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USB Builds Big Apple's Biobased Momentum

New York, NY - Soy is showing up in exciting and sometimes unexpected places. A United Soybean Board (USB) program today is connecting the New York tri-state region to the sustainability benefits of biobased products.

U.S. Department of Agriculture (USDA) Deputy Secretary Krysta Harden spoke to biobased manufacturers as well as federal and state government officials at USB's Biobased Products Stakeholders' Workshop. "Country & City Connect for Sustainability: Bringing the Benefits of Biobased to the New York Region" is the theme of the program held in New York City.

"American-grown soybeans are delivering environmental and energy security benefits to the tri-state New York area," said Sharon Covert, an Illinois farmer and USB Customer Focus Action Team chair. "More than 8,000 New York diesel vehicles run on cleaner-burning biodiesel blends and Bioheat® warms buildings, resulting in lowered greenhouse gas emissions.

"The region's success with biodiesel is complimented by other exciting uses of biobased products. SYNLawn's Soy-backing is in the turf on rooftops like the Old New York Times office building, AstroTurf is now at Battery Park and other sports fields, as well as Signature's carpet installed at New York's first restaurant to earn LEED-Gold status," Covert said. Universal Textile Technologies provided the environmentally friendly backing technology using soy based polyurethane for these new exciting installations. Barnes and Noble customers benefit from wood ceilings made with a soy-based adhesive that does not contain formaldehyde. A white soy-based roof offers energy benefits to the historic building that is home to the U.S. Government Services Administration in Lower Manhattan."

The keynote speaker, USDA Deputy Secretary Krysta Harden, described the intersection between the USDA BioPreferred® Program and biobased procurement opportunities in the region.

Through the Federal BioPreferred® program, the USDA designates categories of biobased products for a federal procurement preference. In the process, minimum biobased content standards are established for each product category. Currently, USDA has 97 BioPreferred®-designated product categories required for preferred federal purchasing. For more information about the Federal BioPreferred program, and the program's voluntary biobased product certification and labeling initiative, please visit www.biopreferred.gov.

The total number of soybeans planted in the United States is roughly 400 times the size of New York City. Soy is one of the leading ingredients in biobased products, ranging from a wide-range of cleaners, to foam cushioning, to paint, to carpet backing and many others. USB's web site - www.soybiobased.org -- offers detailed information about hundreds of soy-based products that are available today.

The 69 farmer-directors of USB oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers. These volunteers invest and leverage checkoff funds to increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy's customers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff.

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ABOUT SOY BIOBASED

George Washington Carver and Henry Ford helped pioneer biobased products in America. Today, U.S. companies offer hundreds of biobased products made from soybeans grown in the United States. Furniture and carpet backing, cleaning supplies, industrial solvents, transformer oils and energy efficient roofing materials are just a few of the many. Find products and examples of who uses them at www.soybiobased.org.



The United Soybean Board (USB) provides this newsletter for information only. USB does not endorse, promote or make any representations regarding any specific suppliers mentioned herein.

America's farms are just beginning to tap their potential as a source for natural, renewable biobased products that offer benefits to worker health, the environment, America's economy and energy security. To learn more about the many biobased products made from soybeans, go to www.soybiobased.org. Because of the potential for biobased products to create new markets for soybeans, U.S. soybean farmers have invested millions of dollars to research, test and promote biobased products. Much of this work was done through the United Soybean Board (USB), which is composed of 69 U.S. soybean farmers appointed by the U.S. Secretary of Agriculture to invest soybean checkoff funds. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA's Agricultural Marketing Service has oversight responsibilities for the soybean checkoff.

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