



BioPreferred – Creating New Markets for Biobased Products

2009 NASA RAP/P2 Workshop Agenda

May 20, 2009

Kennedy Space Center

Kennedy Learning Institute

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U.S. Department of Agriculture

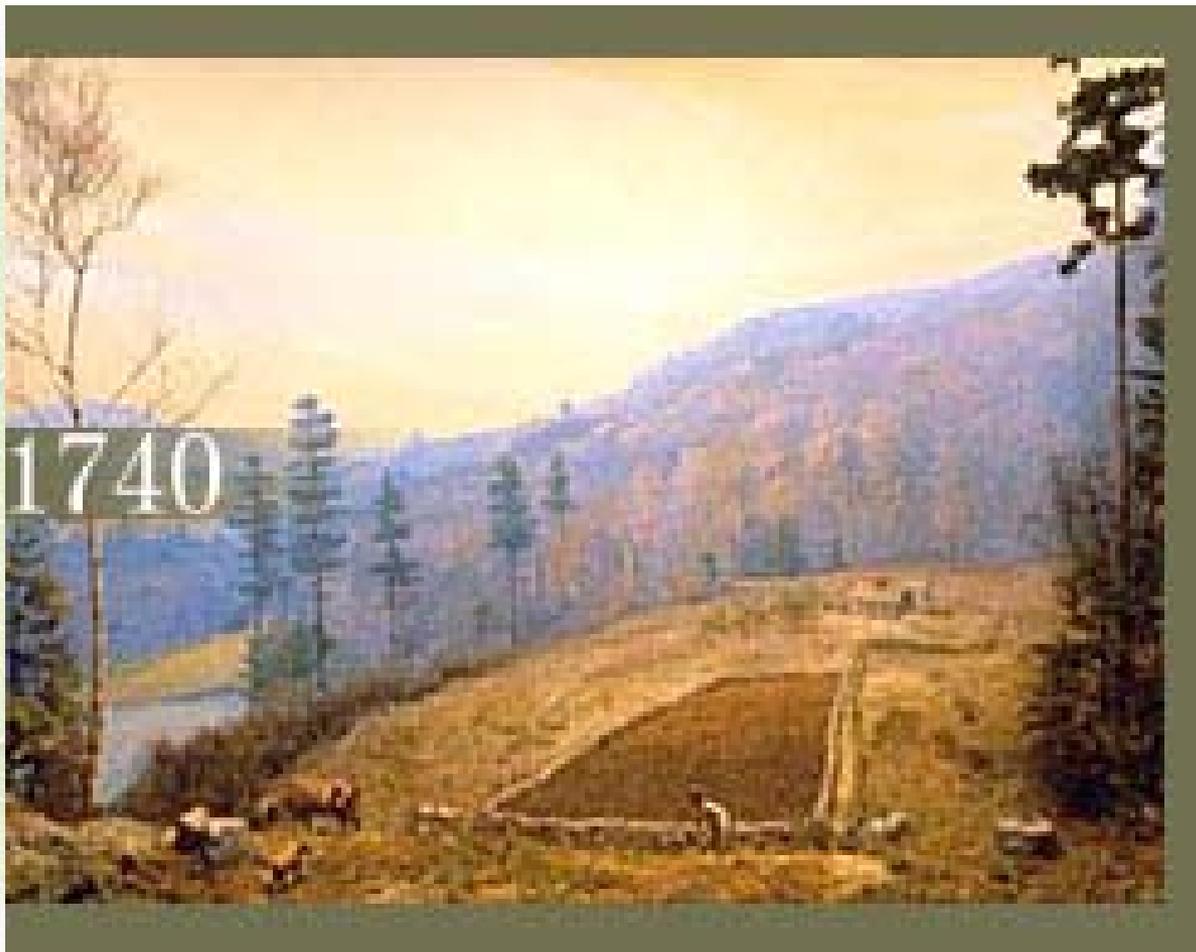


Discussion Topics

- Short History of Biobased Products
- BioPreferred Overview
- Products Designated for Federal Purchase
- USDA's Program Implementation Strategy
 - How we Help Buyers and Sellers
- Federal BioPreferred Product Use/Examples
- The Future

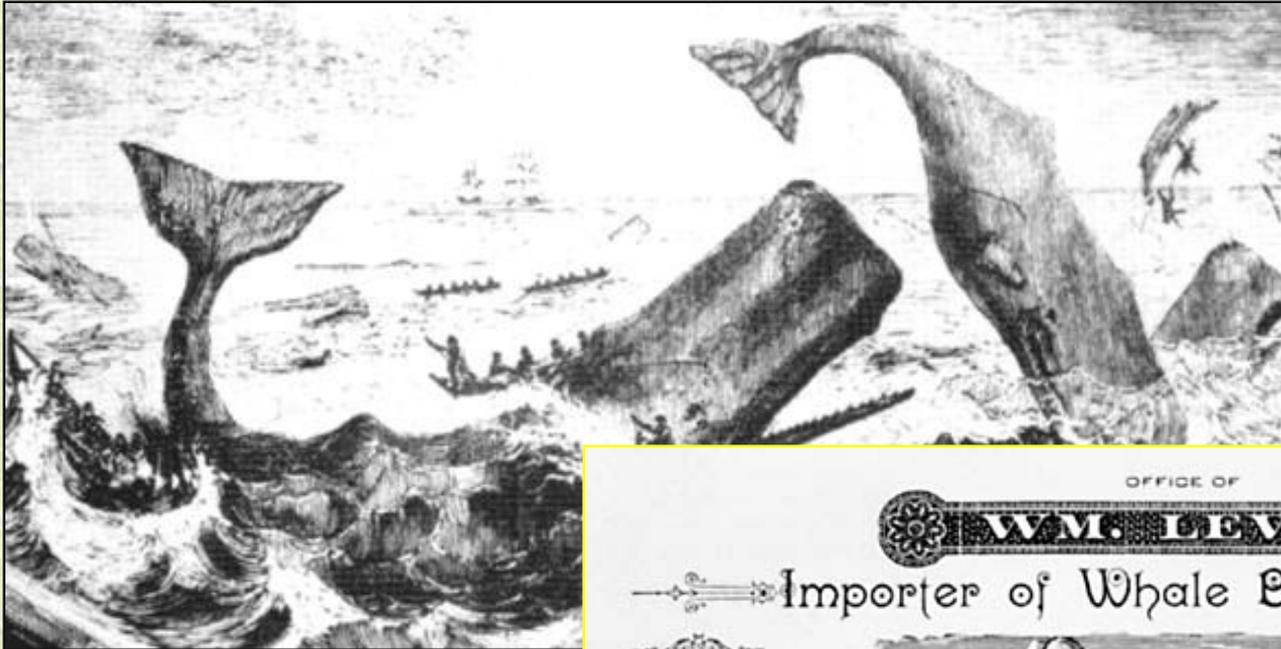


Biobased Products in Early Days



Agrarian Economy

Biobased Products in Early Days



OFFICE OF
WM. LEWIS
Importer of Whale Bone and Oil,
Shipping and Commission Merchant.
13 Hamilton Street.
P. O. Box 66.

A black and white illustration of a whale breaching the water. The whale is shown from the side, with its head and back above the water, and its tail fluke visible. The water is splashing around the whale.

Agrarian Economy – Raw Materials

Biobased Products in Early Days



Discovery of oil kick-starts competition

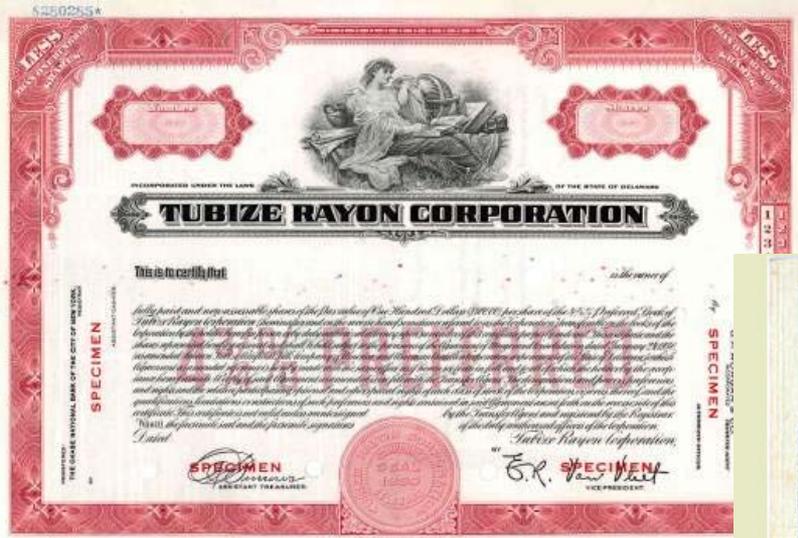


Biobased Products in Early Days



Billiard Balls and Movie Cells

Biobased Products in Early Days



Credit: Courtesy of Barbara J. Mogush

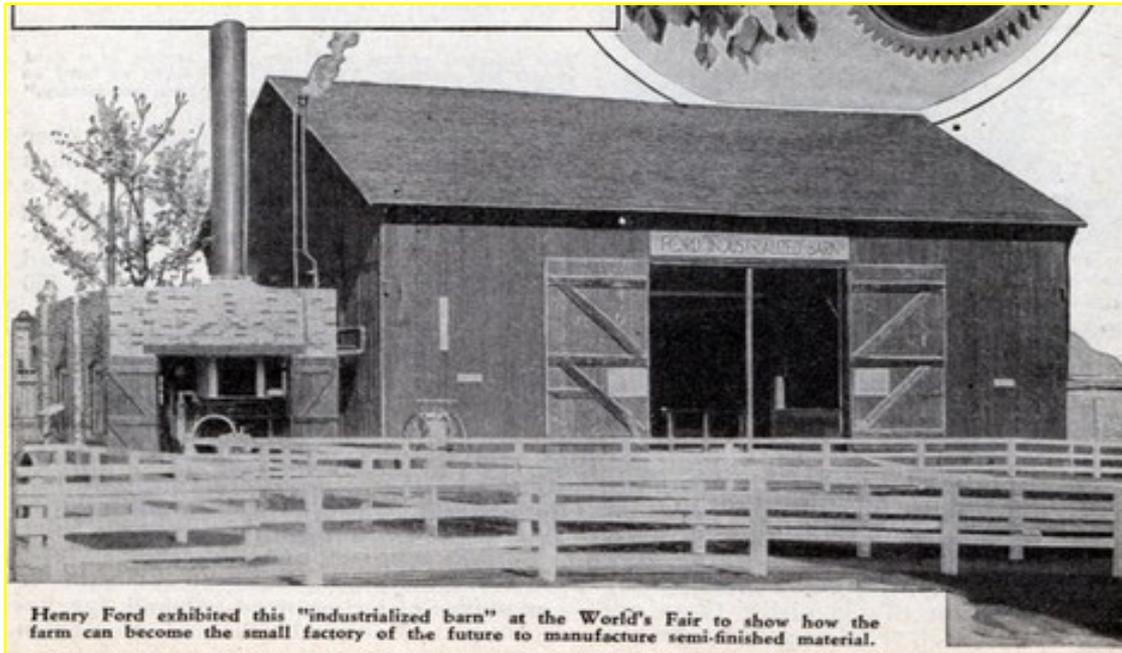
Rayon = artificial silk

The Century of Transition



Carbohydrates vs. Petroleum

The Century of Transition



Carbohydrates vs. Petroleum



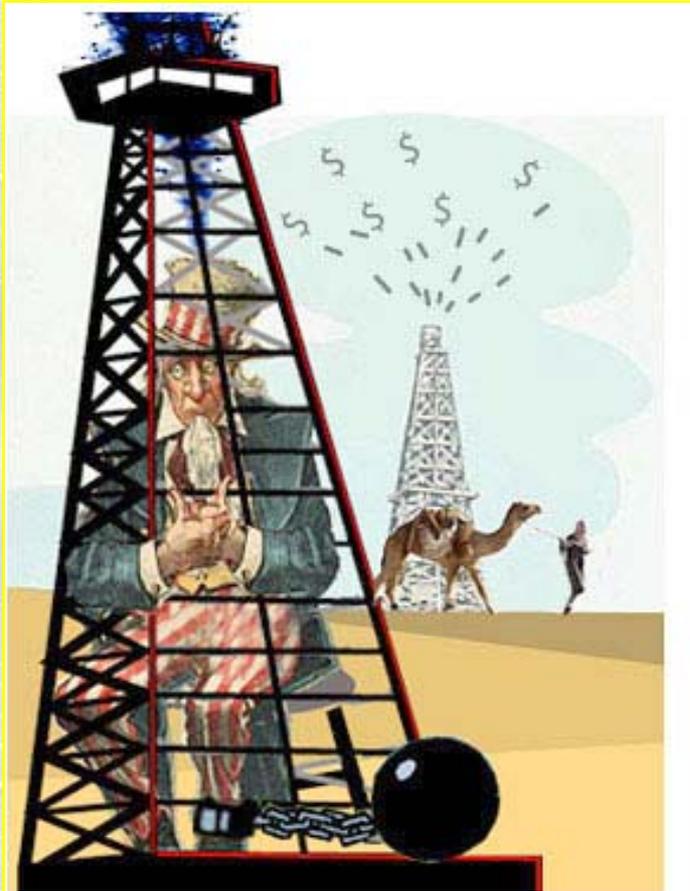
The Battle Lost



Carbohydrates vs. Petroleum



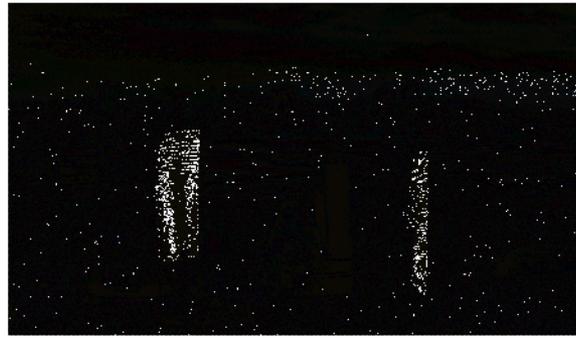
The Re-emergence of Biobased



Food vs. Fuel Controversy



Increasing fuel demand



High costs for fertilizer, harvesting energy, transport to market



Increasing population diet demand



Drought (world)



Export restrictions

What is BioPreferred?



- USDA brand name for Biobased Markets Program established in Farm Bill 2002/2008
- Identifies and seeks to establish new markets for biobased products
- Two program parts
 - Federal procurement preference program
 - Voluntary labeling program

Program Statutory Requirements

- 2008 Farm Bill
- Federal Acquisition Regulations (FAR)
 - Updated for BioPreferred Nov 2008
- Executive Order (EO) 13423
 - Signed Jan 2007
 - Recognized by Current Administration





Why Purchase BioPreferred Products?

- Increase our energy security and independence
- Spur economic development
- Improve our environment
- Meet legislative mandates and regulatory requirements



BioPreferred Product Benefits



Biobased drain cleaner used in USDA cafeteria kitchen



USDA's BioPreferred Strategy

- Establish Department as leader in biobased purchases
- Provide support and guidance to other Federal stakeholders and to biobased manufacturers





USDA's Role in BioPreferred Procurement Preference

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

BioPreferred Regulatory Rounds

Round #	Total Items (Categories)	Categories
1	6	Bedding, Bed Linens & Towels, Diesel Fuel Additives Hydraulic Fluids – Mobile Equipment Penetrating Lubricants Roof Coatings Water Tank Coatings
2	9	Adhesive & Mastic Removers Composite Panels (5 types) Disposal Containers Fertilizers Transformer Fluid (2 types) Graffiti & Grease Removers Hand Cleaners & Sanitizers Plastic Insulating Foam (Construction) Sorbents



BioPreferred Regulatory Rounds

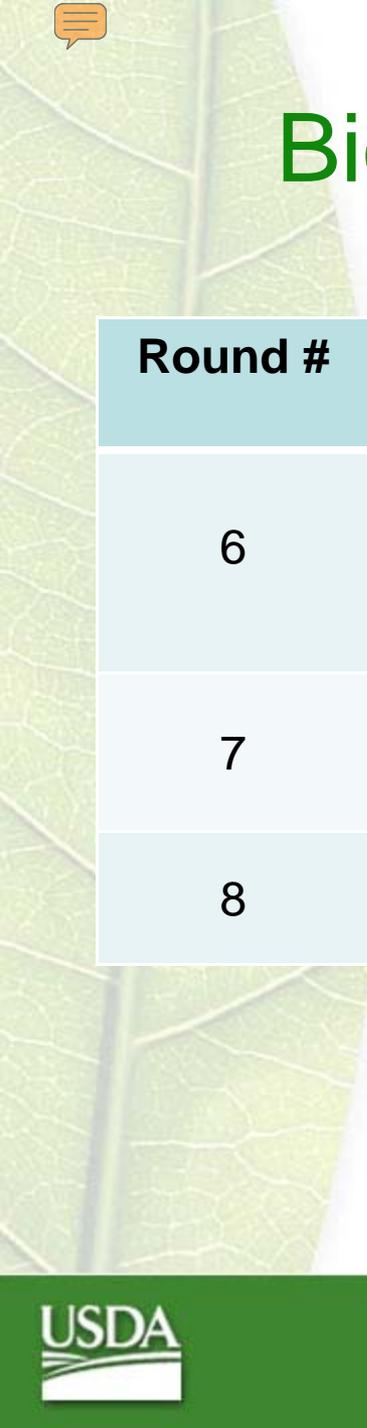
Round #	Total Items (Categories)	Categories
3	10	2-Cycle Engine Oils Carpet/Upholstery Cleaners Carpet Disposable Cutlery Dust Suppressant Films (2 types) Glass Cleaners Greases (5 types) Hydraulic Fluids – Stationary Equipment Lip Care Products

Rounds increase the number and type of BioPreferred-designated products

BioPreferred Regulatory Rounds

Round #	Total Items (Categories)	Categories
4	8	Bathroom/Spa Cleaners Concrete/Asphalt Release Fluids De-Icers – General Purpose Firearm Lubricants Floor Strippers Laundry Products (2 types) Metalworking Fluids (3 types) Wood/Concrete Sealers (2 types)
5	9	Chain & Cable Lubricants Corrosion Preventatives Food Cleaners Forming Lubricants Gear Lubricants Household Cleaners – General Purpose Industrial Cleaners Multipurpose Cleaners Parts Wash Solutions

Rounds 2 - 4 Preferred Procurement Effective June 2009



BioPreferred Regulatory Rounds

Round #	Total Items (Categories)	Examples	Status
6	9	Disposable Tableware, Metal Cleaners, Paint Removers	Planned
7	8	Shipping Containers, Floor Cleaners	Planned
8	10	Interior Paints & Coatings, Packaging Materials	Planned



Designated Items

- 33 items have been designated
- More than 3,700 products represented
- Many products that can be used in:
 - Construction
 - Cafeteria/Food Service
 - Facility Operations and Maintenance
 - Janitorial Services
 - Vehicle Maintenance



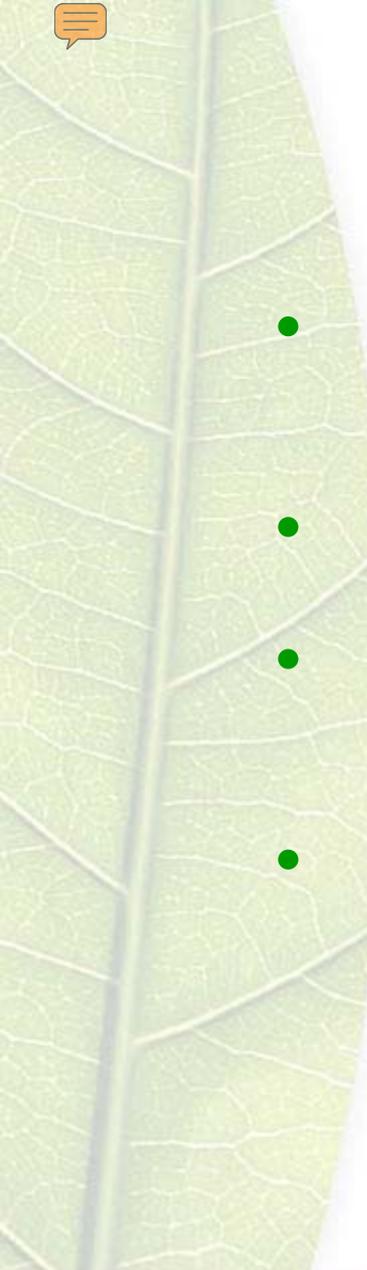


Key Federal Designated Items

Construction/ Facility Operations	Carpets Composite Panels Hydraulic Fluids Sorbents
Food Service	Cutlery/Containers
Janitorial	Carpet Cleaners Glass Cleaners Graffiti/Grease Removers Multi-purpose Cleaners
Vehicle Maintenance	Greases Lubricants

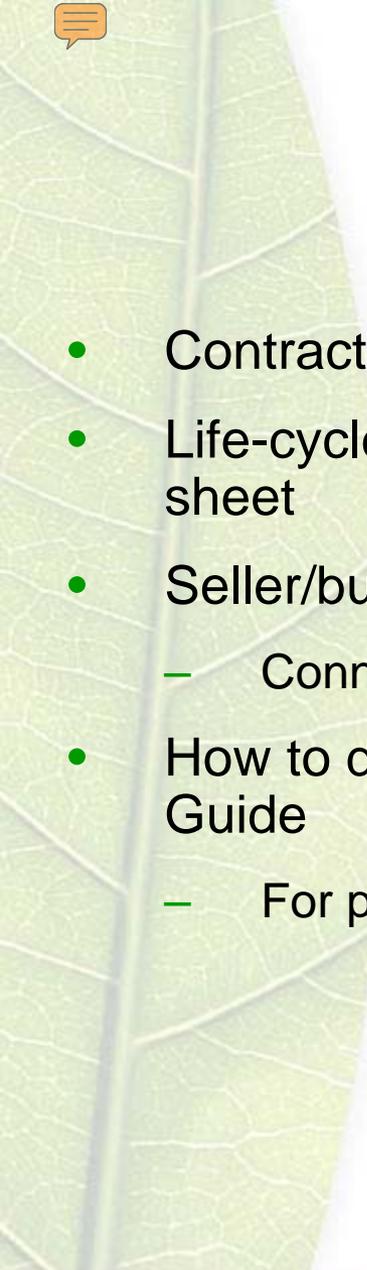
BioPreferred Labeling





BioPreferred Labeling

- Labeling rule public meeting conducted in July 2008
- Proposed rule under review at OMB
- USDA plans to issue proposed rule by summer 2009
- BioPreferred labeled products will appear in marketplace following final rule adoption (later 2010)



BioPreferred Program Tools

- Contract templates
- Life-cycle performance information sheet
- Seller/buyer “matchmaking”
 - Connecting feds with suppliers
- How to do BioPreferred Business Guide
 - For product manufacturers/vendors
- Online/classroom training
- Outreach/training materials
- Fact sheets/brochures
- www.biopreferred.gov
 - Online catalog of BioPreferred items
 - Website and catalog soon to be updated



BioPreferred Reporting Support

- Acquisition Planning
 - Checklist for contracts over a certain dollar level requiring BioPreferred checkoff
- Procurement Forecast
 - Add biobased/green icon to annual procurement forecast -- contract type, point of contact, estimated dollar value, award date, location, etc...
- Contractor Writing Systems (IAS)
 - Add BioPreferred data elements
 - Provide data on task orders, contracts, purchase orders -- dollars, quantity, actual biobased products used, type of contract, etc...



BioPreferred Reporting Support

- Federal Procurement Data System (FPDS)
 - BioPreferred and other green procurement areas added as a data element effective as of Oct 2010
- FedBizOpps
 - Standard FedBizOpps synopsis for contracts that contain biobased language
 - Quantify number of contracts that contain BioPreferred; quantify number of contracts that do not contain BioPreferred but should, and conduct follow up with actual contracting officer on presolicitations
 - Follow progress of presolicitation to actual solicitation to ascertain whether solicitation was changed

USDA Walking the Walk

- Green Purchasing Plan
 - (GPAPP)
- USDA Advantage
- Awards Program
- USDA bioproduct use
 - Green Bottle water in USDA cafeterias
 - BioGreen® fertilizer applied to Whitten lawn
 - Biobased roof coating on USDA facility in WV





Federal BioPreferred Product Use

- Hydraulic Fluids – (Army) Fort Leonard Wood, MO
 - Construction equipment demonstration project



Federal BioPreferred Product Use

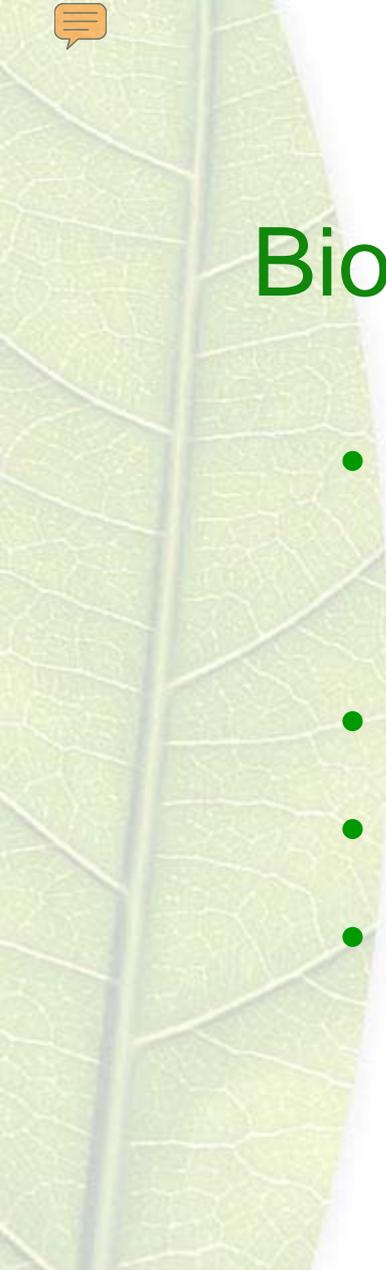
- Construction Materials – (USPS / Postal service)
Fort Worth, TX



Federal BioPreferred Product Use

- Cleaners – (DOT/TSA) Memphis Int'l Airport (TN)
 - Effective and cost-competitive





Major Future Event: BioPreferred Showcase & Training

- In conjunction with the 2009 GSA International Products and Services Expo
- June 8-11, 2009
- 9 BioPreferred training sessions
- 30+ biobased vendors to exhibit



For Further Information

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- Website: www.biopreferred.gov

