

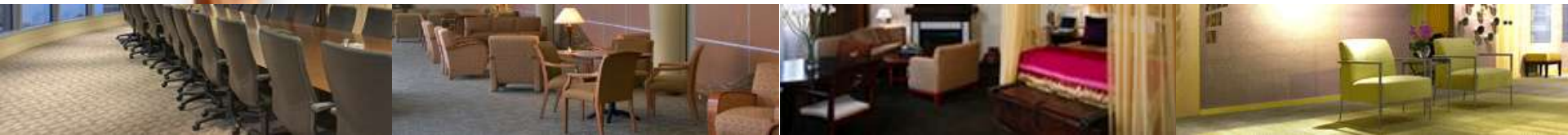
***Bio-based vs. Recycled Content →
Which is preferred? How Do We Evaluate Options?
Panel discussion...***



*Framingham, MA
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*Dennis McGavis
Director, Product Stewardship & Regulatory Affairs*

***Sustainability through Innovation™
That's the Shaw Green Edge®***



- ***Dennis McGavis: Shaw Industries
(Market Drivers)***
- ***Martin Wolf: Seventh Generation
(Sustainable Plastics Strategy)***
- ***Brenda Platt: Sustainable Biomaterials Collaborative
(BioSpecs for Food Service Ware)***
- ***Nancy Hirshberg: Stonyfield
(Commentary)***
- ***Discussion, Q&A...***

- **USGBC LEED: Tiered point system based on amount of recycled content**
- **CalRecycle: Increased purchasing goal from 50% to 75%**
- **US GSA (and other federal green purchasing): Recycled content is required (usually 25% minimum)**
- **Take back & recycling: Some of the above will provide credit for take back and recycling (closing the loop) in exchange for some recycled content percentage**



U.S. General Services Administration

- **Background:** Created by the Farm Security and Rural Investment Act of 2002 (2002 Farm Bill), and expanded by the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill).
- **Purpose:** To increase the purchase and use of biobased products. The United States Department of Agriculture (USDA) manages the program.
- **BioPreferred Program includes:**
 - Preferred procurement program for Federal agencies and their contractors, and a voluntary labeling program for a broad scale of products.
 - Designates categories of products that are required for purchase by Federal agencies and their contractors.
 - A minimum biobased content is specified. Going forward, biobased intermediate ingredients and feedstocks will be included in the designation process.
 - Biobased products that meet the BioPreferred program requirements carry a distinctive label.



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