

“Wisconsin Counties Lead by Example”

A campaign to expand distribution of renewable Wisconsin biodiesel by increasing market demand throughout Wisconsin.



Background

Wisconsin is ranked 13th in the nation in soybean production. With soy oil as the major feedstock used in the manufacture of biodiesel, it is therefore expected that the Wisconsin biodiesel industry will ultimately grow to a level that contributes substantially to the nation's quest for energy independence and a more environmentally friendly alternative to petroleum. Wisconsin biodiesel will most assuredly be distributed to markets throughout the country and even throughout the world.

Given the added energy costs inherent in transporting fuel over long distance, we gain the most energy efficiencies from biodiesel whenever it is marketed and used within the same area in which it is produced. In addition, the added benefits provided by biodiesel introduced into our local market would assure that Wisconsin biodiesel does indeed provide “Home Grown Fuel for a Better Wisconsin.” It is therefore important that the Wisconsin market for biodiesel be developed to make maximum use of the benefits it provides to the Wisconsin consumer.

The “Wisconsin Counties Lead By Example” Campaign

The *Wisconsin Biodiesel Association* has actively promoted biodiesel as an alternative to petroleum throughout Wisconsin. In talking with consumers, the number one question we receive is “Where can I buy it?” Unfortunately, the response is that biodiesel is presently unavailable to most consumers in Wisconsin at their most commonly used retail locations.

Wisconsin Counties have an important role to play in “priming the pump” to ensure biodiesel is made available throughout the state. By requesting biodiesel be made available for their own use, Wisconsin Counties will encourage distributors throughout the state to introduce biodiesel into their distribution network. This will subsequently make biodiesel available throughout the supply chain, to include making it available to the retail market.

“As a County Supervisor ... you have an important role to play in advancing biodiesel as an alternative to petroleum.”

Wisconsin Counties are major consumers of diesel fuel, and by definition these wholesale consumers of diesel fuel are scattered throughout the state. Most county governments presently employ fuel wholesalers under contract to supply diesel fuel for use by their Highway Department, Parks Department and other agencies. In addition, some contract for distillate fuels to fuel their heating and auxiliary power plants.

The Wisconsin Biodiesel Association encourages these counties to “Lead by Example” and specifically request biodiesel be incorporated into their fuel network as a means of promoting biodiesel in the marketplace as a “Home Grown Fuel for a Better Wisconsin.”

As a County Supervisor and/or as a citizen of your local county, you have an important role to play in advancing biodiesel as an alternative to petroleum. Please [contact the WBA](#) for assistance in creating local ordinances or other effective means to encourage your county to “Lead By Example” in helping to develop the local market for clean burning and renewable biodiesel.



Wisconsin Biodiesel Association

Home Grown Fuel for a Better Wisconsin

PO Box 8365 Madison, WI 53708

608.819.1367

www.wibiodiesel.org