

## FOR IMMEDIATE RELEASE

### Media Contact:

Janice Lui  
Nefful USA

### Nefful USA Earns USDA Certified Biobased Product Label

City Of Industry, CA. April 21, 2026 — Nefful USA announced today that it has earned the U.S. Department of Agriculture (USDA) Certified Biobased Product Label for Nature's Clean Laundry Detergent.

Nature's Clean Laundry Detergent uses an innovative sheet format to simplify daily laundry. Pre-measured sheets dissolve quickly in water and allow flexible dosing based on load size, making them convenient for everyday use and travel.

With 72% biobased content, the product reflects Nefful USA's commitment to delivering effective performance while supporting more sustainable, environmentally responsible solutions.

The Nature's Clean Laundry Detergent 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 empower communities in rural America, create and expand markets, 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.

"The USDA Certified Biobased Product Label reinforces our commitment to sustainability and product transparency," said Charlie Kung, General Manager of Nefful USA. "It helps customers make more informed choices while recognizing the value and performance of our product.

"We applaud Nefful USA 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, Nefful USA 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 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)