



**INSTITUTE FOR  
AGRICULTURE AND TRADE POLICY**

PRESS RELEASE

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### **About IATP**

Institute for Agriculture and Trade Policy works locally and globally at the intersection of policy and practice to ensure fair and sustainable food, farm and trade systems. IATP is headquartered in Minneapolis, Minnesota with an office in Washington D.C.

# **Minnesota set to lead on green chemistry through innovative partnerships**

**MINNEAPOLIS** – Business leaders will gather in Minnesota on Friday, January 25, to discuss how green chemistry—an approach to the design, manufacture and use of chemical products to intentionally reduce or eliminate chemical hazards—is becoming central to their success. Cohosted by the Institute for Agriculture and Trade Policy (IATP), the University of Minnesota’s Center for Science, Technology and Public Policy (CSTPP) and Aveda, Beakers to Business Plans will feature national leaders and Minnesota businesses setting trends in green chemistry through innovative product design and manufacturing.

Dr. Paul Anastas, director of Yale’s Center for Green Chemistry and Green Engineering, hailed as the “father of green chemistry,” will open the day with his vision of the future of green chemistry.

“Chemicals touch every aspect of our lives,” said Dr. Anastas. “Green chemistry gives us new tools to design a tomorrow in which chemicals contribute to sustaining life, without diminishing our health and our environment.”

The afternoon will feature local business leader Jim Hobbs, vice president for business development at BioAmber, discussing current applications of green chemistry and why businesses like BioAmber are embracing open innovation.

“An open innovation model is essential for effective business development in the green chemistry space,” Hobbs said. “While innovation is inherently risky, there is much greater risk in a ‘business as usual’ mentality.”

The day-long conference will also include panels on training future green chemists, managing supply chains and product lifecycle considerations, and investing in green chemistry, all featuring Minnesota businesses—Cortec Corporation, Ecolab, Natureworks, AMEC, First Green Partners and Pace Analytical Services, among others—who are leading the way by creating safer, more sustainable products through green chemistry.

“IATP is excited to help facilitate this coming together of Minnesota business leaders and national visionaries like Dr. Anastas: Their work in advancing green chemistry will help Minnesota remain a leader in the global marketplace while protecting consumers and our environment from all-too-prevalent toxic chemicals,” said Kathleen Schuler, senior policy analyst with IATP and co-chair of the Minnesota Green Chemistry Forum.

More information on Beakers to Business Plans is available at [www.greenchemistrymn.org](http://www.greenchemistrymn.org) and [www.iatp.org](http://www.iatp.org). Press passes available upon request.

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