



USDA Labeling Good for Biobased Manufacturers



A proposed U.S. Department of Agriculture (USDA) BioPreferred label for biobased products provides opportunity for the United Soybean Board (USB) and for manufacturers of biobased products alike. In fact, USB research has shown that 57 percent of consumers would be influenced to buy a biobased product if it had a label or logo indicating that it was biobased.

"The BioPreferred label will act as an additional tool for buyers to identify soy-based products," says Kate Lewis, deputy program manager with the BioPreferred program. "Easier identification will increase demand."

The labeling program guidelines will be set by USDA based on feedback they have received on the proposed rule published in the Federal Register at the end of July.

"USDA will be reviewing comments made by the public, industry, government and members of the growing 'sustainable/green' community to help us decide key biobased product labeling parameters," says Lewis.

Once completed, manufacturers of biobased products will be able to use this label to differentiate their products from products using materials such as petroleum. According to USDA, more than 19,000 biobased products are commercially available today. Many of these products contain soy. USB's Soy Products Guide contains a listing of more than 1,000 soy-based products ranging from industrial lubricants to adhesives used in construction.

"We hope to finalize the rule in 2010 and for the label to be on products on shelves by 2011," Lewis says.

For more information on the proposed rule, visit biopreferred.gov or for a listing of soy-based products currently available for purchase, visit USB's online *Soy Products Guide* at soynewuses.org.