle assessment
- Determination of minimum biobased content
- Preparation and publishing of proposed rule
- Evaluation of public comments
- Promulgation of final rule

Designated Items

- 42 items have been designated
- Currently, Federal procurement preference in place for 33 items
- Preference for remaining nine items effective this October ... but there's no need to wait!
- More than 4,500 products represented
- Many products used in:
 - Construction
 - Food service
 - Custodial services
 - Operations and maintenance

Designated Items: Construction

Product Category	Min. Content	Product Category	Min. Content
Carpets	7%	Hydraulic Fluids	
Chain and Cable Lubricants	77%	Mobile Equipment	44%
Composite Panels		Stationary Equipment	44%
Acoustical	37%	Industrial Cleaners	41%
Interior	55%	Metalworking Fluids	
Plastic Lumber	23%	General Purpose	57%
Structural Interior	89%	High Performance	40%
Structural Wall	94%	Parts Washing Solution	65%
Concrete and Asphalt Release Fluids	87%	Plastic Insulating Foam	7%
Forming Lubricants	68%	Roof Coatings	20%
Fluid-filled Transformers		Water Tank Coatings	59%
Synthetic Ester-based	66%	Wood and Concrete Sealers	
Vegetable Oil-based	95%	Membrane Concrete Sealers	11%
		Penetrating Liquids	79%

Why are those minimum biobased percentages all over the place?

Performance!

Designated Items: Food Service

Product Category	Min. Content
Disposable Containers	72%
Disposal Cutlery	48%
Food Cleaners	53%

Designated Items: Custodial Services

Product Category	Min. Content	Product Category	Min. Content
Adhesive and Mastic Removers	58%	Floor Strippers	78%
Bathroom and Spa Cleaners	74%	General Purpose Household Cleaners	39%
Carpet and Upholstery Cleaners		Glass Cleaners	49%
General Purpose	54%	Graffiti and Grease Removers	34%
Spot Remover	7%	Laundry Products	
Films		General Purpose	34%
Non-durable	85%	Pretreatment/Spot Removers	46%
Semi-durable	45%	Multipurpose Cleaners	56%

Designated Items: Operations and Maintenance

Product Category	Min. Content	Product Category	Min. Content
2-Cycle Engine Oils	34%	Greases	
Corrosion Preventatives	53%	Food Grade	42%
Diesel Fuel Additives	90%	Multipurpose	72%
Dust Suppressants	85%	Other	75%
Fertilizers	71%	Rail Truck	30%
Gear Lubricants	58%	Track	77%
General Purpose Deicers	93%	Penetrating Lubricants	68%
		Sorbents	89%

Designated Items: Miscellaneous

Product Category	Min. Content
Bedding, Bed Linens, and Towels	12%
Firearm Lubricants	49%
Hand Cleaners	64%
Hand Sanitizers	73%
Lip Care Products	82%

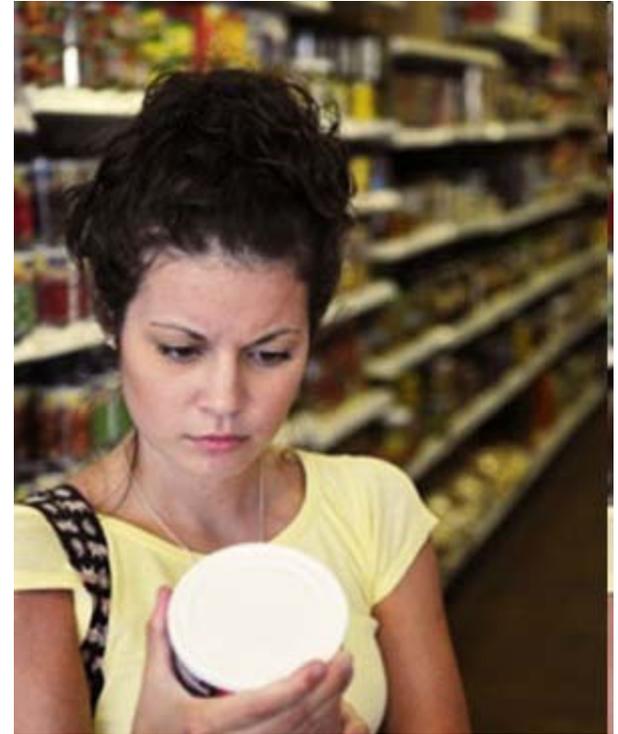
Labeling Program

- Voluntary labeling program allows use of BioPreferred logo to identify qualifying biobased products
- Label will apply to product and/or packaging
- Proposed rule published July 2009
- Review and comment period and market research completed
- Final rule under preparation



Purpose of Label

- Expand product use
- Increase availability of information to consumer
- Help manufacturers market biobased products
- Unbiased source and indicator of biobased content



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