



Growth Through Quality Biofuels

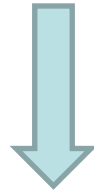
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Market growth depends on quality

- Growth depends on customers
- Biofuels are new to the consumers
- Owner concern about use of new fuels in vehicles
- Selling into an uninformed market
- One poor batch of fuel can stuff the market



- Create an informed market
- Reassure vehicle owners that they will not have problems
 - Fuel meets regulated quality standards
 - Biofuels are able to be used in their vehicle engines
- Encourage users to experience biofuel use

Public recognition of biofuels

- Two established retail brands based on quality



- What is the public perception of biofuels
 - Generic view gain through misleading media articles
 - Not good for the environment as comes from destroying forests
 - Seen as alternative eg used only by sandel and bead people
 - Experimental
- Access to the fuel
 - Still very limited throughout NZ

Educating consumers

- Produce independent information
 - Independent and authoritative sources
 - www.liquidbiofuels.org.nz
 - Case studies
 - Show how fuel is produced in NZ
- Overcome misinformation
 - Tell the NZ story
 - NZ produces 100% sustainable biofuels
 - Accurate articles in media
- Remove fear of the new
 - Increase exposure so that seen to be main stream
 - Case studies
- Benefits to NZ Inc from use of biofuels
 - Feedstock production
 - Use of waste
 - Avoids imported fuels

Database of vehicle use

- Database of vehicles able to use biofuels
- Based on international and NZ experience
- Information on make and model of car operating successfully on biofuels
- Promulgation of factual use studies
- Anecdotal experiences of use
 - Eg bus fleet use after 6 months trial
- Database will be on BANZ website

Addressing misinformation

- Overseas problems not relevant here
 - food vs fuel
 - Problems arising from subsidies
- Sustainable production
 - Forest clearance
- Vehicle performance
- Poor fuel quality
- We need to get out there and tell the NZ story

Accreditation

- BANZ is developing an accreditation scheme
 - Covers both bioethanol and biodiesel
 - From production through to sale
 - Reassurance to consumer at the point of sale
- To promote the commercial success and public acceptance of biofuels.
- To help assure that biofuels are produced to and maintained at the required standard
- Greatly reduces any chance of producing or distributing inadequate fuel.
- Covers producers and distributors of biofuels.
 - Proper handling of biofuel is as critical to fuel quality as proper production.
- Includes sustainability certification

Producer accreditation

- Helps producers improve their fuel testing
- To receive accreditation, producers must pass a rigorous inspection of their quality control processes
 - By an independent auditor
 - Will link to regulatory testing
- This ensures that production quality control is fully implemented.
- Ensures a producer is using a system for monitoring the quality of their biofuels:
 - Sampling
 - Testing
 - Storage
 - Retain Samples
 - Shipping

An example - BQ9000

- The National Biodiesel Accreditation Program
- A cooperative and voluntary program for producers and marketers of biodiesel fuel
- The program is a combination of the ASTM standard for biodiesel, ASTM D6751
- A quality systems program that includes:
 - Storage, sampling, testing, blending, shipping, distribution, and fuel management practices.
- Certification is held for a period of three years
- The certification process includes a detailed review;
 - of the applicant's Quality System documentation,
 - audit of conformance to the Quality System.

An example - AGQM

- For biodiesel
- Uses the BPAC (biodiesel production AGQM certified system
- Is of German/Austrian origin
- Has been used since 1999
- Based on EN 14214
- Provides quality management information as well as assurance

The goal of quality

30% of NZ transport fuel from biofuels by 2040

- NZ Bioenergy Strategy