



**GovEnergy**

[www.govenergy.gov](http://www.govenergy.gov)

The Premier Energy Training Workshop  
and Trade Show for Federal Agencies

**A River of Energy Solutions**

**Green Procurement Matters:  
Federal Purchasing and USDA's BioPreferred®  
Program**

Wednesday 8/10/2011 -- Session 9

# Today's Presentation

- BioPreferred program overview
- A closer look at biobased cleaning products
- Your next steps

# Biobased Products



*Products composed wholly or significantly of biological ingredients – renewable plant, animal, marine or forestry materials.*



# BioPreferred<sup>®</sup> Goals

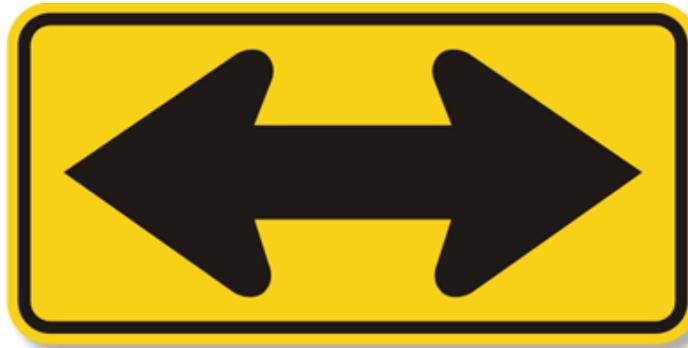
- Spur development of biobased industry
- Enhance nation's energy security
- Reduce nation's environmental impact



# The two sides of

**BioPreferred**<sup>®</sup>

Government  
procurement  
program



USDA Certified  
Biobased  
Product label

# Federal Procurement Program

- Legislation, regulation, and policy



# Federal Procurement Program



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

# Federal Procurement Program

- 64 product categories
  - Operations and Maintenance
  - Construction
  - Janitorial and Cleaning
  - Vehicle Maintenance
  - Food Service
- Additional categories coming



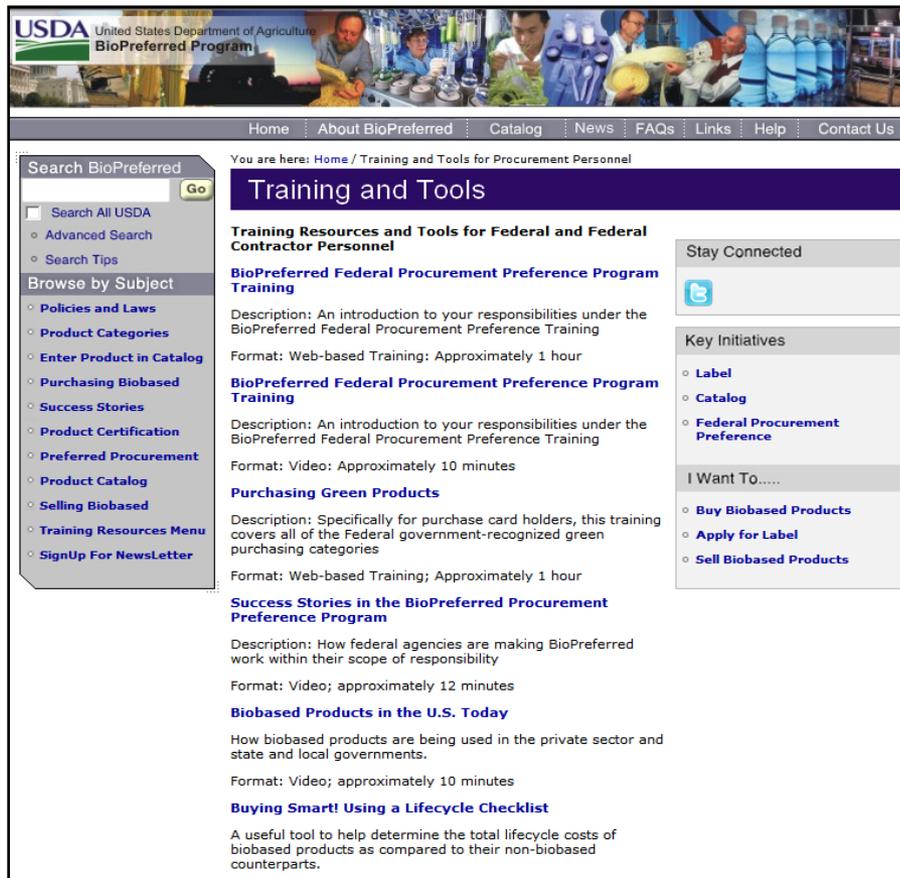
# Federal Procurement Program

## Janitorial/Cleaning products



Product Category	Minimum Biobased Content
Bathroom/spa cleaners	74%
Floor cleaners and protectors	77%
General Purpose Household	39%
Industrial Cleaners	41%
Glass Cleaners	49%
Graffiti and Grease Removers	34%
Multipurpose Cleaners	56%

# Federal Procurement Program



The screenshot displays the USDA BioPreferred Program website. The header includes the USDA logo and navigation links: Home, About BioPreferred, Catalog, News, FAQs, Links, Help, and Contact Us. The main content area is titled "Training and Tools" and lists several resources:

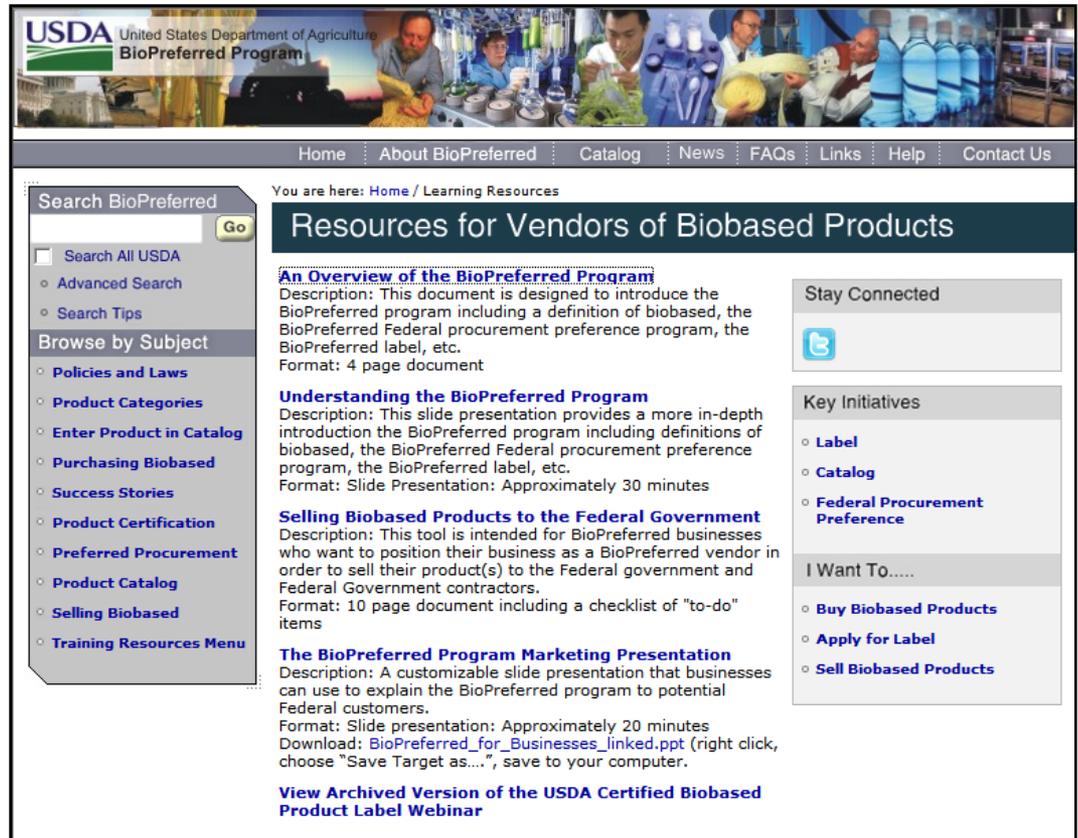
- Training Resources and Tools for Federal and Federal Contractor Personnel**
  - BioPreferred Federal Procurement Preference Program Training**
    - Description: An introduction to your responsibilities under the BioPreferred Federal Procurement Preference Training
    - Format: Web-based Training; Approximately 1 hour
  - BioPreferred Federal Procurement Preference Program Training**
    - Description: An introduction to your responsibilities under the BioPreferred Federal Procurement Preference Training
    - Format: Video; Approximately 10 minutes
  - Purchasing Green Products**
    - Description: Specifically for purchase card holders, this training covers all of the Federal government-recognized green purchasing categories
    - Format: Web-based Training; Approximately 1 hour
  - Success Stories in the BioPreferred Procurement Preference Program**
    - Description: How federal agencies are making BioPreferred work within their scope of responsibility
    - Format: Video; approximately 12 minutes
  - Biobased Products in the U.S. Today**
    - Description: How biobased products are being used in the private sector and state and local governments.
    - Format: Video; approximately 10 minutes
  - Buying Smart! Using a Lifecycle Checklist**
    - Description: A useful tool to help determine the total lifecycle costs of biobased products as compared to their non-biobased counterparts.

On the right side of the page, there are sections for "Stay Connected" (with a Twitter icon), "Key Initiatives" (listing Label, Catalog, and Federal Procurement Preference), and "I Want To...." (listing Buy Biobased Products, Apply for Label, and Sell Biobased Products).

- Training and tools
- Contract templates

# Federal Procurement Program

- Business guide
- Training modules
- Marketing tools
- Catalog listing
- Certification/label



The screenshot displays the USDA BioPreferred Program website. At the top, there is a header with the USDA logo and the text "United States Department of Agriculture BioPreferred Program". Below the header is a navigation bar with links for Home, About BioPreferred, Catalog, News, FAQs, Links, Help, and Contact Us. The main content area is titled "Resources for Vendors of Biobased Products" and features a search bar on the left with a "Go" button. The search bar is set to "Search BioPreferred" and includes options for "Search All USDA", "Advanced Search", and "Search Tips". Below the search bar is a "Browse by Subject" menu with the following items: Policies and Laws, Product Categories, Enter Product in Catalog, Purchasing Biobased, Success Stories, Product Certification, Preferred Procurement, Product Catalog, Selling Biobased, and Training Resources Menu. The main content area lists several resources with descriptions and formats:

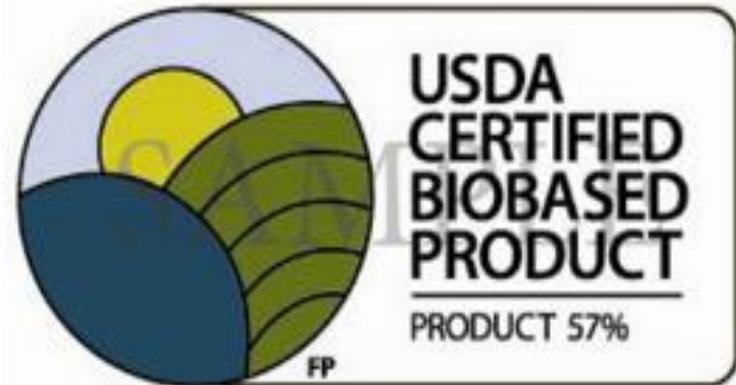
- An Overview of the BioPreferred Program**  
Description: This document is designed to introduce the BioPreferred program including a definition of biobased, the BioPreferred Federal procurement preference program, the BioPreferred label, etc.  
Format: 4 page document
- Understanding the BioPreferred Program**  
Description: This slide presentation provides a more in-depth introduction the BioPreferred program including definitions of biobased, the BioPreferred Federal procurement preference program, the BioPreferred label, etc.  
Format: Slide Presentation: Approximately 30 minutes
- Selling Biobased Products to the Federal Government**  
Description: This tool is intended for BioPreferred businesses who want to position their business as a BioPreferred vendor in order to sell their product(s) to the Federal government and Federal Government contractors.  
Format: 10 page document including a checklist of "to-do" items
- The BioPreferred Program Marketing Presentation**  
Description: A customizable slide presentation that businesses can use to explain the BioPreferred program to potential Federal customers.  
Format: Slide presentation: Approximately 20 minutes  
Download: [BioPreferred\\_for\\_Businesses\\_linked.ppt](#) (right click, choose "Save Target as....", save to your computer.)

At the bottom of the main content area, there is a link to **View Archived Version of the USDA Certified Biobased Product Label Webinar**. On the right side of the page, there is a "Stay Connected" section with a Twitter icon, a "Key Initiatives" section with links for Label, Catalog, and Federal Procurement Preference, and an "I Want To....." section with links for Buy Biobased Products, Apply for Label, and Sell Biobased Products.

<http://www.biopreferred.gov/ResourcesforVendors.aspx>

# USDA Certified Biobased Product Label

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



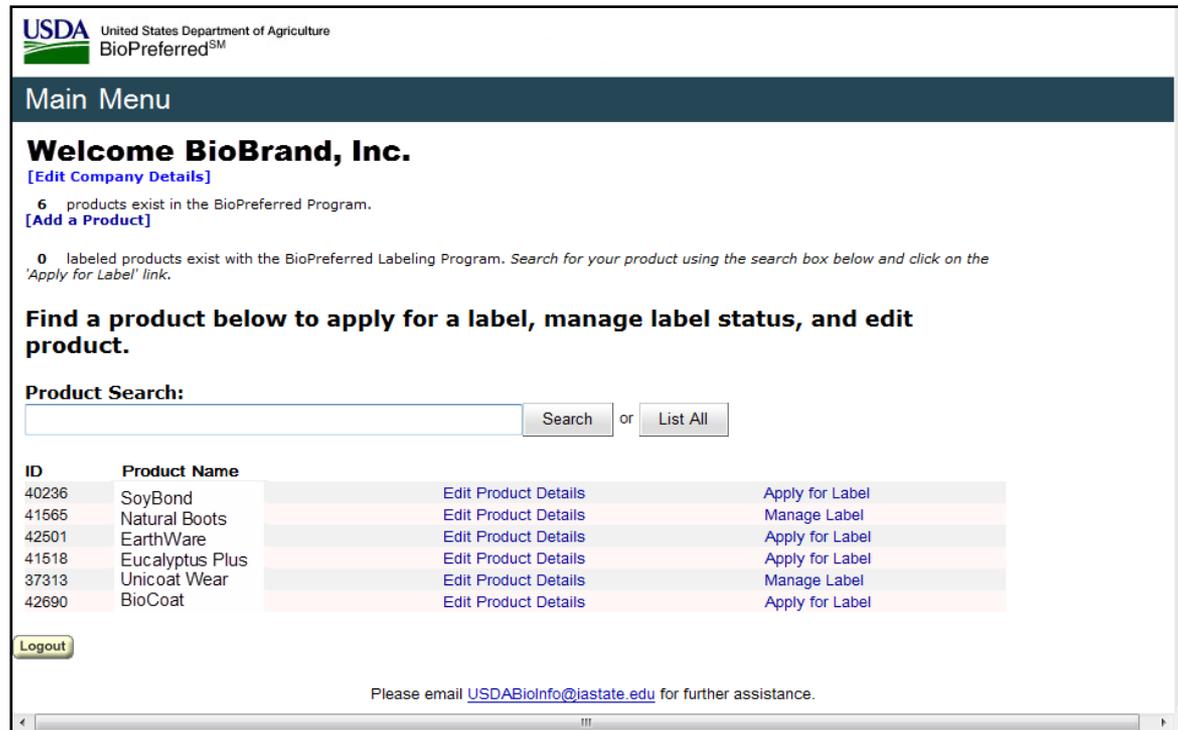
# USDA Certified Biobased Product Label



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

# USDA Certified Biobased Product Label

## Webinar on certification process and steps



The screenshot shows the USDA BioPreferred web portal for BioBrand, Inc. The page includes a main menu, a welcome message, and a list of products with their IDs and names. The products listed are SoyBond, Natural Boots, EarthWare, Eucalyptus Plus, Unicoat Wear, and BioCoat. Each product has links for 'Edit Product Details' and 'Apply for Label' or 'Manage Label'. There is also a 'Logout' button and a footer with contact information.

**USDA** United States Department of Agriculture  
BioPreferred<sup>SM</sup>

### Main Menu

**Welcome BioBrand, Inc.**  
[\[Edit Company Details\]](#)

6 products exist in the BioPreferred Program.  
[\[Add a Product\]](#)

0 labeled products exist with the BioPreferred Labeling Program. Search for your product using the search box below and click on the 'Apply for Label' link.

**Find a product below to apply for a label, manage label status, and edit product.**

**Product Search:**

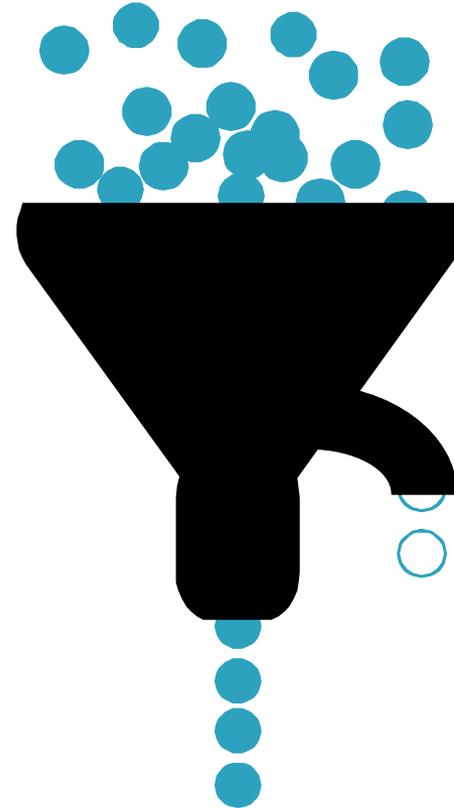
or

ID	Product Name		
40236	SoyBond	<a href="#">Edit Product Details</a>	<a href="#">Apply for Label</a>
41565	Natural Boots	<a href="#">Edit Product Details</a>	<a href="#">Manage Label</a>
42501	EarthWare	<a href="#">Edit Product Details</a>	<a href="#">Apply for Label</a>
41518	Eucalyptus Plus	<a href="#">Edit Product Details</a>	<a href="#">Apply for Label</a>
37313	Unicoat Wear	<a href="#">Edit Product Details</a>	<a href="#">Manage Label</a>
42690	BioCoat	<a href="#">Edit Product Details</a>	<a href="#">Apply for Label</a>

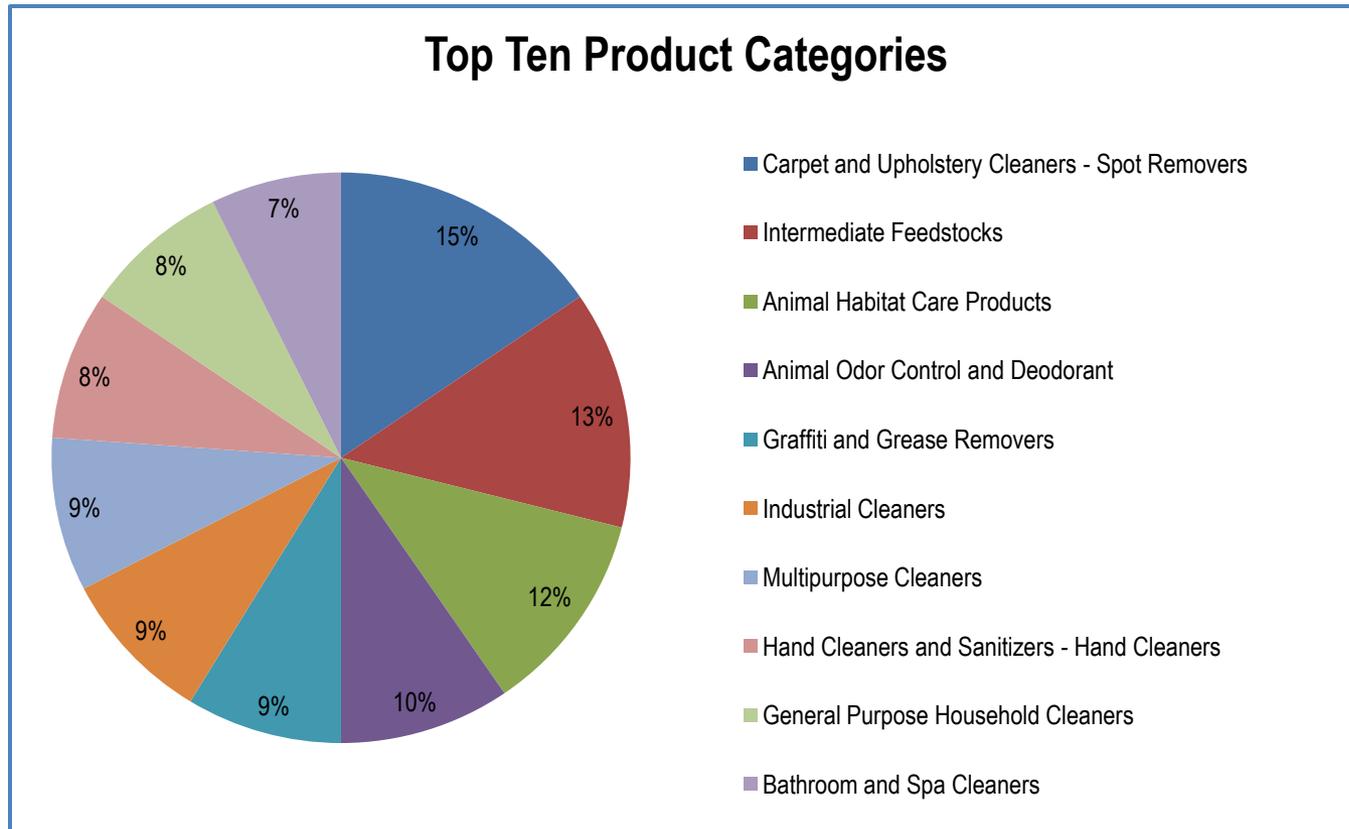
Please email [USDABioInfo@iastate.edu](mailto:USDABioInfo@iastate.edu) for further assistance.

# USDA Certified Biobased Product Label

Activity	Number
Applications Received	893
Review/Testing in Process	348
Certification	517
Failed (○)	28



# USDA Certified Biobased Product Label



# Your Next Steps

- Investigate your local PTAC  
(<http://www.aptac-us.org/new>)
- Register your company and biobased products with the BioPreferred program  
(<http://www.biopREFERRED.gov/ProductSubmissionNew.aspx>)
- Learn about the procurement tools and training USDA offers



**GovEnergy**

[www.govenergy.gov](http://www.govenergy.gov)

The Premier Energy Training Workshop  
and Trade Show for Federal Agencies

**A River of Energy Solutions**

**Thank You!**