

BioPreferredSM News, August 2009

BioPreferred Proposes Voluntary Label for Biobased Products

The BioPreferred program announced this month it intends to create a consumer label that will appear on biobased products. When finalized, manufacturers will be able to participate in a voluntary labeling program to distinctively identify biobased products on store shelves. The label, published in the Federal Register, will be available for public comment until September 29, 2009. BioPreferred encourages interested groups, especially manufacturers, industry stakeholders and Federal government officials to provide feedback on the label.

Visit www.regulations.gov to read the entire proposed labeling rule and submit your comments. Click on "Search for a Proposed Rule," then insert "0503-AA35" or "biobased" (no quotes) under the "keyword" box.

Labeling Rule Highlights

- **Product eligibility:** Any biobased products that meet USDA minimum biobased content requirements are eligible for the label. These requirements are broken down into two groups:
 1. **Products in designated item categories.** These are biobased products that meet percent biobased content standards for product categories set up by the BioPreferred preferred procurement program. As of August 2009, there are 33 designated categories containing approximately 3,300 products.
 2. **Products not within designated categories.** Biobased products that do not fall into one of the designated item categories must meet a 51 percent content requirement, unless USDA approves an alternative minimum biobased content.
- **Label design:** Two versions of the label are proposed for the labeling program. One version will be used for non-designated product and a slightly different version is suggested for designated products.
- **Mature markets:** Mature market products, those products that held significant market share in 1972, such as cotton clothing, are eligible on a case-by-case basis.
- **Eligibility of intermediate ingredients and feedstocks:** Intermediate ingredients and feedstocks, raw materials required to manufacture biobased products, are eligible for the BioPreferred label if the minimum biobased content is 51 percent, unless USDA approves an alternative biobased content minimum.

Read the [news release](#) announcing USDA's BioPreferred proposed labeling rule.

Meet Ron Buckhalt, BioPreferred Program Manager

Ron Buckhalt became BioPreferred's program manager in early 2009. Buckhalt adds nearly 40 years of communications and public policy experience to the BioPreferred team. Most recently, he was special projects director of the U.S. Department of Agriculture's Agricultural Research Service.

"I've spent the last 15 years being an USDA-advocate for biobased products," says Buckhalt. "USDA's BioPreferred program benefits American agriculture, biobased product manufacturers and the environment."

BioPreferred Team Educates GSA's SmartPay® Attendees

In late July, the [11th Annual GSA SmartPay Training Conference](#) practiced "[Going Green.](#)" In the spirit of sustainability, BioPreferred staff was on hand to promote and exhibit numerous BioPreferred-designated items available via SmartPay purchase cards. Additional eco-friendly conference efforts included reusable cutlery, dishware, linens and decorations, and event attendees wore reusable and recycled name badges and lanyards.

[About GSA SmartPay](#)

The GSA SmartPay program provides charge cards to agencies/departments throughout the U.S. government through master contracts that are negotiated with major national banks. There are currently more than 350 agencies/organizations participating in the GSA SmartPay program spending more than \$30 billion annually, through more than 100 million transactions on nearly three million cards.

BioPreferred Champions: United Soybean Board

The [United Soybean Board](#), like BioPreferred, has an innate purpose to foster the demand for biobased products. USB's Web site offers educational tools to illustrate benefits of using biobased products, including case studies, research, life cycle costs and product information.

Click below to explore biobased product resources.

- [Biobased Product Life Cycle Cost Checklist and User Guide](#) - Tool to better understand and evaluate life cycle costs of using biobased products compared to non-biobased products.
- [Survey Research](#) - view survey research on biobased products
- [Profiles](#) - view federal agencies who have successfully used biobased products
- [Best Practices Guide](#) - view policies and activities surrounding the use of biobased products by federal agencies
- [Newsletter](#) – sign-up for their quarterly newsletter
- [Meetings & Events](#) - view technical documents and presentations from recent industry meetings

Source: [United Soybean Board's biobased products Web site](#)

Biobased Fertilizers: BioPreferred Designated Item of the Month

Eco-friendly, biobased fertilizer products help to stimulate root development, feed soil microbes and supply long-term, natural nutrients to plants. Made from plant products such as soybean meal, cottonseed meal and sea kelp, biobased fertilizers are greening the world around us. Perfect for enhancing all types of terrain, biobased fertilizers offer a natural, environmentally-safe and cost-efficient alternative to chemical fertilizers.

[Click here](#) to learn more about biobased fertilizer.

Follow BioPreferred on Twitter

BioPreferred is tweeting about biobased products and program news. Become a follower at the [BioPreferred Twitter page](#).



See BioPreferred on Flickr

Visit the [BioPreferred Flickr page](#) to view recent event photos.

Upcoming Events

- September 28-30: [Biopolymers Symposium 2009](#) , Chicago, Ill.
- October 5-7: [Center for Polyurethanes Industry 2009 Technical Conference](#), National Harbor, Md.

2010 Event Calendar

BioPreferred is creating an outreach and event calendar for 2010. Let BioPreferred know of speaking engagements, exhibitions, tradeshow and other outreach efforts so we can include in upcoming e-newsletters and explore BioPreferred involvement opportunities. Please email upcoming outreach events to BioPreferred@usda.gov.

To learn more about BioPreferred visit www.biopreferred.gov, call 1-877-251-6522 or e-mail to USDABioInfo@iastate.edu.

Please send news or comments on this article to geffertenglishk@osborn-barr.com.