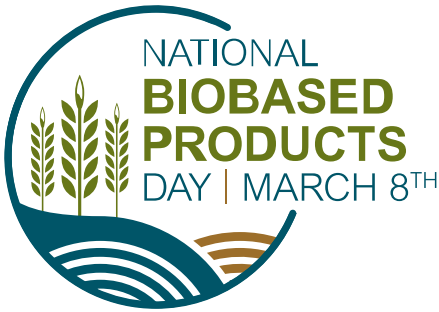


BioPreferred®

# BioBuzz

The USDA BioPreferred® Program is happy to announce we have registered **March 8 as National Biobased Products Day**. And we invite you to celebrate!



National Biobased Products Day is an annual date designed to raise awareness of biobased products—how they're made, what they're made from, their many benefits, and the wide variety of products available for use at home, in the office, on the playground, at construction sites and even in landscaping.

This is not a USDA specific program or event. Instead, National Biobased Products Day is a collective effort and opportunity for all of us within

the bioeconomy to bring attention to the great work being done to improve sustainability, grow U.S. manufacturing, jobs and the bioeconomy, and benefit rural communities.

#### Between now and March 8th, the BioPreferred Program will:

- Promote National Biobased Products Day on social media, in our BioBuzz and BioBuzzGov newsletters, at trade events and conferences, and more!
- Encourage our participants and stakeholders to find creative ways to celebrate National Biobased Products Day.
- Showcase the different ways participants and stakeholders like you will celebrate the day.
- Provide graphics for use in promotions.

#### Here's what we ask you to do:

- **Mark your calendar for March 8, 2023!**
- Promote National Biobased Products Day across all of your channels.
- Get creative:
  - o Plan some type of event—large, small or virtual.
  - o Get kids involved by holding a poster or story contest.
  - o Host an educational webinar about the innovative manufacturing processes you may use to make your biobased products or share information about the different feedstocks or renewable materials you use.
- Collaborate with your key partners and stakeholders to celebrate together.
- Let us know about your plans. Tag us so we can share and retweet. Or send us an email with details. Want your story showcased in BioBuzz or BioBuzzGov? Contact us at [help@usdabiopREFERRED.net](mailto:help@usdabiopREFERRED.net)

Download this checklist for other ideas on how your organization can celebrate! We look forward to launching the inaugural National Biobased Products Day on March 8, 2023, with your support. Any and every enterprise is invited to join the celebration. Together, we can bring even more attention to the great work being done within the bioeconomy and increase the use and purchase of biobased products.

Want to receive a copy of the National Biobased Products Day logo for use in your promotions? Contact us at [help@usdabiopREFERRED.net](mailto:help@usdabiopREFERRED.net) or call us at (202) 643-3287.

## Biobased Ingredients for Safer Chemistry and Cleaner Hands



From day one, GOJO Industries has helped local friends and neighbors through its commitment to sustainability and advancing safer chemistry.

Read the [Case Study](#).

We are building a new Case Study library featuring stories of Program participants. Want your business and biobased products to be showcased? Contact us at [help@usdabiopreferred.net](mailto:help@usdabiopreferred.net) or call us at (202) 643-3287.

## Mind the Gaps

*Spend time poking around our Catalog to identify unmet needs and market opportunities.*



On occasion, we notice that categories within the [BioPreferred Program Catalog](#) lack sufficient product choices for both consumers and federal procurement officers. For example, we do not currently have any biobased runway de-icers in the Catalog that meet Air Force specifications. As a result, the Air Force may struggle to meet federal mandates that require

government agencies to include biobased products in their service and construction contracts. There's clearly an unmet need in the marketplace.

What might that mean for your company? Identifying gaps is a good way to pinpoint market opportunities. If you're a manufacturer, you may choose to develop products to fit the category. If you already have products in your portfolio that meet a need, consider registering them in the BioPreferred Program Catalog so prospects can find them.

Another example? We currently have only a handful of blast media products from a single company listed in the Catalog. Yet our research shows there are a variety of biobased abrasive products on the market that can be used to forcefully spray clean and condition surfaces and remove contaminants. This may be adding up to lost sales for some businesses.

If you'd like to mind the gaps—or mine the gaps—check out the categories in our Catalog that apply to your biobased products to identify suitable market opportunities.

## The BioPreferred Program: Then & Now!

As the BioPreferred Program celebrates 20 years as the Federal Government's official advocate and market accelerator for biobased products, we look back on a variety of milestones and accomplishments.

**THEN**  
**AND NOW**

**20** Years

As the BioPreferred Program celebrates 20 years as the Federal Government's official advocate and market accelerator for biobased products, we look back on a variety of milestones and accomplishments.

- The USDA BioPreferred Program is Introduced!** First introduced in the 2002 Farm Bill and reauthorized in 2018, it requires federal agencies and contractors to give purchasing preference to biobased products.
- A.K.A. "Buy Green Bill," the Program was referred to as the "Biobased Market Program."** Today, it's more commonly known as The USDA BioPreferred Program.
- 4 Economic Impact Reports Released (2013, 2016, 2019, 2021)**
- 14,000+ products** reviewed more than 425 federal specifications for the inclusion of Clause G-225.2 Alternative Procurement of Biobased Products in Service and Construction Contracts. It requires contractors to purchase biobased products and to report their purchases for the previous fiscal year.
- Number of federal contracts in FY2021 that reported the use of biobased products: 2,119**
- Of the 200 product categories in our catalog, 138 are designated for federal purchasing preference.**
- Total number of products in catalog eligible for federal purchasing preference: 7,800+**

Total number of vendors: <b>1,800+</b> per year	Total number of small businesses: <b>400+ cats per year</b>	Total number of USDA Certified Biobased Products in our catalog: <b>3,200+</b>	Total number of USDA Certified Biobased Products in our catalog: <b>1,200+</b>	Total number of product categories with verified biobased products: <b>138</b>	Total number of products in catalog eligible for federal purchasing preference: <b>7,800+</b>
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Check out our [Then & Now infographic!](#)

## Did You Get Your Special 20th Anniversary Logo?

If you are a USDA BioPreferred Program Participant or stakeholder, we consider you an essential contributor to the rise of biobased products and the bioeconomy, and a key to our Program's success. As we celebrate our 20th Anniversary, we want to recognize your efforts! We've created a special anniversary badge for you to place on your website or collateral materials to let others know of your significant contributions.



Didn't receive your Advocate or Champion logo?

Contact us at [help@usdabiopREFERRED.net](mailto:help@usdabiopREFERRED.net) or call us at (202) 643-3287.

## Biobased Products Form the Foundation for Federal Construction Contracts



The Bipartisan Infrastructure Law signed earlier this year will rebuild America's roads, bridges and rails, expand access to clean drinking water, ensure every American has access to high-speed internet, tackle the climate crisis, advance environmental justice, and invest in communities that have too often been left behind. Now, we're beginning to see federal agencies announce new construction and renovation contracts. And, they're looking for contractors and subcontractors who can deliver biobased products in these categories:

- Wood and concrete sealers
- Blast media
- Erosion control materials
- Metal cleaners and corrosion removers
- Composite panels
- Roof coatings
- Floor coverings
- Paving and concrete forming
- Traffic and zone marking paints
- And so much more!

## Tapping the Federal Market

One of the biggest challenges to tapping the federal market is to identify market prospects and opportunities. A large percentage of government purchases are made through service contracts; you won't sell your biobased products directly to the government, but rather through these service contracts. A contractor or vendor will win the award to deliver services—like janitorial or construction services—and use biobased products to fulfill the contract. A janitorial services company may use biobased cleaners and sanitizers; a paving company may use biobased asphalts and traffic cones. Your goal is to align with the types of contractors who can use your biobased products when they deliver services.



There are several online systems you can use to identify which agencies purchase the types of products and services you sell. You can also investigate which service contracts agencies currently have in place that would benefit from biobased products. Contract opportunities are also listed on SAM.gov—it is the single required point-of entry for all Federal Government procurement opportunities over \$25,000.

Federal solicitations are published online to allow businesses like yours to search, monitor, and retrieve potential opportunities at no charge. If you determine there are recently awarded contracts for which your products are a good fit, those contractors may be searching for biobased products to satisfy contract requirements.

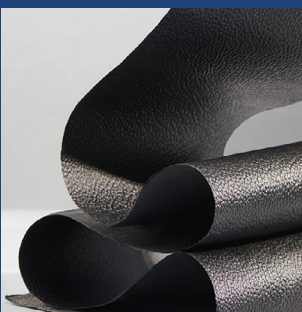
Here's a list of contracting-related websites to help you tap the federal market:

- Explore what federal agencies have purchased in the past at SAM.gov:
  - o <https://sam.gov>
- Explore federal contract and subcontracting opportunities at SAM.gov:
  - o <https://sam.gov>
- Determine which federal agencies might need your products:
  - o <https://www.usaspending.gov/#/>
- Explore procurement forecasts for various agencies at:
  - o <https://www.acquisition.gov/procurement-forecasts>
- Investigate AbilityOne as a teaming relationship at:
  - o <https://www.abilityone.gov/>
- Investigate federal catalogs and schedules at:
  - o <https://www.gsa.gov/acquisition>
- Investigate the Department of Defense (DoD) FedMall at:
  - o <https://www.dla.mil/Info/FedMall/>

## In Case You Missed it!

*These items originally appeared on Biofuels Digest.*

### [Bolt Threads and Ginkgo Bioworks Expand Collaboration](#)



Bolt Threads and Ginkgo Bioworks have inked a multi-project collaboration to increase the production efficiency and performance of Bolt's current portfolio and develop novel proteins for biomaterials. The first program aims to optimize the production efficiency of Bolt's Mylo™, a leather alternative made out of mycelium, the underground root system of fungi. Mylo can be used in footwear, handbags, wallets, phone cases, and other products, and is already in use by brands like adidas, Stella McCartney, GANNI, and lululemon.

Braskem expands biopolymer production from sugarcane



Braskem, the largest resin producer in the Americas and the world's leading biopolymer producer, is expanding its production of I'm green™ biopolymers, biobased plastics made from sugarcane. Braskem is investing a total of around \$60 million in expanding its I'm green™ biopolymer production capacities by 30%. The company is partnering with SCG Chemicals, a leading chemical company in Thailand, to examine the possibility to build a new I'm green™ biopolymer factory

in Asia. Braskem is also collaborating with Japanese supplier Sojitz to produce bioMEG (monoethylene glycol) for PET and bioMPG (monopropylene glycol) for a range of applications, and Lummus Technology for the licensing of biopolymer technologies such as ethanol dehydration.

**New Products Spotlight**



What's New? The BioPreferred Program has certified more than 280 biobased products since our last issue of BioBuzz! Below are a few of the products we recently added to our catalog.

- Office helpers: Wisconic Inc.'s Bottle Buddy that stores water cooler jugs
- Medical supplies: Plant-Based Bandages by Generation for Change®
- Laundry products: Grove Co.™ Stain Remover Spray and Ultra Downy® Nature Inspired
- Hair products: Rebundle®'s braid better
- Skin Care products: The Honest Company's Makeup Remover Wipes
- Flooring products: Legato® Liquid Linoleum and Stobielast® S 1057
- Cleaning Supplies: Hoover Pure Essentials™ Carpet Cleaner, Hoover Pure Essentials™ Spot and Stain Remover, L'AVANT Multipurpose Cleaner, and Proquim Plus
- Disposable Cutlery: HAY! Straws® Bamboo cutlery

**Share BioBuzz with a Friend!**

Know a colleague or friend who wants to learn more about biobased products? Share this issue and let them know they can subscribe to BioBuzz! Plus, find past issues on our BioPreferred Program website.

And, don't forget to follow us on Twitter.