



Biobased Solutions

FOR GOVERNMENT

Go to www.soybiobased.org to sign up for the electronic version of this newsletter and to see profiles of how biobased products are successfully used across America.

SPRING 2011



Jim Schriver, USB Domestic Marketing Committee Chair

DEAR READER

Finding biobased products is easier than ever no matter whether your workplace is an office building in Washington, D.C. or a national park in Montana. Or maybe you are a parent like me who wants better U.S. products to use around our family as well as help our children and grandchildren's future by reducing our dependence on foreign oil.

The U.S. Department of Agriculture's launch of the new federal "USDA Certified Biobased Product" label is going to make it easier for all of us to choose biobased products. There are hundreds made with soy that can be used in government buildings and fleets, as well as in our homes.

I hope you will read this newsletter about how U.S. Deputy Secretary of Agriculture Kathleen Merrigan announced the label in conjunction with the USB Biobased Products

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USB Convenes Biobased Stakeholders' Workshop

Innovation and Agriculture Grow With USDA Biobased Products Label Announcement

The United Soybean Board (USB) convened a Biobased Products Stakeholders' Workshop that connected federal, state and county leaders with farmers and innovative biobased products manufacturers. The event, held at Hoover Inc. on March 31, featured Deputy Agriculture Secretary Kathleen Merrigan announcing the first 11 companies whose products have been certified to feature USDA's new biobased product label.

Ohio Deputy Director of Agriculture Rocky Black described how Ohio is invigorating its economy through growth of biobased products development and use. Franklin County Ohio Commissioner Paula Brooks addressed the opportunities that biobased products offer and how local governments can complement state and federal biobased procurement programs. Biobased manufacturers highlighted their innovation during presentations by Cathy Horton, founder of Nutek, a division of Hoover;

Universal Textile Technologies Director of Marketing Doug Giles; and NatureWorks LLC Director of Communications & Public Affairs Steve Davies.

"Federal, state and local biobased initiatives help grow the farm economy," said

The U.S. Department of Agriculture launched the federal labeling program to identify biobased products. Go to www.biopreferred.gov



USB Director Dale Profit, a soybean grower from Van Wert, Ohio. "Greater awareness about the economic, environmental and energy security benefits of naturally renewable biobased products is good news for everyone. Biobased products are a natural choice for America!"

On January 20, 2011, the U.S. Department of Agriculture (USDA) launched a new labeling initiative to identify biobased products. The

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USB Plants Seeds of Partnership

Soy-backed Carpet Will Use Yellowstone National Park's Recycled Plastic Bottles

The United Soybean Board (USB) joins in announcing a landmark new partnership sparked by USB's longstanding relationships with two environmental leaders: Yellowstone National Park and Universal Textile Technologies (UTT).

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USB Convenes Biobased Stakeholders' Workshop

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"USDA Certified Biobased Product" label specifies what percentage of a product, or that product's packaging, comes from biobased ingredients. More than 100 companies have begun to apply for the label and consumers will soon see it on products. USDA estimates that there are 20,000 biobased products currently being manufactured in the United States and that the growing industry as a whole is responsible for over 100,000 jobs. You can learn more at <http://www.biopreferred.gov>

Ohio was a natural site for the Stakeholders' Workshop. The state is a pioneer in encouraging the use of biobased products. Last year, Ohio passed the nation's strongest state biobased preferential purchasing program that builds on the biobased purchasing provisions already included in the federal law. In addition, Ohio-based Nutek is a biobased success story. The company's innovation, combined with farmer investment, has allowed them to gain product placement in major retail outlets like Home Depot, ACE Hardware and Kroger.



Keynote speakers: USDA Deputy Secretary Kathleen Merrigan (right) and Franklin County Ohio Commissioner Paula Brooks.

<http://www.soybiobased.org/category/biobased-blog/> offers photos and presentations from the workshop.



Ohio Deputy Director of Agriculture Rocky Black described how Ohio is invigorating its economy through growth of biobased products development and use.



Nutek founder Cathy Horton led a tour of Hoover that now offers her many biobased products.

PHOTO CREDITS: ZIMMCOMM

DEAR READER

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Stakeholders' Workshop in March. We were pleased to convene this event that was the first to have top government officials from three different levels of government: federal, state and county.

It was only natural that we meet in Ohio where biobased trails are blazed by leaders like Ohio Deputy Director of Agriculture Rocky Black. He described how the state is invigorating its economy through growth of biobased products

development and use. Franklin County Ohio Commissioner Paula Brooks addressed the opportunities that biobased products offer and how local governments can complement state and federal biobased procurement programs. Commissioner Brooks is the vice chair of both the National Association of Counties (NACo) Green Government Advisory Board and Energy/Renewables Subcommittee.

I'm one of approximately 600,000 U.S. soybean farmers. Many of us have

faced a very wet spring that made planting a challenge. Yet we still expect to grow more than 70 million acres of U.S. soybeans. They will provide an abundant supply of food, feed and ingredients for a wide array of biobased products. I'm glad to share with you on page 6 of this newsletter that at least one of our products helps buildings in flood-prone areas.

Sincerely,

— Jim Schriver, USB Domestic Marketing Committee Chair

Northern Michigan University Golf Course Uses Biobased as Part of Model for Financial and Environmental Sustainability

The University of Northern Michigan's Golf Course (GC-NMU) is pursuing twin goals: financial as well as environmental sustainability.

Soy biobased products are one of the ways we are working to achieve both of these goals," says Glen Rochester, golf course general manager and agronomist at GC-NMU.

"I see this as having an impact at NMU well beyond the golf course," Rochester explains. "If it works well for us here then it is probably something the rest of the campus should consider in its effort to become more sustainable. It also has the potential cost savings if we can buy in bulk for the entire University. And, while we're at it—maybe we can be an example to public and private golf courses everywhere as well."

When NMU accepted this golf course as a gift in late 2008, it was with the condition that it be self-supporting and that it fit with the University's overall goal of being environmentally sustainable. The 72-par championship course and surrounding community were opened in 1993 by local developer, Joe Gibbs. Joe and Pat Gibbs donated it to the University.

In 2010, Rochester began working with Keith Reinholt of the Michigan Soybean Promotion Committee to determine what soy biobased products might work in helping the golf course achieve its environmentally sustainable goal.

As a result, the soy biobased products they now use include:

- *Multi-Purpose Soy Grease EP and SoyEasy Cool Water Soluble Coolant supplied by Environmental Lubricants Manufacturing*
- *Hand Sanitizer supplied by Franmar Chemical, Inc.*
- *SoyClean Driveway, Sidewalk, Patio Cleaner supplied by SoySafe Products, Inc.*
- *Bio T-W3 2 Cycle Oil Bar Chain Oil 15W50 and Bio-Penetrating Oil, all supplied by Renewable Lubricants, Inc.*
- *Nature's Broom Oil Absorbent supplied by Nature's Broom.*

The 2010 demonstration also included a test strip of RePLAY™, a soy-based asphalt preservation agent from BioSpan Technologies Inc. "From what I can see this spring, there is definitely a more protected look to the asphalt strip where RePLAY™ was applied," Rochester says.

The project has made Rochester want to try even more products, such as a soy biobased pesticide.

In addition to using soy biobased products, Rochester says another emphasis is on water conservation. "We've added a new irrigation intake system and have refined irrigation schedules to conserve water. To make the facility financially sustainable we've put in place a number of marketing initiatives. It's paid off...as we turned a small profit in 2010. That money and future profits will be used for student scholarships at the university," Rochester explains.

PHOTO CREDIT: GC-NMU AND MICHIGAN SOYBEAN PROMOTION COMMITTEE



Golf Course General Manager Glen Rochester (far right) and Superintendent Wayne Gibbs observe Joe Kindler of Ohio Pavement Systems, Inc. applying the soy-based RePLAY™ test strip on the cart path at University of Northern Michigan's Golf Course (GC-NMU). The demonstration of RePLAY™ and numerous other biobased products is part of the strategy to achieve the GC-NMU's twin goals: financial as well as environmental sustainability



USB Plants Seeds of Partnership

Soy-backed Carpet Will Use Yellowstone National Park's Recycled Plastic Bottles

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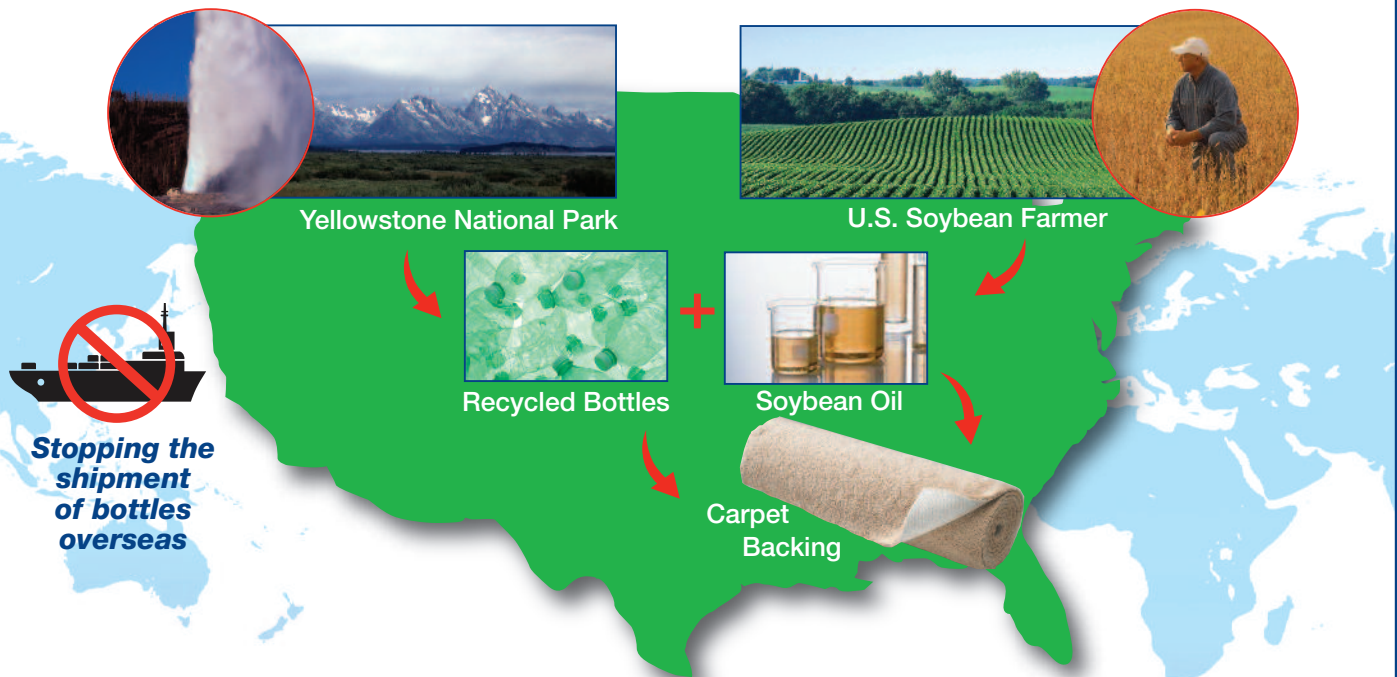
UTT has committed to purchase the recyclable plastic bottles Yellowstone collects each year and use them in the company's unique process that combines soybean oil and recycled bottles to make backing for carpet and select synthetic turf products.

"The United Soybean Board is pleased to have sown the seeds of partnership that sets a model for the nation," said Bob Haselwood, a Kansas soybean grower and chair of the USB program to develop new uses for soy. "Thanks to our innovative partners, soy biobased products are going to take an even greater role in benefiting a national treasure like Yellowstone."

Yellowstone authorities are leaders in the use of biobased products, ranging from biodiesel to cleaning supplies, as well as recycling innovation. They have succeeded in dramatically reducing Yellowstone's reliance on area landfills. This new partnership, forged with UTT, Four Corners Recycling, CPE, Inc. and USB, will reduce and ensure the reuse of plastic bottles that go into landfills. It will also create and protect jobs for the American workforce and help Yellowstone National Park meet its recycling goals.

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Innovative Yellowstone Partnership Breaks the Cycle of Shipping Recycled Bottles Overseas



UTT'S AMERICAN-MADE CARPET BACKING COMBINES YELLOWSTONE'S RECYCLED BOTTLES WITH U.S. SOY



Item	Minimum Biobased Content
Adhesive and Mastic Removers	58%
Bathroom and Spa Cleaners	74%
Bedding, Bed Linens and Towels	12%
Carpets	7%
Carpet and Upholstery Cleaners	
General Purpose Cleaners	54%
Spot Removers.....	7%
Chain and Cable Lubricants	77%
Composite Panels	
Acoustical Panels	37%
Interior Panels.....	55%
Plastic Lumber Composite Panels	23%
Structural Interior Panels.....	89%
Structural Wall Panels	94%
Concrete and Asphalt Release Fluids	87%
Corrosion Preventatives.....	53%
De-Icers - General Purpose	93%
Diesel Fuel Additives.....	90%
Disposable Containers	72%
Disposable Cutlery.....	48%
Disposable Tableware	72%
Dust Suppressants.....	85%
Expanded Polystyrene (EPS) Foam Recycling Products..	90%
Fertilizers	71%
Films	
Non-Durable Films	85%
Semi-Durable Films	45%
Firearm Lubricants	49%
Floor Strippers	78%
Fluid-Filled Transformers	
Synthetic Ester-Based	66%
Vegetable Oil-Based.....	95%
Food Cleaners.....	53%
Forming Lubricants	68%
Gear Lubricants	58%
General Purpose Household Cleaners	39%
Glass Cleaners	49%
Graffiti and Grease Removers.....	34%
Greases	
Food Grade	42%
Multipurpose.....	72%
Rail track.....	30%
Truck	71%
Greases Not Elsewhere Specified	75%
Hand Cleaners and Sanitizers	
Hand Cleaners	64%
Hand Sanitizers	73%
Heat Transfer Fluids	89%
Hydraulic Fluids - Mobile Equipment	44%
Hydraulic Fluids - Stationary Equipment	44%

Proposed

Soy Biobased Spray Foam Insulation Protects in Flood-Prone Areas



Mother Nature's record 2008 floods wreaked havoc on an Eastern Iowa Nature Center. Today, the building is better insulated than ever thanks to spray foam insulation that uses naturally renewable soy as well as meets Federal Emergency Management Administration (FEMA) requirements.

The Indian Creek Nature Center, a nonprofit organization on the Cedar River, is located on a former dairy farm. The Center has 200 acres of land with trails and various outdoor activities that attract about 45,000 people annually. The main building of the facility is an old dairy barn converted into offices and activity areas. It had been insulated with ordinary fiber glass material.

"It was completely saturated with the flood and (insulation) had to be removed," says Rich Patterson, the Center's executive director. "We used Sage Companies to install the foam insulation and are very pleased. Not only does it meet the FEMA/National Flood Insurance Program (NFIP) regulations, we've found it to be a superior insulation in every way.

"The barn was built in 1932 of red tile brick that is sturdy and attractive but has many holes and cracks that allow cold air to infiltrate. The foam insulation sealed these very well," Patterson says. "Nature Center staff was amazed to see how much foam oozed through the exterior of the brick,

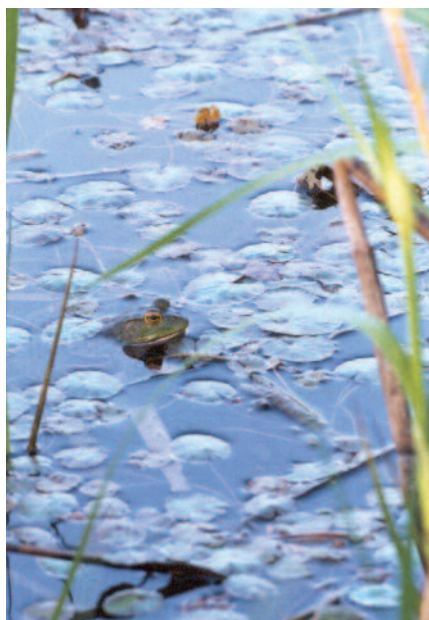


PHOTO CREDITS: INDIAN CREEK NATURE CENTER

Indian Creek Nature Center staff found that the soy biobased spray foam insulation meets FEMA/National Flood Insurance Program (NFIP) regulations AND it is a superior insulation in every way.



indicating where there were cracks and holes in the wall, often very small ones, but ones that let a lot of cold air in.”

Sage Companies LLC in Cedar Rapids applies BioBased Insulation® 1701 high-density closed cell, polyurethane spray foam insulation made with soy from Biobased Technologies. “In 2008 our area of Southeast Iowa, experienced not a 100-year flood, but rather a 500-year flood,” explains Sage’s Pat Shey. “Foam insulation does not absorb as much water in flood situations and it dries out much more quickly than non-foam insulation materials, which usually need to be removed once they become wet and saturated with moisture.”

Sprayed polyurethane foam and closed-cell plastic foams are the only materials that FEMA classifies as acceptable flood damage-resistant insulation materials for floors, walls and ceilings in its building design criteria for special flood hazard areas (SFHAs). This requirement applies to new construction, repair of substantially damaged buildings, and substantial improvement of existing buildings in SFHAs. To protect buildings constructed in SFHAs, FEMA’s National Flood Insurance Program (NFIP) requires the use of building materials that are “resistant to flood damage.” For more information, <http://www.fema.gov/library/viewRecord.do?id=1580>

FEMA designates sprayed polyurethane foam and closed-cell plastic foams as a Class 5 flood damage-resistant building material. Class 5, which is FEMA’s highest rating, are materials considered highly resistant to floodwater damage, including damage caused by moving water, and can survive wetting and drying and may be successfully cleaned after a flood to render them free of most harmful pollutants.

All photos provided by Indian Creek Nature Center



PHOTO CREDITS: INDIAN CREEK NATURE CENTER



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USB has worked to educate government agencies and others about how soy-based products reduce America's dependence on foreign oil as well as contribute to the nation's economy and environmental progress. Yellowstone Environmental Specialist Jim Evanoff has helped the park be a nationally recognized trailblazer in how biobased products perform well and provide environmental benefits. At the same time, USB has supported the development of innovative new products, like those offered by Universal Textile.

Like many recyclable materials collected in America, tons of the bottles from Yellowstone were previously shipped overseas. "Yellowstone was created as the world's first national park in 1872. We have an obligation to set the example for promoting sound environmental stewardship practices that will serve as a model for future generations," said Evanoff. "This new partnership not only diverts plastics from landfills, it protects and creates U.S. jobs and decreases the fuel and other resources used to transport materials around the planet."

UTT will convert recycled bottles into a non-woven fleece material that is part of the high-performance backing for its carpet and select synthetic turf products. The Georgia Tech Research Institute has provided third-party verification for this project.

UTT incorporates recycled bottles to manufacture BioCel™ and EnviroCel™ environmentally friendly polyurethane backing systems for carpet and synthetic turf. Both BioCel and EnviroCel utilize recycled plastic bottles combined with naturally renewable soybean-based polyols, derived from domestically grown soybeans. BioCel and EnviroCel also assist in LEED® certification. BioCel and EnviroCel are resistant to moisture, insulate against energy loss, reduce ambient noise and increase the structural integrity of carpet and synthetic turf.

"We are told on average 3 or 4 bottles out of 10 are recycled in America today," said Doug Giles, director of marketing for Universal Textile Technologies. "Our objective is to increase the number of bottles recycled. We believe this amazing program will increase awareness of the many opportunities for Americans to participate. We ask you to recycle your plastic. By doing so you will help our great country, additionally creating jobs and growing our economy. These benefits will be shared by everyone for generations to come. If we don't address these issues today our children and grandchildren will certainly be forced to. We are excited to be a part of Project Yellowstone and their stand on the environment."



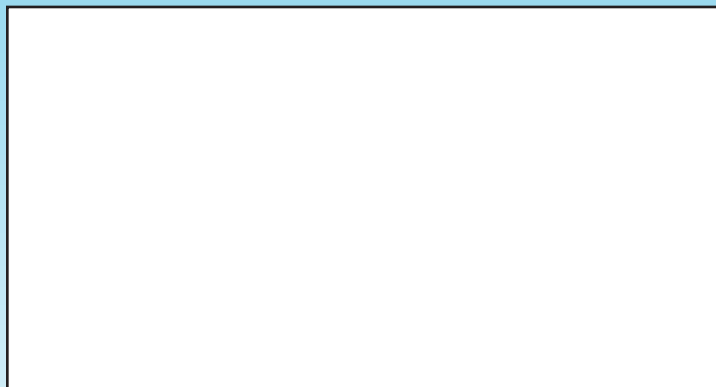
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USB Publication Code 1354/1406-052011-2000



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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.

