

BioPreferredSM e-Newsletter, January 2010

Two Days of Biobased Product Information and Education

BioPreferred will offer a biobased product manufacturer and vendor training (day one) and complex assemblies public meeting (day two). All interested parties, including biobased product manufacturers, vendors and stakeholders, are encouraged to attend.

Cost: FREE

Date: Feb. 23-24, 2010

Location: University of California – Riverside
Pentland Hills Bear Cave
One Pentland Way
Riverside, CA 92507

Day one: Tuesday, Feb. 23

BioPreferred Biobased Product Manufacturer and Vendor Training

Learn best practices from BioPreferred and key stakeholders on how to market your biobased products to Federal purchasers

In 2009, the Federal government purchased more than \$500 billion of products and services from businesses like yours. Learn how to navigate the acquisition process and access BioPreferred business opportunities. The BioPreferred program will host a *free* training session to educate manufacturers and vendors of opportunities to sell biobased products to the Federal government. Attendees will hear from representatives of the General Services Administration (GSA), Defense Logistics Agency (DLA), USDA, procurement officials and a company with BioPreferred-designated products currently selling to the Federal sector. This will be an excellent opportunity to discover how you can increase sales to the Federal government.

Time: 1 - 5 p.m. (PST)

[Read](#) the detailed training agenda.

[Register](#) for the biobased manufacturer and vendor training.

Day two: Wednesday, Feb. 24

BioPreferred Complex Assemblies Public Meeting and Forum

BioPreferred stakeholders are encouraged to participate in the complex assemblies public meeting and discussion forum on Wednesday, Feb. 24. There is no cost to participate, and as a BioPreferred stakeholder, your input is greatly valued for assessing potential future program requirements and qualifications. Complex assemblies include assembled products such as furniture and automobiles.

Time: 8:30 a.m. - 1 p.m. (PST)

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

[Read](#) the detailed meeting agenda.

[Register](#) to attend forum or receive Webinar log-in information. Webinar participants must [register](#) to receive log-in link and instructions.

[Read](#) BioPreferred's public meeting Federal Register notice.

Webinar option: A Webinar is planned for those who are unable to attend but would like to participate. Once [registered](#), remote participants can view and hear presentations and discussions throughout the entire meeting by simultaneously using the call-in phone number and Webinar log-in link. After the meeting, presentations will be available on the [BioPreferred Web site](#).

Call-in phone number: 866.433.4616 - Code: 635195

SAVE-THE-DATE: Mar. 31-Apr. 1, 2010 - BioPreferred is coming to Ames, Iowa.

Day one: Biobased product manufacturer and vendor training

Day two: Biobased intermediate material and feedstock public meeting

Diverse Participants at BioPreferred's Product Environmental Assessment Forum

On January 5, BioPreferred hosted a public meeting in Washington, D.C. to discuss environmental assessment requirements, protocols and standards for biobased products. Participants included government, industry, academia and product manufacturing stakeholders, as well as credible members of the sustainability and eco-labeling community, who discussed future environmental assessment BioPreferred program requirements.

Did you miss the meeting?

Materials from the environmental assessment forum, including meeting summary, transcript and panelists' presentations, are available at www.biopreferred.gov.

Biobased De-Icer: BioPreferred Designated Item of the Month

Biobased de-icers are made from plant-based solutions that can be blended with traditional de-icers or used as a primary product. Not only are biobased de-icers effective at clearing ice and snow, but their gelatinous composition allow these products to adhere to surfaces better than traditional de-icers.

[Learn](#) more about biobased de-icers.

BioPreferred Federal Champion: Department of Housing and Urban Development and Wilmington, Del., Housing Authority

Two Wilmington, Del., Housing Authority (WHA) facilities now have renovated biobased roofing systems. Thanks to [Department of Housing and Urban Development](#) (HUD) funding, two apartment buildings, which were in need of roofing revamps, have been coated using [ELMS](#) (Environmental Liquid Membrane system). Benefits of using ELMS, a biobased and solar reflective roof coating, include:

- Compared to asphalt and tar roofs, ELMS increases roof lifespan by 10 to 20 years
- ELMS roofs reflect sunlight and cools quickly after sunset, reducing air-conditioning cost
- One hundred percent waterproof
- Meets BioPreferred minimum biobased content requirements

Source: [United Soybean Board](#)

BioPreferred Manufacturer Champion: Green Products, LLC

[Green Products, LLC](#) manufactures [ELMS](#), a biobased and solar reflective roof coating, and [Naturalock™ Biobased Urethane Foam Adhesive](#). ELMS (Environmental Liquid Membrane system) is 100 percent waterproof, helps roofs exceed the life span of standard asphalt and tar applications by 10 to 20 years and reflects the sun's rays, reducing heat. The white roof coating has been applied to the following facilities:

- Bayard Middle School - Wilmington, Del.
- California State University - Dominguez Hills, Calif.
- Coca-Cola Manufacturing – Niles, Ill.
- Department of Housing and Urban Development - Wilmington, Del.
- John G. Shedd Aquarium – Chicago, Ill.

Naturalock is designed to replace and outperform petro-based adhesive fastener products for roof insulations, structural roof decks, base sheets and other insulation boards. It eliminates the need for mechanical fasteners that can often cause damage to the roof deck, which can reduce the roof's service life. It's environmentally friendly, is stain, mold and mildew resistant and provides superior adhesion to substrates.

You can find these products among the 4,500 biobased products eligible for preferred Federal procurement in the [BioPreferred online catalog](#).

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 e-mail at kellerl@osborn-barr.com.
[Read](#) other biobased product success stories.

Upcoming Events

- February 18-19: [USDA's Agricultural Outlook Forum](#), Arlington, Va.
- *BioPreferred exhibiting*
- February 23-24: [BioPreferred Complex Assemblies Public Meeting](#) and [Biobased Manufacturer / Vendor Training](#), Riverside, Calif.
- March 11-14: [Natural Products West and Supply Expo](#), Anaheim, Calif.
- March 31-April 1: [BioPreferred Intermediate Material / Feedstock Public Meeting and Biobased Manufacturer / Vendor Training](#), Ames, Iowa.

2010 Event Calendar

BioPreferred is continuously developing its 2010 outreach and event calendar. Let BioPreferred know of speaking engagements, exhibitions, tradeshow and other market outreach to include in future e-newsletters and explore BioPreferred involvement opportunities. Please email upcoming outreach events to BioPreferred@usda.gov.

Follow BioPreferred on Twitter

BioPreferred tweets 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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