

# Biobased Solutions

Summer 2007

FOR GOVERNMENT

## New Research Shows Americans Want to Know More About Biobased Products

### Public Looks to the Federal Government for Leadership on Biobased Products

A landmark public opinion study shows while American consumers' knowledge of biobased products is weak, their interest is strong. The nationwide research conducted by NuStats for the United Soybean Board (USB) also found that the public looks to the federal government to educate consumers, promote biobased products through education and funding as well as lead by example as a purchaser of these products.

*"This research affirms that Americans see the value of biobased products, which can be made from America's own soybeans to offer energy security, environmental, worker health and other benefits,"*

— Chuck Myers

Three-fourths (75%) of the 1,370 people surveyed in late May reported being unfamiliar with biobased products. However, eight out of ten (81%) of those surveyed with modest knowledge already expressed interest in learning more about them. Overall, 63% of those surveyed were interested in biobased products or in learning more.

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photo credit: Porcupine Mountains Wilderness State Park

Porcupine Mountains Wilderness State Park Ranger Peter Kemppainen drives a tractor that is one of the facility's many pieces of equipment now using soy-based products. Located on the shores of Lake Superior, the Park has found environmental and cost benefits from switching to biobased products.

## Federal Biobased Purchasing Leads State Park to 'Go Green'

While dozens of Federal agencies and National Parks have used soy-based products for years, an increasing number of state and local governments are following their lead and turning to soybeans as part of their efforts to "go green". One such example is Porcupine Mountains Wilderness State Park located on the shores of Lake Superior in Ontonagon, Michigan.

Park staff learned about the benefits of soy-based products from Chris Case, facility manager at Pictured Rock National Lakeshore in Munising, Michigan. Now Porcupine Mountains

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## Biobased Technology Wins EPA's Presidential Green Chemistry Challenge Award

Cargill's BiOH™ brand polyols, the first commercially successful biobased polyols used in polyurethane foam cushioning, won the 2007 President's Green Chemistry Challenge Award. Winner in the Designing Greener Chemicals category, Cargill was one of five recipients honored in a June 26 ceremony at the National Academies of Science.

Sponsored by the Environmental Protection Agency, the Presidential Green Chemistry Award promotes innovative chemical technologies that reduce negative impacts on human health and the environment compared to the current state-of-the-art. An independent panel, selected by the American Chemical Society, judged the nominations.

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photo credit: Cargill

## Federal Biobased Purchasing Leads State Park to 'Go Green'

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Wilderness State Park has made changes to make the grass a little greener.

The park's diesel-powered equipment runs on B20 (a blend of 20 percent biodiesel with 80 percent petroleum diesel). Porcupine Mountains Parks & Recreation Supervisor Bill Doan says the benefits of this conversion are twofold. First, the equipment emissions are drastically reduced. Second, the biodiesel is commonly made from soybean oil—a reliable, renewable and environmentally friendly alternative which helps reduce our dependence on petroleum-based products.

In addition to B20, Porcupine Mountains has converted from petroleum-based products to soy-based alternatives in all aspects of park operations. Going beyond the use of biodiesel blends and hydraulic fluid, the park also uses a variety of other soy-based products, including two-cycle oil, bar and chain oil, penetrating oil, parts cleaning solution, bearing grease, air compressor fluid, degreaser, gear lube and fuel conditioners. In fact, the parts cleaner is so mild that one of the mechanics actually washes his hands in it—something he never would have done with the old petroleum-based product.

Porcupine Mountains has also incorporated the use of environmentally preferred products in cleaning the bathroom-shower buildings. Gone are the corrosive and acidic products of the past. The park has even been able to reduce the number of cleaning products from nearly a dozen, to three, saving money as well.

“These efforts are all part of our commitment to make Michigan's premier green spaces even more green,” adds Doan.



### Biobased Insulation is 'Energy Star' in HUD PATH Concept Home

Buddy Bisterfeldt, who operates J & B Foam Insulation, believes in customer satisfaction. He also believes strongly in his main product—biobased foam insulation used in the building construction trade. That's why this Kansas City businessman jumped at the chance to volunteer his company's time to provide insulation for a Housing and Urban Development (HUD) concept home in Omaha, Nebraska. His supplier, BioBased Insulation, of Rogers, Arkansas, supplied its product Biobased 501(TM.)

It's all part of a HUD program launched in 1998. The PATH (Partnership for Advance Housing Technology) moved from the theoretical to the applied stage with a concept model home in Omaha. Construction began in October 2006 and a ribbon cutting opening ceremony was held in June 2007.

Up until this project, PATH performed a very valuable service of bringing together the various residential segments of the construction industry, ranging from architects, to builders to building code developers, to identify the latest technologies and materials available to the industry. In 2004, PATH took the next step and developed an architectural model of a

PATH Concept Home, which turned into the Omaha model.

Open to the public this summer, some lucky family can buy it later this year. For those who can't make it to Omaha, virtual tours are available at [www.pathnet.org/concepthome](http://www.pathnet.org/concepthome).



“Our main objectives in building this house were efficiency (in construction and production), flexibility and sustainability,” states James Lyons, project manager for Newport LLC, the company that oversees PATH projects for HUD. The biobased insulation is an important part of our

sustainability goal. The fact that it's made from soybeans, a renewable resource, rather than petroleum, and has all of the qualities of any foam insulation is very important.”

Bisterfeldt says it's important to him, too. “I'm not exactly a tree-hugging environmentalist, I'm just an ordinary guy who gets it.” Why should we use petroleum when we can use a renewable resource like soybeans? I grew up in Kansas wheat territory and I like to do anything I can to help farmers, my customers and the environment.”