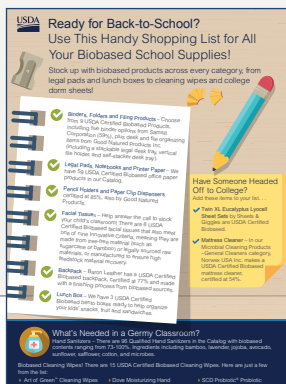


BioPreferred®

# BioBuzz

## It's Back to School. Back to Campus. Back to the Office Time!

Use our handy [infographic checklist](#) as you stock up on biobased school and office supplies.



## September 2022 Marks Our 20th Anniversary



In September, the BioPreferred® Program will celebrate 20 years as the Federal Government's official advocate and market accelerator for biobased products. And we're planning a yearlong celebration that will include:

- Exciting Program announcements
- Case studies and stories from Program participants
- Profiles of industry leaders and bioeconomy advocates
- More infographics of fun facts and figures
- A retrospective look at all we've accomplished
- A look at key trends in the bioeconomy today
- Updates to our website
- A new Participant Welcome Kit
- Special 20th Anniversary patches and swag
- And so much more!

### Watch this space for all the details.

Interested in joining our celebration? We're looking for case study candidates and story ideas. If you'd like to be profiled, or you have a publication, podcast or blog that's looking for fresh content, please get in touch! By email at [help@usdabiopreferred.net](mailto:help@usdabiopreferred.net) or by phone: (202) 643-3287.

## 23 NEW USDA Certified Biobased Product Categories Announced



Recently, the BioPreferred Program added 23 new product categories. Products in these categories are eligible to receive the USDA Certified Biobased Product label but are not designated for preferred federal purchase at this time. Some additions reflect emerging markets, like the Eyewear category. Others, like the Baby and Kids categories show how markets begin to expand and become more diversified when it comes to product options. There comes a time when having diapers and oral care products in the same category simply doesn't make sense – even if they are both for babies! While adding new product categories doesn't happen frequently, it is a sign that the bioeconomy is thriving, and biobased innovation is going strong.

### NEW Category Names

Baby and Kids - Diapers

Eyewear

Baby and Kids - Oral Care Products

Footwear

Baby and Kids - Durable Tableware and Cutlery

Oral Care Products - Toothpaste and Mouthwash

Baby and Kids - Lotions, Moisturizers, and Oils

Oral Care Products - Oral Care Tools

Baby and Kids - Sun Care Products

Personal Accessories

Baby and Kids - Bath Products

Personal Protective Equipment - Gloves

Baby and Kids - Dishwashing Products

Stone and Granite Cleaners

Baby and Kids - Baby Wipes

Trash Cans & Waste Receptacles

Baby and Kids - Surface and Toy Cleaners

Wipes - Multipurpose

Baby and Kids - Laundry Products

Wipes - Disinfecting

Cosmetic Tools and Applicators

Wipes - Skin

Desk Accessories and Workspace Organizers

### Make Your Product Listings Stand Out

The USDA BioPreferred Program Catalog is a terrific resource for federal and commercial buyers as well as for consumers. So how do you make your product listing in the Catalog stand out? While it's critical that your product is biobased, buyers also look for products that are:

- **More earth and climate friendly than non-biobased alternatives** — Include descriptions of your product's proven features such as recyclability, compostability, use of locally sourced ingredients, and use of sustainable manufacturing practices.
- **Safer and less toxic than non-biobased alternatives** — List proven product attributes that make the product safer to use such as low volatile organic compound (VOC) content or less irritating to the eyes and skin.
- **Made in America** — Let buyers know that your products qualify for Buy America.
- **Industry certified** — Add industry certifications to show your product has met additional standards, such as Safer Choice, Green Seal, and BPI certifications.



By carefully crafting your product listings, you can demonstrate that your products are exactly what consumers are looking for.

To modify your product listings, email [help@usdabiopreferred.net](mailto:help@usdabiopreferred.net).

## The BioPreferred Program Audit is Closing Soon!

*Don't forget to complete the audit by confirming or updating your company information.*

Even though the 2022 BioPreferred Program audit will be closing soon, you still have time! All companies that have active qualified and certified products must complete the audit as soon as they are able. To complete the audit, when you log in, you will automatically be directed to the BioPreferred Program Participant Agreement. Once this Participant Agreement is signed, you will be able to download the signed form and proceed with the audit. While some companies may have previously signed and submitted a Participant Agreement, this one has updated contact information and more accurately reflects the BioPreferred Program's mission and goals. The audit will ask you to confirm that the information regarding your company's contact and product information is up-to-date and accurate. Completing this audit is key to maintaining the high integrity and level of accuracy of the BioPreferred Program and all the Program's participants' information. Thank you for participating in the BioPreferred Program!

## A Better Way to Register with the BioPreferred Program



The BioPreferred Program has automated the application process and eliminated paper-based forms. Participants interested in having their products qualified or certified must now complete an online form. This new process is a more efficient way of registering a company and adding products to the BioPreferred Program Catalog.

If you are new to the BioPreferred Program, the first step is to set up an account. When you do, you will be asked to fill out a Participant Agreement prior to your product application. This agreement outlines Program expectations for companies looking to have their products qualified or certified and outlines the BioPreferred Program's responsibilities and vision. Once the Participant Agreement is signed, you will be able to register products to be qualified and/or apply to be USDA Certified Biobased.

After you submit an application, the BioPreferred Program Team reviews the application and notifies you of any outstanding questions that may need to be answered. If you applied for your product to be certified as part of our Voluntary Labelling Initiative, the USDA will notify you as to when to complete the Sample Selection Form, which will become available through Company Tools after your application has been prequalified. Once you complete the Sample Selection Form, your product is ready to be shipped, along with the Sample Selection Form, to the third-party testing lab you selected. Once the tests are done, the BioPreferred Program Team will notify you of the final results.

As always, we are here to help. Please do not hesitate to reach out if you have any comments, questions, or concerns. Thank you for being part of the BioPreferred Program and working with us to keep our processes running smoothly!

## Want to Sell Your Product to Federal Government Contractors?

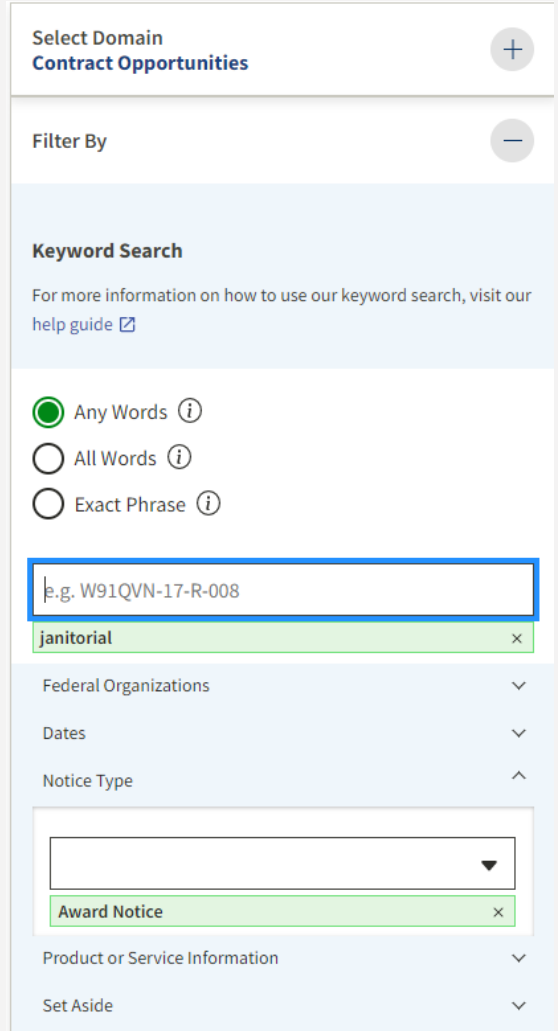
When making purchasing decisions, federal service and construction contractors are required to give preference to biobased products in categories identified by USDA and to report those purchases annually. That means, businesses that have been awarded a federal contract are going to be looking to purchase biobased products.

### Why not yours!?

[SAM.gov](https://sam.gov) is the official U.S. government system for contract opportunities and awards. As an online tool, SAM.gov allows you to search for recently awarded contracts to identify marketing opportunities for your products. To use the search function, choose “Contract Opportunities.” Then Filter by Notice Type and select “Award Notice.” You can further refine your search by dates and keywords. For example, if you manufacture biobased cleaning products, use the keyword “janitorial” to narrow your search.

The award notice provides the awardee’s business name and address, so you can reach out to let them know about your product offerings. As you connect with a contractor, remind them that Clause 52.223-2 in their contract requires them to give a purchasing preference to biobased products in the execution of that contract.

Need more guidance? Check out our training resources: [Selling Biobased Products to the Federal Government](#).



The screenshot shows the SAM.gov search interface. At the top, there is a 'Select Domain' dropdown menu set to 'Contract Opportunities'. Below that is a 'Filter By' section with a minus sign icon. The 'Keyword Search' section includes a link to a help guide. There are three radio button options for search criteria: 'Any Words' (selected), 'All Words', and 'Exact Phrase'. A search input field contains the text 'e.g. W91QVN-17-R-008'. Below the input field, a dropdown menu shows 'janitorial' as a selected filter. Further down, there are several expandable filter categories: 'Federal Organizations', 'Dates', 'Notice Type' (expanded to show 'Award Notice'), 'Product or Service Information', and 'Set Aside'.

## In Case You Missed it!

Reprinted from our friends at [Biofuels Digest](#)...

### [Mattel launches biobased toys, wants to encourage “green behaviors” through pretend play](#)

Toymaker Mattel has introduced carbon neutral toys, including two playsets with 56% plant-based content, as it works toward its goal of achieving 100% recycled, recyclable, or biobased plastic for all its plastics and packaging needs by 2030. Mattel also introduced a play recycling truck and “Action Drivers” under its iconic Matchbox brand, with 80% and 40% ISCC-certified “bio-circular plastic,” respectively.

### [Lenny Kravitz wants to share “love” and “a healthy mouth” via plant-based oral health products](#)

In New York, plant-based toothpaste company, Twice, that counts Grammy-winning rocker Lenny Kravitz as its chief creative officer has expanded into offering mouthwash, whitening pens, floss, and toothbrushes. Twice’s products are vegan, cruelty-free, and come without sulfates, SLS, gluten, and artificial ingredients. Twice aims to donate 10% of its profits to Glo Good Foundation, which provides free dental care in underserved regions, once it becomes profitable.



Photo: Twice