



BioPreferredSM e-News, August 2010

BioPreferred Manufacturer Benefits from GSA Expo Exposure

Earth Friendly Chemicals, Inc.

In 2009 [Earth Friendly Chemicals](#)[®] – makers of biobased, non-toxic cleaning, sanitation, maintenance and facility supplies – participated in BioPreferred's GSA Expo Showcase. While exhibiting, the EFC team had the opportunity to meet Federal purchasers and learn the Federal procurement process during event training sessions. Efforts paid off six months later when EFC secured its first Federal contract.



"Our first Federal contract was with a prison ordering graffiti remover, disinfectant and biobased cleaning products" says Melanie Joe-Daniels, EFC's GSA Contract Manager. "The prison officials appreciated the biobased, eco-friendly product benefits, but they really liked that if the products were to be ingested there would be no health threats."

Joe-Daniels soon learned inmates sometimes ingest cleaning products, resulting in 24-hour illness, to be excused from cleaning responsibilities.

EFC's Federal prison contract soon extended to other prisons as well.

How EFC secured its first Federal contract

After GSA Expo 2009, the EFC team attended additional training workshops to obtain placement on the GSA schedule.

"Nothing can happen until you get on the schedule; Federal purchasing officials cannot place an order until products are listed in the GSA schedule," Joe-Daniels says.

After products were listed on the GSA schedule, EFC began pursuing Federal purchasers with tried-and-true sales efforts, including sending product samples to potential customers.

"As the GSA trainers advised, you must solicit Federal businesses the same way you solicit any business," Joe-Daniels says, "And that is solid advice – you have to acquire and retain Federal sales just as you do all buyers."

Growing Federal sales

Joe-Daniels admits, securing EFC's initial Federal contract was a lot of legwork but is thrilled with the number of referrals since.

“Once one foot is in the door and you provide elite-level customer service, we have found that more Federal contracts will come,” says Joe-Daniels. “Referrals are powerful; and with all the GSA trainings for Federal purchasers, there many opportunities to share positive product experiences.”

Recently, EFC filled a contracted order from the Department of Homeland Security for eco-friendly toilet deodorizers that were sent to aid the relief effort in Haiti.

GSA Expo 2010

Life's a beach with BioPreferred and a biobased surfboard

BioPreferred made a splash at [GSA Expo 2010](#) in Orlando, Fla. While learning about the BioPreferred program, attendees picked up biobased lip balm and sunscreen samples, as well as information about the more than 4,500 biobased products eligible for Federal procurement. Throughout the event, BioPreferred hosted seven training sessions for the more than 7,000 Federal and military service branch contracting officers and product advisers in attendance.



[View](#) BioPreferred booth pictures.

[Download – Review – Share](#) – BioPreferred GSA Expo 2010 training presentations.

ABOVE: The BioPreferred team enjoyed posing with the biobased surfboard as GSA Expo attendees.

U.S. Secretary of Agriculture Vilsack Promotes BioPreferred to Federal Officials

In April 2010, U.S. Secretary of Agriculture Tom Vilsack sent letters to 20 Cabinet members to increase awareness and gain support for USDA's BioPreferred program across Federal government agencies. In the correspondence, Vilsack urged Agency Chief Acquisition Officers to champion the BioPreferred program through both direct and service contracts.

A total of six responses have been received, including the Department of Defense, Commerce, Education, Energy, Interior and Treasury.

William Lynn, Deputy Secretary of Defense, wrote:

“I expect all procurement personnel...to fully support green programs, including the BioPreferred Program.”

[Read](#) all responses from Federal government departmental officials.

SmartPay 2010

BioPreferred attended the General Services Administration (GSA) [SmartPay 2010](#)[®] conference in Atlanta, Ga. on August 10-12.

The [GSA SmartPay program](#) provides purchase cards to U.S. government agencies and departments, as well as tribal governments, through master contracts that are negotiated

with major national banks. There are currently more than 350 entities participating in the program, spending \$30 billion annually, through 100 million transactions, using more than three million purchase cards.

More than 1,000 conference participants visited the BioPreferred booth, showing strong interest in biobased products. Additionally BioPreferred conducted three well-attended training sessions.

BioPreferred Presents at GovEnergy 2010

The [BioPreferred team](#) spent steamy August days in Dallas, Texas, to present and exhibit at [GovEnergy 2010](#). Attendees of the workshop and tradeshow included more than [280 vendors](#) and 3,000 Federal employees and contractors sharing information and learning about effective energy management. As an event sponsor, the USDA prominently encouraged the purchase of biobased products as a part of the integrated sustainability strategies.

While at GovEnergy, BioPreferred staff had the opportunity to expand their knowledge about biobased product innovations from manufacturers like [Waterless™](#). Waterless' [No-Flush™](#) urinal technology features a biobased soybean resin component that replaces the use of petroleum throughout the body of the unit and is composed of soy-based product [ENVIREZ®](#).

Waterless has been exhibiting at GovEnergy for 12 consecutive years, finding the event's exposure and networking opportunities a worthwhile use of its investment.

"As a product leader in the industry, we always need to look towards the future to ensure we are as innovative as possible," says Klaus Reichardt, Waterless founder and CEO.



Reichardt's forward thinking spirit led him to replace petroleum-based resin with biobased soy resin.

"It's no secret soybeans are a renewable resource and can be used for many things," says Reichardt. "We're excited to be incorporating this technology into our product."

ABOVE: Klaus Reichardt, Waterless' CEO, shows GovEnergy participants the soy-based, waterless No-Flush Urinal.

BioPreferred Federal Champion

United Soybean Board

Through the [United Soybean Board](#) (USB) and the soybean check off, U.S. soybean farmers have become a tireless supporter of biobased product adoption and valued BioPreferred program partner. USB conducts many activities and has created numerous resources to educate and inform government employees about the availability, cost competitiveness, performance and environmental benefits of biobased products, USB offers these materials at no charge on the www.soybiobased.org Web site that is tailored to the needs of government agencies.

USB's resources for current and prospective Federal government users of biobased products, include:

- [Biobased Solutions for Government](#) – e-publication
- [Biobased Products Best Practices Guide](#) – product information, and profiles of Federal agencies that are successfully using biobased products; including BioPreferred information and materials
- Government Case Studies – Web page
- [Federal Uses and Activities](#) – Web page

- Convenes an [Annual Biobased Stakeholders' Workshop](#)
- Conducts Demonstration Projects with Government Agencies

BioPreferred Designated Item of the Month

Adhesive and Mastic Removers

Biobased adhesive and mastic removers, made of soy or plant-based alcohols, detach asbestos, carpet and mastics (i.e. products that adhere tiles to floors, walls, etc.) as well as remove adhesive materials, including glue, tape and gum. Compared to traditional adhesive and mastic removers, biobased alternatives improve safety and reduce fumes.



[Learn](#) more about biobased adhesive and mastic removers.

Photo credit: eZall Technologies

What's new at BioPreferred?

Welcome Holly Jones, BioPreferred Program Intern



In July, Holly Jones, recent University of Iowa graduate, joined the BioPreferred team. Jones has worked extensively with environmental and agricultural non-profit organizations, focusing in youth advocacy and climate change, while continuing advocacy toward agricultural and environmental issues.

Jones earned a bachelor's degree in history from the University of Iowa, and minored in environmental studies. Once her internship with the BioPreferred program is complete at the end of

September, she plans to return to Iowa and pursue her graduate studies, while continuing advocacy toward agricultural and environmental issues.

BioPreferred Web site Update: Manufacturer Applications, Enhanced Product Search and More...

Multilayer Online Catalog Search Tool

Now anyone can use advanced features and enhancements when searching products in the [online biobased product catalog](#). The new search tools allow users to refine searches on several levels to quickly find products meeting their criteria.

Manufacturer Input System

The new Manufacturer Input System: Phase I allows biobased products manufacturers or vendors to add new products and edit existing products online. This system includes a validation process and helps to ensure product information is current and complete and is planned to launch October 2010.

Connecting With Other Agencies

A pilot program has initiated the exchange of product database information between BioPreferred and other Federal acquisition agencies databases such as DoD's EMALL and GSA. This program will help to insure the validity of product information and avoid the duplication of efforts to gather data.

Eight additional Biobased Product Categories to be Eligible for Federal Purchase

Soon the number of biobased products eligible for Federal purchase will increase by more than 675 – bringing the total number of products to more than 5,000 – as the BioPreferred program's Round 6 designated item categories are finalized in the [Federal Register](#). Once finalized, the following product categories will qualify for preferred Federal procurement through USDA's BioPreferred program:

- **Disposable Tableware** – Products used in dining, such as drinkware and dishware, including but not limited to cups, plates, bowls and serving platters, and

that are designed for one-time use. This item does not include disposable cutlery, which is a separate item.

- **Expanded Polystyrene (EPS) Foam Recycling Products** – Products used to convert expanded polystyrene foam, or Styrofoam, into recycled plastic for reuse as alternative products.
- **Heat Transfer Fluids** – Products with high thermal capacities used to facilitate the transfer of heat from one location to another, including coolants or refrigerants for use in HVAC applications, internal combustion engines, personal cooling devices, thermal energy storage or other heating or cooling closed-loops.
- **Ink Removers and Cleaners** – Chemical products designed to remove ink, haze, glaze and other residual ink contaminants from the surfaces of equipment, such as rollers, used in the textile and printing industries.
- **Mulch and Compost Materials** – Products designed to provide a protective covering placed over the soil, primarily to keep down weeds and to improve the appearance of landscaping. Compost is the aerobically decomposed remnants of organic materials used in gardening and agriculture as a soil amendment, and commercially by the landscaping and container nursery industries.
- **Multipurpose Lubricants** – Products designed to provide lubrication under a variety of conditions and in a variety of industrial settings to prevent friction or rust. Greases, which are lubricants composed of oils thickened to a semi-solid or solid consistency using soaps, polymers or other solids, or other thickeners, are not included in this item. In addition, task-specific lubricants, such as chain and cable lubricants and gear lubricants, are not included in this item.
- **Topical Pain Relief Products** – Products that can be balms, creams and other topical treatments used for the relief of muscle, joint, headache and nerve pain, as well as sprains, bruises, swelling and other aches.
- **Turbine Drip Oils** – Lubricants for use in drip lubrication systems for water well line shaft bearings, water turbine bearings for irrigations pumps and other turbine bearing applications.

Get Viral. Get Social. Follow BioPreferred.

In July, BioPreferred presented at the Social Media for Government Conference in Washington, D.C., to share insight on implementing social media tools. Attendees learned how BioPreferred utilizes [Twitter](#) to increase program awareness throughout a variety of target audiences, both internal and external.

BioPreferred is tweeting about biobased products, program news and industry topics.

Visit the [BioPreferred Twitter page](#) and follow us.



Share Your Story with BioPreferred

Has your organization found success from adopting and using products found in the BioPreferred online catalog? If so, BioPreferred would like to share your biobased product experience with others. Complete the [BioPreferred Case Study Submission Form](#) or share your story via e-mail at Laura.Silverman@dm.usda.gov.

[Read](#) biobased product success stories.

Upcoming Events

- September 13-15: [Bio-based Chemicals East](#). Boston, Ma.
- September 21-22: [ISSA: The State of Green Cleaning*](#). Arlington, Va.

- October 11-13: [Biopolymers Symposium*](#). Denver, Colo.
- October 14: Department of Transportation Biobased Procurement Training*. Washington, D.C.
- October 19-21: [European Forum for Industrial Biotechnology 2010](#). Edinburgh, Scotland, U.K.
- October 27-29: [IFMA's World Workplace 2010 Conference & Expo](#). Atlanta, Ga.
- November 3-5: [Cleaning Products 2010](#). Alexandria, Va.

**BioPreferred presenting and/or exhibiting*

To learn more about BioPreferred, visit www.biopREFERRED.gov, call 1-877-251-6522 or e-mail

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