



United States Department of Agriculture



## FOR IMMEDIATE RELEASE

### Media Contacts:

Matthew Hargarten  
Cool Planet Communications  
414-745-8408  
[matthew@rival-communications.com](mailto:matthew@rival-communications.com)

USDA BioPreferred® Program  
Vernell Thompson  
202.720.4145  
[Vernell.Thompson@dm.usda.gov](mailto:Vernell.Thompson@dm.usda.gov)

### Cool Planet Earns USDA Certified Biobased Product Label

*USDA certification provides further evidence for the sustainability of Cool Terra® Organic as a soil amendment*

**Greenwood Village, CO. (October 31, 2017)** — Cool Planet announced today that it has earned the U.S. Department of Agriculture (USDA) Certified Biobased Product label. This will allow the company to display a unique USDA label on its Cool Terra Organic product that highlights its content as 100% biobased. The USDA certification provides further evidence for the sustainability of Cool Terra Organic as a soil amendment.

Cool Terra featuring Engineered Biocarbon technology is a consistent, durable, and stabilized form of carbon produced from biochar which can increase plant yield by improving soil structure, increasing water and nutrient availability, and creating a unique habitat for soil microbes. Cool Terra Organic is available for sale in all 50 states, is OMRI listed for organic use, and is registered as an organic input material by both the California Department of Food & Agriculture (CDFA) and the Washington State Department of Agriculture (WSDA).

"We admire the USDA for their efforts to promote sustainable agricultural practices and products," said Jim Loar, Cool Planet's CEO. "Our customers know that Cool Terra can help improve soil health, and this label will give them confidence that our product is made with renewable resources and can play a role in helping reduce greenhouse gases."

Available through an extensive distribution network, Cool Terra Organic is used to support soil vitality and add value in specialty and commodity crop farming, turf and lawn care, tree transplanting, nursery and ornamental operations, green roofing, and LEED / SITES certification projects. "We are proud to offer a 100% USDA certified Biobased product, and believe it is another step forward in helping growers achieve sustainability and profitability" said Loar.

Third-party verification for a product's biobased content is administered through the USDA BioPreferred Program, an initiative created by the 2002 Farm Bill (and most recently expanded by the 2014 Farm Bill). One of the goals of the BioPreferred Program is to increase the development, purchase and use of biobased products. Biobased products, through petroleum displacement, have played an increasingly important role in reducing greenhouse gas emissions that exacerbate global climate change.

"We applaud Cool Planet Energy Systems, Inc. for earning the USDA Certified Biobased Product label," said Kate Lewis, USDA BioPreferred Program. "Products from Cool Planet Energy Systems, Inc. are contributing to an ever-expanding marketplace that adds value to renewable agriculture commodities, creates jobs in rural communities, and decreases our reliance on petroleum."

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### **About Cool Planet**

Cool Planet is an agricultural technology company selling Engineered Biocarbon products designed to optimize agricultural systems. The company's first commercial product line is their award-winning, proprietary Cool Terra® featuring Engineered Biocarbon™ technology. Cool Terra delivers sustainability and profitability for agriculture, landscape, turf, nursery and ornamental markets. Cool Terra was named a Gold Edison Award winner for innovation in agricultural technology in 2015. Learn more about Cool Terra Engineered Biocarbon technology at [coolterra.com](http://coolterra.com), on Twitter at [@CoolPlanet](https://twitter.com/CoolPlanet) and on Facebook at [facebook.com/CoolTerraNews](https://facebook.com/CoolTerraNews). Contact the company about Cool Terra at [coolterra@coolplanet.com](mailto:coolterra@coolplanet.com) or (888) 564-9332.

### **About the USDA BioPreferred Program and Certified Biobased Product label**

The BioPreferred Program is a USDA-led initiative that assists the development and expansion of markets for biobased products. The BioPreferred Program is transforming the marketplace for biobased products through two initiatives: mandatory purchasing requirements for Federal Agencies and Federal contractors and voluntary product certification and labeling.

Biobased products span a diverse range of applications, such as lubricants, cleaning products, chemicals and bioplastics. The USDA Certified Biobased Product label communicates a product's biobased content. Expressed as a percentage, biobased content is the ratio of non-fossil organic carbon (new organic carbon) to total organic carbon in a product. New organic carbon is derived from recently-created materials. The total organic carbon in a product consists of new organic carbon and old organic carbon that originates from fossil carbon materials, such as petroleum, coal, or natural gas. Approximately 2,800 products have earned the USDA Certified Biobased Product label as of August 2016. To learn more about the USDA Certified Biobased Product label please visit [www.biopreferred.gov](http://www.biopreferred.gov), and follow on Twitter at <http://twitter.com/BioPreferred>.