

## FOR IMMEDIATE RELEASE

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### **We are Sunshine Cleaning Earns USDA Certified Biobased Product Label**

Delavan, WI. January 12, 2024 — We are Sunshine Cleaning announced today that it has earned the U.S. Department of Agriculture (USDA) Certified Biobased Product Label for All Purpose Cleaner.

We are Sunshine Cleanings All Purpose Cleaning Products are the culmination of cutting-edge research and a dedication to providing customers with eco-friendly alternatives. The USDA Bio Preferred Program certification underscores our product's compliance with stringent criteria for biobased content and environmental impact.

What sets their All Purpose Cleaning Products apart is the unique infusion of the power of organic materials and the energy of natural crystals. They harness the natural cleaning properties of organic elements, ensuring that their products are not only effective but also safe for both users and the environment. With eight versatile varieties to choose from, their All Purpose Cleaners are tailored to meet the diverse cleaning needs of customers and now will be available to customers worldwide.

The All Purpose Cleaner can now display a unique USDA label that highlights its percentage of biobased content. Third-party verification for a product's biobased content is administered through the USDA BioPreferred® Program, which strives to increase the development, purchase, and use of biobased products.

Biobased products help address climate change by offering renewable alternatives to petroleum-based products; sequester carbon dioxide, lowering the concentration of greenhouse gasses in the atmosphere that contribute to climate change; create and expand markets; are generally safer for people and the environment than their petroleum-based counterparts; and represent incredible technological advances and innovations.

The USDA Certified Biobased Product Label displays a product's biobased content, which is the portion of a product that comes from a renewable source, such as plant, animal, marine, or forestry feedstocks. Utilizing renewable biobased materials displaces the need for non-renewable petroleum-based chemicals. Biobased products are cost-comparative, readily available, and perform as well as or better than their conventional counterparts.

"Our commitment to sustainability and innovation has led us to create a line of All Purpose Cleaning Products that go beyond conventional cleaning solutions. We are thrilled to have received certification from the USDA Bio Preferred Program, affirming the biobased nature of our products," said Owner Josette Baublitz.

"We applaud We are Sunshine Cleaning for earning the USDA Certified Biobased Product Label," said Vernell Thompson, USDA BioPreferred Program. "The label is intended to help spur economic development, create new jobs, and provide new markets for farm commodities. But the label also makes it easier for consumers and federal buyers to locate biobased products and consider planet-friendlier options during purchase decisions. By having their products become USDA Certified Biobased, We are Sunshine Cleaning joins an expanding list of businesses combatting inaccurate marketing claims and the practice of greenwashing, while also contributing to a thriving bioeconomy that decreases our reliance on petroleum."

In the latest Economic Impact Report released by USDA, the biobased products industry supported 4.6 million American jobs; contributed \$470 billion to the U.S. economy and generated 2.79 jobs in other sectors of the economy for every biobased job. Biobased products also have a substantial environmental impact, displacing about 9.4 million barrels of oil a year, with the potential to reduce greenhouse gas emissions by an estimated 12.7 million metric tons of CO2 equivalents per year.

### **About We are Sunshine Cleaning:**

We are Sunshine Cleaning Company, is a testament to resilience and dedication, was founded by Josette Baublitz in 2015 with a humble beginning in the trunk of her car. What started as a one-woman venture has now blossomed into a thriving business with a dedicated team and office in Delavan, Wisconsin, that offers both Residential and Commercial cleaning services in Walworth County, all driven by Josette's unwavering commitment to her vision. From those early days, Josette's journey reflects a steadfast determination to provide exceptional cleaning services.

Her company takes pride in their eco-friendly approach, offering truly organic services that align with a commitment to sustainability. Their mission goes beyond cleanliness; it's about transforming the way we care for our homes and businesses, promoting mental health through the use of natural products. They are inspired by our planet for a healthy life and sustainable future, and this certification is recognition to this commitment and it's an honor to be part of the mission in our country.

### **About the USDA BioPreferred Program**

With the goal of increasing the development, purchase, and use of biobased products, USDA's BioPreferred® Program was first introduced in the 2002 Farm Bill and reauthorized in 2018. It requires federal agencies and contractors to give purchasing preference to biobased products. The USDA BioPreferred Program also includes a voluntary certification and labeling initiative for biobased products. This is referred to as the USDA Certified Biobased Product Label.

More than 1,800 companies across the U.S. and in 47 countries participate in the Program. From farm and field all the way through the manufacturing process, the expanding market for biobased products creates jobs, supports rural economic growth in America, and has a positive impact on our planet. Have questions? Please contact: Vernell Thompson, USDA BioPreferred Program at [Vernell.Thompson@usda.gov](mailto:Vernell.Thompson@usda.gov).