

BioPreferred

BioBuzz

Want to Sell Biobased Products to the Federal Government?

Target Agencies Most Likely to Need Your Products

Selling to the Federal Government is not the fast track to success. It takes time and diligence, because of the government's massive size. That means you need to focus your efforts. Effective market research is essential. By conducting research and targeting agencies with a higher likelihood of purchasing your products, you can apply your time and energy to areas where the pay-off is likely the greatest. Here are three strategies for identifying and targeting agencies most likely to need your biobased products.



1 Pinpoint Current Agency Spending

A key resource for identifying current agency spending is [USAspending.gov](https://www.usaspending.gov). You can filter searches by a variety of criteria, including product category. The “Spending Explorer” tool lets you review the entire federal budget in increasing granularity, which may be helpful in determining which agencies are buying the types of products you manufacture or sell. Knowing what an agency has procured in the past can help determine what they may be interested in buying in the future.

Another useful tool for determining agency spending is the General Services Administration's (GSA) Federal Procurement Data System (FPDS), the central repository of statistical information on federal contracting. The system details contract actions over \$25,000, with summary data provided for procurements less than that.

All Department of Defense contracts valued at \$5 million or more are announced each business day on the [Contracts](https://www.defense.gov/contracts) page of [Defense.gov](https://www.defense.gov). If the recently awarded contract requires the types of products you sell, it may be worth contacting the contractor to offer your products.

2 View Annual Procurement Forecasts

Another strategy is to analyze Annual Procurement Forecasts, which can be found at <https://www.acquisition.gov/procurement-forecasts>. Procurement forecasts show upcoming acquisitions that may benefit from the addition or use of biobased products.

3 Get on the GSA Schedule.

While not a quick and easy process, getting on the Federal Supply Schedule (also referred to as the GSA Schedule) is the number one way to reach federal buyers. The GSA Schedule is the premier contracting vehicle for the federal government to obtain common commercial products and services. With over 14,500 contractors and annual sales of over \$45 billion, GSA Schedule Contracts streamline the government sales process because they have pre-established pricing, terms, and conditions that government buyers can use to purchase from a company.

Watch this helpful [webinar](#) from GSA on how to get on its Schedule and do business with the federal government.



What's SUP? GSA Urges Agencies to Identify Plastic Free Single-Use Packaging

The U.S. General Services Administration recently amended the GSA acquisition regulation to add a new provision and clause to identify alternatives to single-use plastic (SUP) packaging for products under the Federal Supply Schedules. The new rule is designed to help agencies reduce single-use plastic waste and increase their rate of sustainable purchases. GSA's plan is to highlight contractors on [GSA Advantage!](#)® that offer SUP-free packaging and to encourage federal agencies to consider this in buying decisions.

This new rule dovetails well with our Program's focus on promoting biobased products in favor of petroleum-based products. In fact, biobased packaging can also earn the USDA Certified Biobased Product Label, making it a viable option for agencies looking to comply with this latest GSA rule.

DoD and FBI Test PFAS-free Biobased Products in Food Service Operations

Single-use food service ware is commonly utilized for takeout food service operations on DoD installations. To advance the agency's sustainability goals and validate the performance of technologies against mission requirements, the Department of Defense's (DoD) Sustainable Technology Evaluation and Demonstration (STED) Program tested disposable food service ware that contains no intentionally added per- and polyfluoroalkyl substances (PFAS) in food service operations at DoD and Federal Bureau of Investigation (FBI) facilities.



Before these PFAS-free and biobased products can be utilized by Military Departments and DoD Components, their performance must be proven to meet DoD requirements. Check out the demonstration's [results](#).

Biobased products tested were manufactured by BioPreferred Program participants Terravive and World Centric. World Centric's products are also USDA Certified Biobased.

The Coolest Thing Made in KY: Hempwood's Carbon-negative Flooring

Congratulations to Hempwood, a BioPreferred Program participant, for Winning the 2024 Coolest Thing Made in Kentucky Tournament, sponsored by the Kentucky Association of

Manufacturers and the Kentucky Farm Bureau Insurance. The tournament is an online voting, bracket-style tournament to let Kentuckians pick the 2024 Coolest Thing Made in Kentucky from among the thousands of world-class products manufactured in the state.



[Watch the video to see how Hempwood flooring is made!](#)

Is your packaging biobased?

Be sure to get certified. It's as easy as 1-2-3!

The USDA BioPreferred® Program

Key Steps to Certification

Explore Program highlights and key steps to earning approval to display the USDA Certified Biobased Product label on your products.

-  1,820+ companies have received product certification.
-  More than 470 new companies joined the Program in 2023.
-  8,256 products earned approval to display the USDA Certified Biobased Product Label – with more added every month!



PLASTICS' Response and Recommendations to the Biden Bold Goals Submitted by Heather Nortz, Plastics Industry Association

In a comprehensive report titled "Biden Administration Bioeconomy Bold Goals Report: PLASTICS Response and Recommendations", the Plastics Industry Association responded to the Biden Administration's "Bold Goal" of replacing 90% of today's plastic with "recyclable-by-design" biobased polymers. The report walks through what the current industry of biobased plastics looks like today and what it would take for this goal to be reached in the 20 year suggested timeframe.

Noting that biobased resin production accounted for approximately 0.71% of the overall US plastic resin production in 2022, the annual growth rate of biobased resin production would need to be more than 27% in order to reach 90% market share by 2043. Current economic projections of this growth rate hover around the 14% – 17% range.

PLASTICS supports growing the bioplastics industry and recognizes the vital roles that biobased, biodegradable, and traditional plastics play in our daily lives as well as in the development of a circular plastics economy. To move in the direction this Bold Goal is proposing, there are many considerations and investments that would need to be made in areas such as:

- feedstock production
- use cases of recyclable biobased plastic
- labeling harmonization
- collection and mechanical, advanced, and organic recycling capacity
- testing and certification capacity
- potential impact of unintended consequences

The report concludes with 12 policy recommendations within these focus areas for governmental agencies to consider when rolling out these ambitious bioeconomy goals. PLASTICS hopes to help accelerate the growth of biobased and biodegradable plastics to positively impact a sustainable, circular economy.

You can read the full report [here](#).

In Case You Missed It!

The following article was written by Darryl Syler, CFP®, BCFP and posted by the Fleet Management Association.

City of Alexandria Getting Good Results from Soy-Based Rubber Tires While Meeting Sustainability Goals

In our continuous effort to be a sustainable and green fleet, the City of Alexandria Fleet Management has begun using the Eagle Enforcer all-weather (A/W) tires. Goodyear's high-performance, all-season tire is developed to perform in the demanding operating conditions encountered by police vehicles. The tire is made of a soy-based rubber compound with silica.

We have found that the tire provides reliable traction and handling in dry and wet conditions as well as enhanced light-snow traction. All Eagle Enforcer A/W tires are severe snow service rated and branded with the three-peak mountain snowflake (3PMSF) symbol.

Surprisingly, soybean oil doesn't just benefit the environment; it also improves tire performance. Tires with soy-based compounds have been found to offer better traction and grip, especially in wet conditions. This innovation means safer driving for our fleet and improved overall tire performance.

The soy-based tread compound of the Eagle Enforcer A/W is designed to deliver sure-footed traction in variable weather conditions, in addition to enhancing wear life. The multi-zoned design helps increase grip for handling and cornering stability. High silica content in the tread rubber improves traction in slippery conditions, and the swooping grooves, deep circumferential channels and open shoulder blocks increase hydroplaning resistance by providing a direct path for standing water to evacuate the footprint. The tire features high sipe density throughout the pattern, with winter-focused zigzag sipes in the center and inboard zones that work with the tread compound and independent tread blocks to deliver light snow traction capable of earning the 3PMSF symbol.

At the City of Alexandria, we recognize that sustainability is much broader and more precisely defined than being "green." It involves a wide scope of activities that promote the future generations' ability to meet their needs. While green focuses on the now as well as the future, sustainability is more concerned with the future. It is the ability to meet the current needs without compromising on the future generation's ability to meet their needs. Sustainability is often referred to as a three-legged stool since it is concerned with three pillars, including environmental health, economic benefits, and social equity.

For the City of Alexandria, sustainability includes green products and services, as well as eco-friendly activities. It means undertaking changes in social, economic, and environmental processes to achieve a balanced relationship between nature and humans.



Want to stay up to date on what's happening in the bioeconomy and the BioPreferred Program?

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