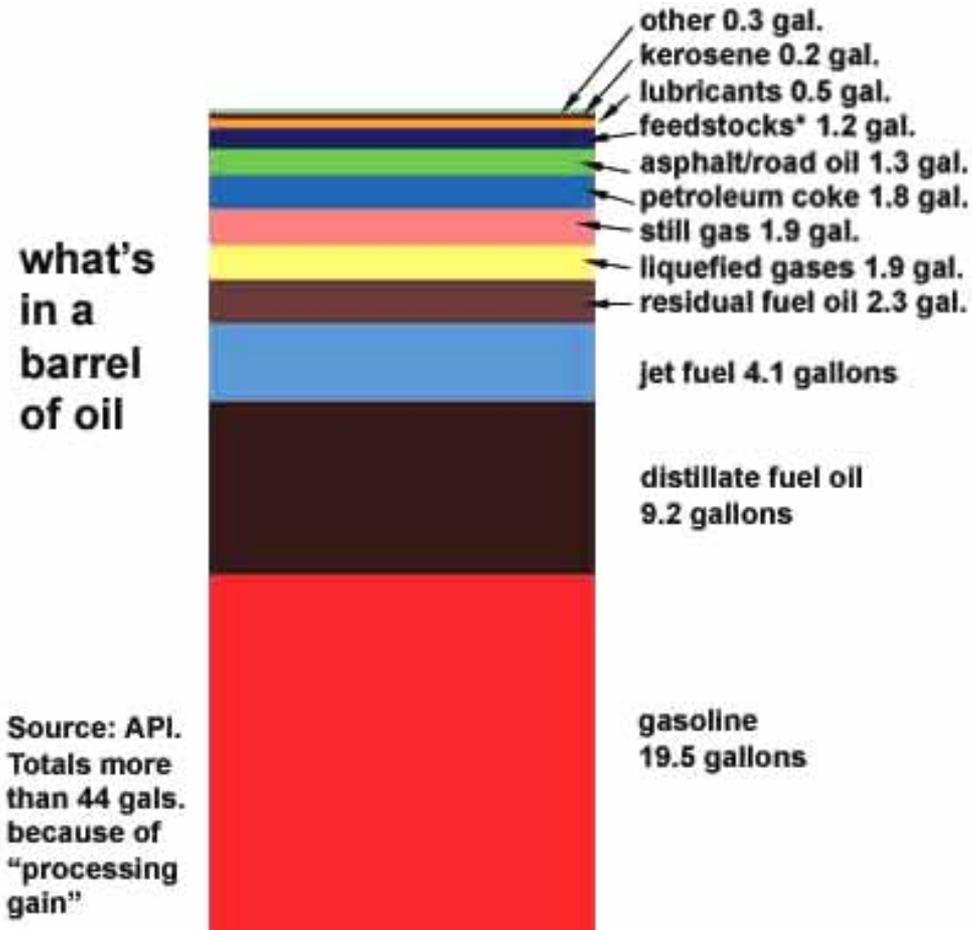


# Opportunity



# One tool: USDA's BioPreferred Program

- Identifies and seeks to establish new markets for biobased products
- Two major program elements:
  - Federal Procurement Preference
  - Voluntary Labeling Program
- Resources to influence “push” and “pull” for bioproducts



