Company Tools Tutorial

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Getting Started
Glossary

**Stand-alone Product**: A product that may come in different variations (size, color, scent, etc.) but does not have the same formulation as other products that are marketed for different purposes.

**Product Family**: A group of products with the same formulation that are marketed for different purposes. Example: A window cleaner and an all purpose cleaner.

**Product Variations**: Versions of a product that can differ in size, volume, scent, color, etc. but are marketed for the same use.

**Certified Product**: A product that has gone through the application process, has been tested for biobased content and has met or exceeded the biobased content percentage requirements for the product category that said product belongs to.

**Qualified Product**: Is a product that meets the requirements for one or more product categories identified by USDA as part of the Mandatory Federal Purchasing Initiative.
Obtain an eAuthentication User ID and Password
To get started:

- Access www.biopreferred.gov
- Next, obtain an eAuthentication (eAuth) User ID and password by first clicking on the “Tools” tab.

Note: The “Tools” Tab is your entry point into the BioPreferred Program for purposes of registering your company, entering products, applying for certification, managing issued labels, etc.
Obtain an eAuth Account

- Click on “Create eAuthentication Account.”
Obtain an eAuth Account

- Click “Create Account” and follow the steps to create a Customer eAuthentication account.
Obtain an eAuth Account

- Click “Customer” and follow the steps to create a Customer eAuthentication account.

DO NOT register for a USDA Employee/Contractor account. This is for USDA employees and is not necessary to participate in the Program.
Obtain an eAuth Account

- Enter your email address and follow the steps to create a Customer eAuthentication account.
Obtain an eAuth Account

• Follow the link in your email to complete the registration process.
Obtain an eAuth Account

• Click “Confirm email address” and follow the steps to create a Customer eAuthentication account.
Obtain an eAuth Account

- Fill out the required Customer Account Registration Fields
Obtain an eAuth Account

• Set a password at least 12 characters long and follow the steps to create a Customer eAuthentication account.
Obtain an eAuth Account

- Congratulations! You have created an eAuth account. Now return to www.biopreferred.gov to login.
Log into Company Tools

- Access [www.biopreferred.gov](http://www.biopreferred.gov) and click on the “Tools” tab.

- Click on “Login” and enter your eAuth User ID and password
Decision Point

- Register Your Company
- Request Access to an Existing Company
- Reset your eAuthentication Account
Register Your Company
Register Your Company

• Click on “Register My Company.”

Note: If additional individuals within your company need access to BioPreferred Company Tools, they will use “Request Access to My Company.” As the individual initially registering company information, you will be the “administrator” for your company and will approve access for others in your company.

Note: Once you begin the process of Registering a Company, you must complete all the steps or all changes will be lost. The system will time-out if left idle for 10 minutes and all data will be lost.
Register Your Company

- Enter Company Name, press Tab to leave the name field, and click “Verify Name.”
- Then click “Next.”
  Note: If you receive an error message, try clicking “Verify Name” and then “Next” again.
- After entering Company name, you will have the option to enter Equal Employment Opportunity and Civil Rights (EEOCR) information.
Register Your Company

• You will enter additional company information on a series of screens. Click on “Next” to move from one screen to the next. Then click on “Finish.”

Note: If you are unsure of what your NAICS code is, you can look it up here: https://www.census.gov/eos/www/naics/

Note: Having a working company website listed will make the application process smoother later on
Request Access to an Existing Company
Request Access to and Existing Company

- Click on “Request access to My Company.”
Request Access to an existing Company

• If you are trying to become a secondary user on an account that already has an active user, please fill out all fields, leaving blank the check box next to “Send Email to BioPreferred Staff for activation instead of current company administrators”

• If you are trying to gain access to a company that no longer has an active administrator, please check box next to “Send Email to BioPreferred Staff for activation instead of current company administrators”

• Your company’s account manager or a member of the BioPreferred Program’s staff will approve your request and you will be able to access your company account. Contact the BioPreferred Program at help@usdabiopreferred.net if you are still unable to access your company account.
Reset your eAuthentication Account
Reset your eAuthentication Account

- Click on “Reset my Account eAuth.”

- BioPreferred Program staff will reset your EAuth and you will be able to access your company account. Contact the BioPreferred Program at help@usdabiopreferred.net if you are still unable to access your company account.
Registering Your Products
Company Tools Main Menu

• Once you have registered your company, you will be directed to the Company Tools menu. This menu allows you to enter products, apply for certification, and manage labels for certified products. The navigation bar to the left allows you to move within Company Tools.
Deciding between a Stand-Alone Product and a Product Family

- A stand alone product is marketed or sold under a single product name. This type of product may have variations in size, weight, color, scent, etc.
- Product families have products that share the same formulation and biobased content (within 3%) but are marketed differently. Also, a product family is used for a single formulation when the products have more than one use (e.g. lip balm and grease).
- In either case, entering a stand alone product or creating a product family (and then entering products within the family) is necessary to determine if a product qualifies for mandatory federal purchasing and to apply for certification/label. Products that are qualified and/or certified will be included in the BioPreferred Catalog.
Decision Point

Using the Slide 29 as your guide, please select an option below.

- **Enter Product Information for a Stand Alone Product**
- **Enter Product Information for a Product Family**
Enter Product Information for a Stand Alone Product
Add a Stand Alone Product

- Click on “Products” (in the navigation bar to the left) to enter information for a stand alone product. See the definition under Products in the Company Tools Menu (see screen shot) to determine if you have a stand alone product.
Enter Stand Alone Product Information

- Click on
Enter Stand Alone Product Information

- Click on “Add a Stand Alone Product.”
- Click on “Next.”

Note: If clicking the Next button does not work, please wait a moment and try clicking the button again.
Enter Stand Alone Product Information

Complete all of the information on this page.

*Note: All of the information on this page will be displayed in the catalog.*

If your product is not yet available to customers, select the “Pre-Launch Application” box. This allows companies to test their formulations before their marketing information is finalized.

*Note: Pre-Launch Applications generally take longer to be certified than regular applications.*

**Important Note:** The product name should match how it appears on its packaging, company website, and company’s marketing materials. Please include any brand names or symbols ®, ™, etc.

For assistance with determining the product’s Estimated Biobased Content, please refer to our document “Understanding Biobased Content.”
Enter Stand Alone Product Information

Select the raw materials that are used in your product.

Note: Before selecting “Other,” please check that the raw material is not listed above. For instance, “Coconut” is listed as “Palm, Including Coconut.” If “Other” is selected, a raw material must be specified before the screen will allow you to continue.”

USDA began collecting raw material information about products in 2016, in part, because it allows USDA to track the number of products made from a certain raw material. This information is helpful in determining the impact of our Program on various agricultural economies and to inform our Program’s interactions with various agricultural associations.

Important Note: While this information is required for all Program participants, it is not included in our online catalog or made available to the general public.
According to Program policy, all products must demonstrate an innovative approach to growing, harvesting, sourcing, procuring processing, manufacturing, or application of the biobased product.

- Select the option or options that apply to this product.
- Enter comments to help BioPreferred Program staff understand the rationale behind your selection and screen your product more quickly.
- Click on “Next”.

Example #1: A product that uses plant-based materials in place of petroleum-based materials would meet criterion 1C.

Example #2: A product that is manufactured or processed using solar energy would meet criterion 2A.

Note: Criterion 4A is exclusively for forestry derived products.
Enter Stand Alone Product Information

DECISION POINT!

• If you wish to apply for certification/label, at this time, click on “I want to apply for certification” and then click “Next.” You may choose to apply for certification at a later time.

• If you only wish to register a product for participation in the mandatory federal purchasing initiative, simply click 'Next.'
Enter Stand Alone Product Information

- Add product application details and unique features of this product. This information will be useful to consumers and will help you determine the most appropriate product category or categories for the product.
- Click on “Next.”

Note: Application Details should describe how the product would be used. For example, the Application Details for a laundry detergent might say “Use one capful per load of laundry after pre-soaking any items with stains. Wash on cold and enjoy the fresh citrus scent!”
Enter Stand Alone Product Information

Based on the information you entered for this product, potential product categories are displayed.

- Use the scroll bar to view potential options.
- If the appropriate option(s) is not displayed, click on “View More”
- Select one or more product categories (4 categories maximum) based on the way your company markets this product, and then click on “Next.”

Note: If your product could be used in multiple ways but is primarily marketed for one use, please select just that category. One of the most frequent delays in processing applications comes from reconciling product categories with product marketing.
Enter Stand Alone Product Information

• If you chose “View More” on the previous screen, additional product categories will be displayed as pictured on this slide.

• Use the scroll bar on the left to view additional categories. (1)

• To choose a category, highlight that category on the menu to the left and then click on the right arrow (2) to add the category.
Enter Stand Alone Product Information

• If your stand alone product has variations in scent, size, color, shape, etc., list them here.
• Add multiple variations by listing them in the blank field, separated by commas, and then clicking “add” (1).
• Add variations one at a time by clicking “Add Single Variation” (2).
• Click on “Next.”
Enter Stand Alone Product Information

• If you wish for your product information to be sent to other federal catalogs for display, click on “Yes.” If selected, you must provide a National Stock Number in order to move forward.
• Click on “Next.”

Note: Your product will be listed in the BioPreferred Program’s catalog and visible to other federal agencies even if you don’t have a National Stock Number.
Enter Stand Alone Product Information

- Enter the name of the product’s manufacturer. This information will not be displayed in the Catalog.
- Click on “Next.”
Enter Stand Alone Product Information

• To include standards for which your product has been tested, certified, or approved, click on “Include one or more standards to which [Product Name] complies.”
• Use the drop down menu to select the first standard.
• Use the “Add” button to include additional standards.
• Click on “Next.”

Note: Including applicable standards may be useful to potential federal purchasers and will appear in the Catalog.
Enter Stand Alone Product Information

- Review previously entered information and add any other additional information.
- Click on “Finish”.

**Note:** Application Details should describe how the product would be used.

**Note:** “Application Details” and “Unique Features” will appear in the Catalog. Any data entered under “Other Information” will not appear in the Catalog.
Enter Stand Alone Product Information

- Congratulations, you have successfully added a product!
- If you did not choose to apply for certification at this time, the product you entered and other products you entered earlier, will be displayed on the Product screen.
- If you click on a product, you are able to edit product information. If you click on the product label tab (see red arrow), you can apply for certification.

Note: Once a product is submitted for certification, no additional edits may be made except by BioPreferred Program Staff Members. Please contact us if you need to make a change.
Apply for Stand Alone Product Certification
Applying for Certification

If you did not select the checkbox (as seen on Slide #38) “I want to apply for Certification,” you may choose to do so at a later time.

• Click on a product and select the “Product Label” tab
• Click “Apply For Label”
Applying for Certification

The information displayed on this screen provides an initial determination of whether this product qualifies for mandatory federal purchasing. In the example to the right, this product qualifies for mandatory federal purchasing and product information will be displayed in the BioPreferred Catalog.

*Note: Once a product receives certification, it is eligible to display the USDA Certified Biobased Product label.*
Applying for Certification

• If this product is within a 3% variation in biobased content of a USDA Certified Biobased Product belonging to another company in your supply chain (such as your manufacturer or your customer), you may request their 4-digit label ID and your product will not have to be tested. Click on the Test Exempt Box (Note: this happens infrequently). You will then enter the 4-digit Label ID of the certified product.
• Click on “Next.”
Applying for Certification

Note: You will only see this screen if a pesticide category is selected.

• If your product is a pesticide, and if your product has been registered with EPA, click on the first box. You will then be prompted to enter the Registration Number and Signal word.
• Click on “Next.”
Applying for Certification

• If both the product and its packaging are biobased, and you would like the label to indicate the percentage biobased on the product and package, click on “[Product Name] requires packaging indicators.”

• Previously certified products for your company will be listed. Select the certified product that applies.

• Click on “Next.”

*Note: If the packaging has not yet been certified, you must first add it as a stand-alone product in the Product Packaging category and apply for certification.*
Applying for Certification

- Read and check each box certifying and agreeing to the following disclaimers.
- Click on “Submit Application.”
Add Additional “Stand Alone” Products

• Congratulations! You have completed the label application.

STOP

• Do not proceed until you have been contacted by the BioPreferred Program.

• If you are finished entering products, please read about What Happens Next?

• If not, using the navigation bar to the left, you may enter information for another product, apply for the label for a product already entered, or manage existing labels. Add products by clicking on the...
Create a Product Family
Create a Product Family

• Creating a product family allows you to apply for a single certification/label for a family of products, saving you time, money and effort!
• Product families include multiple products that share the same formulation and biobased content (within 3%) but are marketed differently. A product family includes a single formulation with varying uses (e.g. lip balm and grease).
• To create a product family, click on “Product Families” in the navigation bar to the left.
• Click on the
Create a Product Family

- Click on “Create a Product Family.”
- Then click on “Next.”
Create a Product Family

• Click on “Create a Product Family.”
• Then click on “Next.”

Note: This information will not be displayed in the Catalog and is for internal purposes only.
Create a Product Family

DECISION POINT!

- If you wish to apply for certification/label, at this time, click on “I want to apply for certification.” You may apply for certification at a later time. If you have multiple product uses for this formulation (e.g. lip balm and grease), you will need to add additional products prior to applying for the label.
- Whether or not you are applying for certification at this time, click on “Next.”
Create a Product Family

- Congratulations! You have created a product family.
- You will now enter products with the same formulation (within 3% biobased content) that are marketed differently or have different uses. Please enter all products in the family if possible.
- Click on “Add New Product.” You may also select, “Add Existing Products” if the product has already been entered.
- Click on “Next.”

Note: If you are adding a product to an already certified family, please notify BioPreferred Program staff by emailing help@usdabiopreferred.net. Program staff will need to review the new product before it can be certified.
Add Products to a Product Family

• Complete information about this particular product within the family.
• Click on “Next.”

Note: The information asked for on this screen will be visible to the public in the BioPreferred Program’s online catalog.
Add Products to a Product Family

• Select the raw materials that are used in your product.

Note: Before selecting “Other,” please check that the raw material is not listed above. For instance, “Coconut” is listed as “Palm, Including Coconut.” If “Other” is selected, a raw material must be specified before the screen will allow you to continue.”

Important Note: This information will not be displayed in the Catalog.
Add Products to a Product Family

- According to Program policy, all products must demonstrate an innovative approach to growing, harvesting, sourcing, procuring processing, manufacturing, or application of the biobased product.
- Select the option or options that apply to this product.
- Click on “Next”

Example #1: A product that uses plant-based materials in place of petroleum-based materials would meet criterion 1C.

Example #2: A product that is manufactured or processed using solar energy would meet criterion 2A.
Add Products to a Product Family

- Based on the information you entered on this product, potential product categories for this product are displayed.
- Use the scroll bar to view potential options.
- If the appropriate option(s) is not displayed, click on “View More”
- Select one or more product categories (4 categories maximum) based on the way your company markets this product, and then click on “Next.”
Add Products to a Product Family

• If you chose “View More” on the previous screen, additional product categories will be displayed as pictured on this slide.
• Use the scroll bar on the left to view additional categories. (1)
• To choose a category, highlight that category on the menu to the left and then click on the right arrow (2) to add the category.
Add Products to a Product Family

• If your product has variations in scent, size, color, shape, or other, list them here.
• Add multiple variations by listing them in the blank field, separated by commas, and then clicking “add” (1).
• Add variations one at a time by clicking “Add Single Variation” (2).
• Click on “Next.”
• If there are no variations, click on “Next.”
Add Products to a Product Family

- If you wish for your product information to be sent to other federal catalogs for display, click on “Yes.” If selected, you must provide a National Stock Number in order to move forward.
- Click on “Next.”
Add Products to a Product Family

- Enter the name of the product’s manufacturer. The product manufacturer will not be displayed in the Catalog.
- Click on “Next.”
Add Products to a Product Family

- To include standards for which your product has been tested, certified, or approved, click on “Include one or more standards to which [Product Name] complies.”
- Use the drop down menu to select the first standard.
- Use the “Add” button to include additional standards.
- Click on “Next.”

Note: Including applicable standards may be useful to potential federal purchasers and will appear in the Catalog.
Add Products to a Product Family

- Enter all additional products in the family. Click the \( \text{add} \) to add products.

- When you have added all products, click on “Next.” **Caution:** Attempting to edit products prior to clicking on “Next” will cause the products not to be included.
Add Products to a Product Family

• The products you have created in the product family will be displayed. If this is correct, click on “Finish.”
Add Products to a Product Family

- Congratulations, you have successfully created a family and added a product to it!
- If you did not choose to apply for certification at this time, the product you entered and other products you entered earlier, will be displayed on this screen.
- If you click on a product, and then click on the product label tab (see red arrow), you can apply for certification.
Apply for Product Family Certification
Apply for Certification for Product Family

- Click on a product and select the “Product Label” tab
- Click “Apply For Label”
Apply for Certification for Product Family

- If the products in this family meet or exceed the applicable minimum biobased content requirement, then it will be included in the BioPreferred Catalog after receiving certification.
- Click on “Next.”
Apply for Certification for Product Family

• If this product is within a 3% variation in biobased content of a USDA Certified Biobased Product belonging to another company, you may request their 4-digit label ID and your product will not have to be tested. Click on the Test Exempt Box (Note: this happens infrequently). You will then enter the 4-digit Label ID of the certified product.
• Click on “Next.”
Apply for Certification for Product Family

Note: You will only see this screen if a pesticide is selected as the product category.

• If your product is a pesticide, and if your product has been registered with EPA, click on the first box. You will then be prompted to enter the Registration Number and Signal word.
• Click on “Next.”
Apply for Certification for Product Family

• If both the product and its packaging are biobased, and you would like the label to indicate the percentage biobased on the product and package, click on “[Product Name] requires packaging indicators.”
• Previously certified products for your company will be listed. Select the certified product that applies.
• Click on “Next.”
Apply for Certification for Product Family

- Read and check each box certifying and agreeing to the disclaimers.
- Click on “Submit Application.”
Apply for Certification for a Product Family

• Congratulations, you have successfully applied for certification for this product family.

• Do not proceed until you have been contacted by the BioPreferred Program.

• To view your products, click on “Products” in the navigation bar. Note: The hourglass indicates that the label application has been submitted and is under review. Certified products do not display an hourglass over the certification symbol.

• If you are finished entering products, please read about What Happens Next?
What Happens Next?
What happens next?

• After you have submitted an application, the USDA will send a “Notice that Application has been received” email within 24 hours of submitting the application.
• BioPreferred Program staff will review your application and contact you with any questions via email. Applications are processed in the order in which they are received; most are completed within 60 days. It is not possible to expedite this stage of the certification process.
• After any questions are resolved, you will receive a notification from USDA that your application has met the initial criteria and will be directed to contact SEI for the next stage in the product certification process. An overview of this process is available on the BioPreferred Program's website here.

Note: To preserve the integrity of the program, all steps in this process must be completed in sequential order.
How do I download my Certification Label?

- After you have received a notification email from the USDA stating that your product has been certified, return to www.biopreferred.gov, click on “Tools” and log into your company account.
- Once you are logged in, select “Labels” from the menu on the left.
- Click on your product in the list on the right.
How do I download my Certification Label?

- After selecting a product, a window will pop-up with three options.
- Select the “Product Label” Tab.
- Choose which version of the label you would like and click “Download”.

Note: The “Additional Documents” tab contains other important information such as a copy of your certification letter.
Troubleshooting

• Q: I am having trouble accessing my account.  
  A: Please follow the instructions in the Troubleshooting Account Access Tutorial.

• Q: If there is no product category already established for my product, what do I do?  
  A: You can still submit an application for certification in the "Other" product category, but your product will not be eligible for mandatory Federal purchasing. Products for which there is no minimum biobased content already established must be at least 25% biobased. You may also fill out this form if you wish to suggest a new category. Suggestions will be considered in future product category designations, and if selected, may be designated for mandatory Federal purchasing in a few years.

• For additional Frequently Asked Questions, refer to the BioPreferred Program’s website.