



## **National Biodiesel Fuel Education Program** *Funded by the United States Department of Agriculture*

### **Background**

Creating the first wide-scale government-funded biodiesel education program of its size, Title IX of the 2002 Farm Bill authorized the **Biodiesel Fuel Education Program**. In August 2003, the U.S. Department of Agriculture selected the National Biodiesel Board (NBB), a nonprofit organization located in Jefferson City, MO, and the University of Idaho, as the two award recipients. The program has allowed NBB and the biodiesel industry to strengthen education activities and initiate unique efforts previously not possible due to a shortage of resources. During the first two years of implementation, the National Biodiesel Education Program delivered substantial results, including:

- ◆ A successful outreach campaign to educate the petroleum industry
- ◆ An education program with the engine and vehicle manufacturers leading to biodiesel factory fill programs with DaimlerChrysler and John Deere
- ◆ The advancement of a national biodiesel fuel quality program
- ◆ Support of national education efforts such as the Biodiesel Conference & Expo which was attended by more than 1,000 individuals this year

**The results speak for themselves: this program is a model of the accomplishments that can result from government and industry partnership.**

Although significant advances have been made, much work remains. A national survey of the public revealed that only one in four Americans has heard of biodiesel. By comparison, nearly nine in ten consumers have heard of ethanol, and 42% are very or somewhat familiar with that product. Yet after reading a brief description of biodiesel and its benefits, more than three-fourths of consumers surveyed say they would be likely to use the product. Within the diesel trucking market, almost 90% of trucking executives were not familiar with biodiesel. Optimistically, after hearing more about biodiesel 80% of trucking executives say they would use biodiesel blends if they knew it supplied adequate lubricity and if it was similar in price. **These survey results highlight the significance of, and need for, a coordinated national education and outreach program.** With just a little education, there is great receptivity with the general public and within specific markets, like the trucking market.

### **Program Highlights**

- NBB and the American Lung Association of the District of Columbia (ALADC) have integrated biodiesel into its health education and outreach efforts throughout the nation's capital where more than 10,000 children suffer from asthma. The project is a unique effort to educate an urban audience about the benefits of biodiesel, and gives biodiesel added visibility in our nation's capital.



- NBB, working with the New England Fuel Institute (NEFI), developed a heating oil fuel dealer survey to better understand the potential for biodiesel blends in the oilheat industry. NEFI is a nationally recognized business association of 1,100 member companies in the heating oil and related heating service industry and was an excellent partner for the effort. Results suggest that dealer tolerances would be almost 4¢ per gallon for a domestically produced lower emission fuel.

- NBB implemented an innovative program to help educate downstream petroleum entities. This program, the Biodiesel Education Network, was named ASK BEN and has been linked to multiple websites including the Petroleum Marketers Association of America (PMAA) and NEFI. The resource, which gives distributors direct access to biodiesel experts via e-mail, has already been used extensively by the petroleum industry. In addition, NBB has designed and written "Biodiesel Education Network News," a new quarterly newsletter for the petroleum industry.



- DaimlerChrysler announced a B5 factory fill in the new Jeep Liberty diesel vehicle. This achievement is a direct result of the OEM outreach efforts of the National Biodiesel Education Program. In February 2005, John Deere also announced a B2 factory fill of all new diesel equipment produced in North America.

- Supporting the overall program, NBB and the expert speakers bureau crisscrossed the United States providing speakers and expertise at important meetings and conferences. The sheer enormity of educating on a national basis led NBB to implement a philosophy of "educating those that are in a position to educate others". These programs, called "Train the Trainer" sessions, are designed to educate individuals and arm them with information, materials, and programming to educate those within their organizations.

- NBB established the National Biodiesel Accreditation Commission. This commission has developed a national fuel quality program called BQ-9000, for biodiesel production companies and biodiesel blend distributors. The program is a unique combination of the ASTM standards for biodiesel and a quality systems program that includes storage, sampling, testing, blending, shipping, distribution, and fuel management practices. The Biodiesel Education Program helped to increase participation in this valuable program.



- Educating our nation's youth is a unique, but important, component of the Biodiesel Education Program. The Biodiesel Curriculum Guide, a guide for teachers to implement a basic biodiesel education program at levels K-12, was developed. The curriculum has received very positive feedback from teachers and is being introduced nationwide. In addition, the biodiesel message is being taken to school decision makers through a series of workshops and a biodiesel specific brochure, designed to encourage use of biodiesel in school buses.

- Finally, more than 1,000 individuals, representing all walks of life met in Ft. Lauderdale, FL to discuss the future of biodiesel. Coined "Where Woodstock Meets Wall Street", environmentalists, venture capital groups, and petroleum companies all participated in three days of educational & technical programming. The Biodiesel Education Program was crucial in helping to provide some of the educational programming for the conference.