



Doing Business with the Federal Government



Todd Repass
Chief, Procurement Policy, USDA



BioPreferred™

Federal Biobased Products Preferred Procurement Program

→ <http://www.usda.gov/biopreferred>



Agenda

- Introduction
- How the Government Buys
- Preference Programs
- BioPreferred Program
- Business Opportunities
- How to Market Your Product



BioPreferred™

Federal Biobased Products Preferred Procurement Program

→ <http://www.usda.gov/biopreferred>

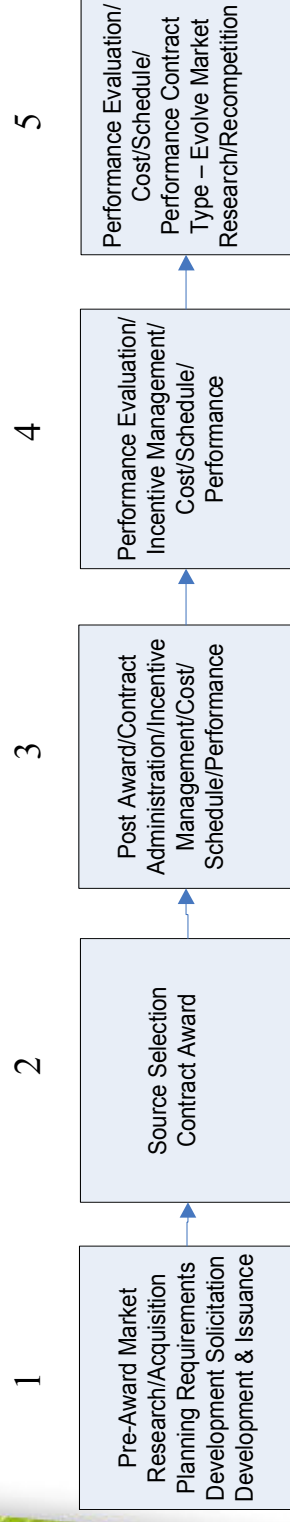


Introduction

- The US Federal Government is the world's largest buyer of good and services.
- Purchases by military and civilian installations amount to nearly \$400 billion a year.
- In fiscal year 2006, USDA procured \$4.8 billion in goods and services.

How the Government Buys

- Federal Acquisition Regulation (FAR)
 - <http://www.arnet.gov/far/>
- Agency FAR Supplements
- Contracting Process:



4

Getting Started

- Central Contractor Registration (CCR)
 - www.ccr.gov
- Data Universal Numbering System (DUNS)
 - www.dnb.com/US/duns_update/index.html
- Employer Identification Number
 - www.irs.gov/businesses/small/
- North American Industry Classification System
 - www.census.gov/epcd/www/naics.html
- Small Business Administration (SBA)
 - www.sba.gov
- Commercial and Government Entity (CAGE)
 - www.dlis.dla.mil/cageserv.asp (DoD Only)

5



BioPreferred™

Federal Biobased Products Preferred Procurement Program

→ <http://www.usda.gov/biopreferred>

Various Preference Programs

- Resource Conservation and Recovery Act (RCRA)
- BioPreferred
- Javits-Wagner-O'Day Act (JWOD)
- Small Business Acquisitions (23%)
- 8(a) Acquisitions
- Women-Owned Businesses (5%)
- Small Disadvantaged Businesses (SDB) (5%)
- Historically Underutilized Business Zone (HUBZone) (3%)
- Service-Disabled Veteran-Owned Small Business (SDVOSB) (3%)
- Subcontracting

% Figures Source: Executive Order 13170

BioPreferred Program

- To participate in the BioPreferred Program, a product must be specifically designated by rule making.
- Once the item has been designated part of the BioPreferred Program, it requires procurement preference.
- It is USDA's challenge to purchase biobased products until more are designated as part of the BioPreferred Program.
- As products become designated, they need to meet the minimum standards set forth in the statute.

7



BioPreferred™

Federal Biobased Products Preferred Procurement Program

→ <http://www.usda.gov/biopreferred>



BioPreferred Program Goals

- Preference goals have not been set for the BioPreferred Program.
- USDA is required to provide a report to Congress once every 2 years
- At a minimum, each government agency is required to implement a BioPreferred Preference Program

How to Find Business Opportunities

- Agency Procurement Forecast Systems
- Agency Offices of Small and Disadvantaged Business Utilization (OSDBU)
- Federal Business Opportunities (FedBizOps)
 - www.fedbizops.gov
- Electronic Subcontracting Reporting System (eSRS)
 - www.esrs.gov
- Small Business Administration (SBA)
 - www.sba.gov

9



BioPreferred™

Federal Biobased Products Preferred Procurement Program

→ <http://www.usda.gov/biopreferred>

How to Market Your Product

- Access Procurement offices and/or prime contractors directly
- Concentrate on the following 3 questions:
 - Are your products reasonably available?
 - Do they meet the industry or government required performance standards?
 - Are they reasonably priced?
- Be familiar with your clients and their offices

10



BioPreferred™

Federal Biobased Products Preferred Procurement Program

→ <http://www.usda.gov/biopreferred>

How to Market Your Product Con't

- “Sell” your product
 - Understand the process
 - Get registered
 - See if you qualify for a Preference Program
 - Look for business opportunities
 - Actively promote and build awareness of your product
- Current Success

Questions or Comments?

- Todd Repass
Chief, USDA Procurement Policy
(202) 690-1060
todd.repass@usda.gov
- Shana Love
Special Assistant, USDA Office of the Assistant
Secretary for Administration
(202) 205-4008
shana.love@usda.gov
- BioPreferred Website:
www.usda.gov/biopreferred

12



BioPreferred™

Federal Biobased Products Preferred Procurement Program

→ <http://www.usda.gov/biopreferred>