


BioPreferred e-Newsletter, December 2009

Happy Holidays from BioPreferred

It's been an eventful year for the BioPreferred program. Each year we continue to designate more biobased items (product categories) and expand the Federal government's purchase and use of biobased products. Thanks to great events like the BioPreferred Showcase & Training and GSA Expo (June), GovEnergy (August) and countless others, we broadened audience awareness. But, the most exciting activity of 2009 was publishing the proposed rule for the BioPreferred voluntary biobased labeling program (July). BioPreferred-labeled biobased products are coming soon!

We're looking forward to another exciting year full of education and training efforts, designating more item categories, updating program guidelines and launching the voluntary labeling program.



Ron Buckhalt, Program Manager

Meet Jeff Goodman, BioPreferred's Chief of Environmental Management

As chief of USDA's environmental management division, Jeff Goodman oversees BioPreferred program operations. The role of division chief includes managing USDA's sustainability programs, such as energy and water conservation, and its [Hazardous Materials Management Program](#). Being an environmental engineer with 35 years of experience, Jeff's managed a wide variety of projects, for both public and private clients, including environmental policy analyses, hazardous waste investigations and more than 700 manufacturing facility environmental audits. He began his career with the U. S. Environmental Protection Agency where he developed implemental strategies for the [Clean Water Act](#), and regulations for the [Resource Conservation and Recovery Act](#).

Jeff earned a bachelor's degree in life sciences from the Massachusetts Institute of Technology, and received his master's degree in environmental sciences and engineering from Harvard University.

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SAVE THE DATE: BioPreferred's Complex Assemblies Forum

Date: Feb. 24, 2010

Location: University of California-Riverside

Come and discuss complex assemblies and BioPreferred. Complex assemblies include assembled products such as furniture and automobiles.

Topics include:

- The designation of complex assemblies for Federal procurement preference as mandated by the 2008 Farm Bill
- Qualifying complex assemblies for BioPreferred's voluntary product label program

Biobased Hand Sanitizer: BioPreferred Designated Item of the Month

Biobased hand sanitizer is biodegradable, safer for the environment and as effective as traditional hand sanitizers. Made from renewable plant oils – not petroleum like most traditional sanitizers – these sanitizers have a unique moisturizing ability, leaving hands soft and smooth.

[Learn](#) more about biobased hand sanitizer.

BioPreferred Federal Champion: Green the Capitol Initiative

Launched in 2007, the task of developing a "Green the Capitol" initiative was given to the Chief Administrative Officer of the House. "[Green the Capitol](#)" was created to demonstrate governmental leadership and to provide an environmentally responsible and healthy working environment for Federal employees. The program's goal, to create a sustainable House Capitol complex, recognizes the full environmental impact of our energy absorption, water consumption and materials used.

Since the program's inception, the following biobased changes have been brought to Capitol Hill:

- Switching to compostable, biobased water bottles in House cafeterias kept 100,000 plastic water bottles out of landfills. A BioPreferred product manufacturer, [Naturally Iowa's, "Green Bottle Spring Water,"](#) is now the choice water bottle vendor for Capitol Hill cafeterias.

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- Every month 240,000 meals are served in House cafeterias, and all Styrofoam and plastic foodservice items, including utensils, sandwich clam shells and cups have been eliminated and replaced with compostable substitutes.

BioPreferred Manufacturer Champion: NEOGARD®

NEOGARD manufacturers of [PERMATHANE II FR BIO](#), a uniquely designed roof coating system with a proprietary resin that ends dependence on petroleum based resources and shifts to naturally renewable, sustainable resources. This coating system has a biobased content of 36 percent and also can be applied to single-ply membranes, asphalt, concrete, metal decks, wood and many other surfaces.

[PERMATHANE II FR BIO](#) is LEED compliant and has a Class A Spread of Flame fire rating.

NEOGARD's biobased [PERMATHANE II FR BIO](#) was applied to the Mississippi Coast Coliseum in Biloxi, Miss.

[Find](#) more notable and landmark case studies using NEOGARD biobased roofing and waterproofing products.

Share Your Story

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.

Share your story via email at domerli@osborn-barr.com.

[Read](#) other biobased product success stories.

Upcoming Events

- January 19-22: [International Builders Show](#), Las Vegas, Nev.
- *BioPreferred exhibiting*
- January 20-22: [National Conference on Science, Policy and the Environment: The New Green Economy](#), Washington, D.C.
- *BioPreferred attending*
- February 9-11: [COMPOSITES 2010](#), Las Vegas, Nev.

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- BioPreferred presenting

- February 18-19: [USDA's Agricultural Outlook Forum](#), Arlington, Va.
- BioPreferred exhibiting
- February 24: [BioPreferred Public Meeting: Complex Assemblies Forum](#),
Riverside, Calif.

2010 Event Calendar

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

Follow BioPreferred on Twitter

BioPreferred is tweeting about biobased products, program news and industry topics. Visit the [BioPreferred Twitter page](#) and follow us.

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

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

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