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# Public Lecture

Bioproducts Discovery and Development Centre

**OMAFRA – UofG KTT**  
**Bioeconomy Seminars**

## **BiopREFERRED:** Creating New Markets for Biobased Products

### **Speaker: Ron Buckhalt**

Manager, BioPreferred® program, USDA/Agricultural Research Service, Washington, DC

**When:** Tuesday, April 17, 2012

**Time:** 6 pm, followed by Reception at 7 pm

**Location:** OVC Lifetime Learning Centre, Rm1714

University of Guelph

We will hear about the steps the U.S. government is taking to support the development of the bioeconomy. The BioPreferred program is a mandatory Federal procurement program put in place 10 years ago to help pull the market for biobased products by harnessing the purchasing power of the Federal government by mandating the purchase of products designated by USDA. The program now also has a USDA Certified Biobased Product label which is beginning to appear in retail outlets. Additionally, the Administration is expected to announce a new Federal research thrust to support the bioeconomy.

*Hosted by Prof. Amar Mohanty, Director of Bioproducts Discovery and Development Centre (BDDC)*

*Please RSVP to Milka Popov at [mpopov@uoguelph.ca](mailto:mpopov@uoguelph.ca)*

