



The Green Products Connection

Northwest Ohio Green Products Center

Volume 1, Issue 1

Program Coordinator Hired to Assist Local Green Initiatives

Northwest Ohio has the perfect blend of manufacturing capacity and agricultural components creating a natural center for biobased product development. The Northwest Ohio Green Products Center was established to advance the production efforts of biobased or "green" products throughout the

region. Biobased products are composed, in whole or significant part, from renewable plant or animal materials rather than synthetic chemicals or hydrocarbons and petroleum-based ingredients.

Jim Matzinger has been hired to serve as Program Coordinator for the Northwest Ohio Green Products Center housed at the CIFT. Jim has an extensive background in business development, engineering, marketing, sales and customer service providing a framework of resources for existing companies or entrepreneurial efforts with regard to biobased products.

Jim, a graduate of the University of Toledo with a Masters degree specializing in Economic Development and a

Bachelor of Science degree focused on business and technology development, is poised to guide local businesses down the path of development and advancement. Prior to joining the Center Jim owned a framing business in Grand Rapids, Ohio and worked at the LOF/Pilkington Technical Center in new product development for 30 years.

As a leader in alternative energy and new technology, coupled with a unique manufacturing base, Northwest Ohio serves as a prime location for continued green product development.



Ohio is a leader in the development, manufacture, sale and use of biobased products.

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Expansion of USDA BioPreferred Program Results in New Categories

A significant component of the services provided through the Center relates to the USDA BioPreferred ProgramSM. This program is designed to provide governmental procurement preference to biobased products provided those products are determined appropri-

ate and on the approved list. USDA recently announced 27 new groupings of biobased products for procurement meaning 2,469 biobased products now qualify for federal agencies and contractors to purchase provided the biobased content has been

proven, quantities are readily available and the price reasonable.

Roof coatings, adhesives, hand cleaners and sanitizers, disposable containers, fertilizers, grease removers and much more are included.

Special points of interest:

- *New Program Coordinator Hired.*
- *Expanded USDA BioPreferred ProgramSM & New Categories.*
- *Program Offers Endless Opportunities.*
- *What is the NOGPC?*
- *What services are offered?*
- *What about the web site?*

Expanded BioPreferred ProgramSM Offers Endless Opportunities

Manufacturers who currently produce biobased products, those who have the potential to produce the products, or entrepreneurs investigating the creation of biobased items are encouraged to contact the Northwest Ohio Green Products Center to learn more about the extensive services available to assist companies advance their concepts and explore the USDA BioPreferred ProgramSM as an increased market opportunity.

The purpose of the Northwest Ohio Green Products Center is to educate and promote the economic, environmental, and business potential associated with

developmental efforts in green products. The opportunities are endless and as demonstrated through the commitment of the USDA BioPreferred ProgramSM, engagement in this area is gaining momentum and provides a niche opportunity for many local businesses.



Manufacturers and entrepreneurs have increased marketing opportunity.

What is the Northwest Ohio Green Products Center? (NOGPC)

The Northwest Ohio Green Products Center is a collaborative effort among several partnering organizations to provide the resources, technical assistance and business expertise to regional entrepreneurs or established manufacturers who currently produce, or plan to produce, green or biobased products. Biobased products are composed, in whole or significant part, from renewable plant or animal materials rather than synthetic chemicals or hydrocarbons and petroleum-based ingredients. Biobased products range from adhesives and construction materials to paints and fuel additives.

There are a variety of reasons for producing and using green products. Biobased materials provide:

- Enhance energy security by reducing dependence on fossil fuels, particularly imported oil
- Stimulate jobs in rural areas and provide economic advancement through advanced technology
- Provide a cleaner environment
- Make good business sense overall

“Renewable resources enhance energy security by reducing dependence on fossil fuels, particularly imported oil”

- Promotion of bio based product development

What Services are Offered?

Through the resources of its partners, as well as those from other providers of technical, business and financial support throughout the community, the Center will offer the following services:

- Evaluation of market potential
- Guidance for those seeking to register for the USDA BioPreferred ProgramSM
- Assistance in product and concepts

- to purchaser of “green” products
- Support & assistance in developing marketing & business plans for renewable product initiatives
- Connection to



Resources are available through the NOGPC.

partner organizations

- Tech support for specific technical development projects i.e. formulation of projects & testing for levels of bio content

For additional information on the Northwest Ohio Green Products Center please download our brochure at: www.nwohiogreenproducts.org.

What is the purpose of the Northwest Ohio Green Products Center website?

The purpose of this website is to provide a clearinghouse for information and expertise related to researching, developing, producing, marketing and buying green or biobased products.

You will find links to federal, state and local resources that introduce you to the available biobased programs, business opportunities and initiatives, as well as the procedures required to market your green product. Timely biobased product news, both regional and national, will be highlighted with regional producer and vendor green products experience.

Finally, the Northwest Ohio Green Products Center partner organizations

contact information is provided to allow you to tap into regional and national green product business experience and expertise.

The USDA Bio-PreferredSM Program requires federal government agencies to give purchasing preferences to businesses that provide products composed totally, or in large part, of renewable domestic, agricultural or forestry materials.



The BioPreferred web site offers a clearinghouse for green or biobased products.

Established from the Farm Security and Rural Investment Act (FSRIA) of 2002, the program requirements state that all federal agencies must give preference to biobased products that have been designated by the program unless; the product is not reasonably available; the product fails to meet performance standards for the application intended; the product is available at an unreasonable price.

Why was this program created?

"Congress created this program to spur demand growth for new biobased products, grow domestic demand for agricultural commodities, and encourage development of processing and manufacturing in rural communities," states Dr. Marvin Duncan, Senior Agricultural Economist in the Office of Energy Policy and New Uses within the U.S. Department of Agriculture.

Purchases by the military and civilian installations amount to nearly \$400 billion a year. In 2006, USDA

procured \$4.8 million of that amount.

Congress created this program to also:

- Jump start a new biobased industry;
- Capture environmental benefits and
- Enhance the Nation's energy security.

"2,469 biobased products now qualify for federal agencies and contractors to purchase"

What are USDA BioPreferredSM Products?

The Farm Security and Rural Investment Act (FSRIA) defines biobased products as commercial or industrial products that are composed, in whole or in significant part, of biological products or renewable (including plant, animal, and marine materials) or forestry materials. Items are generic groupings of products and are designated by rule making. Once designated, all qualifying products within a designated item are eligible for preferred

procurement. Federal agencies have up to one year to implement procurement preference.

A qualifying biobased product is consistent with the definition in statute; the biobased content must be known; the environmental and health effects of the product must be available; product performance, as tested against industry recognized standards, is known;



The carbon content of product must be known.

designation is based on providing reliable and relevant information to the federal agency.

Northwest Ohio Green Products Center

5555 Airport Highway
Suite 100
Toledo, Ohio 43615-7320

Phone: 419-724-8343 ext. 111
Fax: 419-531-8412
E-mail: jmatzinger@eisc.org

We're on the web!

www.nwohiogreenproducts.org

CIFT is a program of EISC, Inc., and provides technical solutions to companies involved in the nation's largest and most economically significant industry - food processing.



Our Partners

Center for Innovative Food Technology (CIFT)

Toledo Regional Chamber of Commerce

Regional Growth Partnership

The Bowling Green State University College of Business Administration Dallas-Hamilton Center for Entrepreneurial Leadership

The University of Toledo College of Business Administration Small Business and Entrepreneurship Institute

Procurement Technical Assistance Center (PTAC)

Lucas County Improvement Corporation



What are BioPreferredSM Products and What's In It For Me?

The BioPreferred ProgramSM creates a preferred market for biobased products, provides large-scale demonstration of biobased products' performance in use, spurs development of new biobased products, and develops alternatives to fossil energy based products.

Manufacturers can help get more products designated. Items must go through the rule making process and consideration of USDA before becoming approved. The approval procedure is lengthy, but once a product is designated, new market opportunities arise. Companies currently manufacturing a biobased product or having the potential to do so can benefit from participation in this initiative.

The Northwest Ohio Green Products Center was created to assist local manufacturers locate business opportunities within this product category.

The organizations presented above have

partnered to create and promote the Northwest Ohio Green Products Center.

For a complete list of designated items, please visit the [BioPreferred ProgramSM Catalog](#).

For more information visit our web site at: www.nwohiogreenproducts.org

Contact Jim Matzinger
Program Coordinator
419.724.8343 ext. 111
419.704.9353 (Cell)
877.668.3472 (Toll Free)



*The rewards are worth the effort.
Resources are available to help!*

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