

4th Quarter 2008

# SUSTAINABLE BIODIESEL ALLIANCE NEWSLETTER

## In this issue:

Baseline Practices for Sustainability, National Clean Cities program, SBSS 2008, 2009 preview and much more...



Sustainable Biodiesel Alliance  
E.D. Jeff Plowman  
working with the  
attendees of the  
1st SBSS

## ALL BIODIESEL IS NOT CREATED EQUAL

**SBA Pushes the Biodiesel Industry into the Future with Baseline Practices for Sustainability (BPS), reaches out to stakeholders at the 2008 Sustainable Biodiesel Stakeholders Summit.**



### The BPS document

The SBA has developed the first set of baseline practices for sustainability for biodiesel feedstock, production, distribution and end users. This document was the product of six months work by a 42 member volunteer workgroup made up of experts and stakeholders in the biodiesel industry. For more information on the SBA and the BPS visit: [www.fuelresponsibly.org](http://www.fuelresponsibly.org)

Sustainability was the operative word for all the people gathered in person and on-line at the Sustainable Biodiesel Stakeholders Summit held on September 17, 2008 at the International Center in Austin, TX. A huge team effort, diligence and cooperation were the ingredients that made it possible for the SBA to facilitate an extraordinary, inclusive work group discussion on the very first set of Baseline Practices for Sustainability (BPS) in biodiesel. An air of anticipation and excitement added fuel to the lively discussion amongst biodiesel supporters from non-profits, government agencies, academics, private sector and scientists. Those who could not be in attendance, tuned into the live discussion through an online webinar. One thing is certain, putting aside all debates on semantics, there was an

overwhelming agreement that the 25-page document clearly defines sustainable practices and standards for the industry: feedstock, production, distribution and end users.

It's only the beginning. Now the SBA will incorporate changes to the BPS in each of the industry segments and present it to SBA board members for final approval. Ratification of the BPS is scheduled for 12/20/2008.

**The SBA is coming to a town near you in 2009!**

The SBA is hitting the road in 2009 with exciting events across the country! Keep watching at [www.fuelresponsibly.org](http://www.fuelresponsibly.org) for more information.

# FARM AID 2008



## The SBA at Farm Aid 2008

The efforts of the SBA at this year's Farm Aid paid off by spreading the message of sustainability and gaining over 100 new members. Pictured above: (Top) Farm Aid 2008 stage (Middle) SBA supporter and Gustar frontman Adam Gardner with Reverb founder Lauren Green (Bottom) SBA E.A. Tanner Watt explains the value of sustainability and the community based model.

## What's next for the SBA in 2009?

The official Baseline Practices for Sustainability will set the stage for SBA to:

- Develop on-line sourcing tools for fleet managers and consumers.
- Build a network of businesses working toward true sustainability for future certification.
- Implement pilot program and translate program data into Sustainable Sourcing Guidelines.
- Partner with universities to develop criteria and indicators for third-party certification roll out in fall 2009.
- Continue outreach and education to differentiate sustainable and non-sustainable practices.
- Collaborate with the Department of Energy, Clean Cities and other NGOs to assist implementation of sustainable biodiesel programs with fleets and municipalities nation wide.

## SBA puts down roots at Farm Aid 2008

This year the Sustainable Biodiesel Alliance was lucky enough to participate in the Farm Aid "Home Grown" village in Mannsfield, Massachusetts. The village was an educational experience for concert goers at the 2008 Farm Aid benefit concert presented by Whole Foods Markets. The Concert drew a crowd of over 20,000 and raised money for the worthy cause of family farmers across the U.S.



From Left: Organic Farmer Will Allen, REVERB's Brian Allenby, Farm Aid E.D. Carolyn Mugar, SBA Co-Founder Annie Nelson, SBA E.D. Jeff Plowman, Jim Kleinschmit of IATP and SBA E.A. Tanner Watt at Farm Aid 2008.

## SBA's Mission Reaches Thousands at National Conventions and Events

Since its inception in 2006, SBA's successful grassroots efforts to reach people in the industry from local farmers, community organizations, academic institutions to local, state, and national governments has been the focus of the very determined staff members and Directors of the SBA.

The SBA traveled across the nation armed with dynamic, persuasive literature and visuals in order to spread an important message. In addition to events like Farm Aid 2008, the Jack Johnson U.S. Tour and the National Biodiesel Convention the SBA also participated in:

**SBA Co-Founder Kelly King speaking to a new SBA member at BCOT 2008**



- The first Sustainable Biodiesel Stakeholders Summit held at the ICA in Austin, TX on September 17, 2008.
- Clean Cities Coordinators Retreat in Big Sky Montana, Sept 15, 2008. Tanner Watt presented at the event and interacted with 105 members of the CC program.
- 2008 Biodiesel Coalition of Texas Convention in Austin, TX, Sept. 18, 2008. SBA E.D. Jeff Plowman was a guest speaker and moderated a discussion forum.
- Sustainability Work group sponsored by the California Energy Commission in Sacramento CA. Jeff Plowman was invited to speak and interact with individuals and organizations doing similar work in the biofuels industry.

## WORKING TOGETHER

SBA Outreach and Education



### Working with the people in 2008

The SBA took the message of sustainable, community-based biodiesel to the people in 2008. Pictured above: (Top) SBA E.D. Jeff Plowman talks sustainability with a concert goer at Farm Aid 2008 (Middle) The National Clean Cities Program (Bottom) From Left SBA Board Members Jim Klienschmit, Mike Nasi and Annie Nelson with SBA staff Tanner Watt and Jeff Plowman at the Hard Rock Cafe AOR benefit for the SBA in Biloxi, MS.

# THE SBA PARTNERS WITH ORGANIC VALLEY FARMS



## Organic Valley Farms

Is a farmer-owned cooperative that was established in 1988. The company's commitment to quality organic products, environmental causes and community involvement make O.V. a perfect match for the Sustainable Biodiesel



## Organic Valley Farms to be 1st to test the Baseline Practices for Sustainability

Organic Valley farms is a farmer owned cooperative that has been producing quality organic products since 1988. In an era where corporations dominate all facets of business including government, global energy, agriculture and global food supply, Organic Valley serves small farmers and rural community health by combining two alternative business models—the family farm and the cooperative. Their commitment to the family farmer and the communities they support is rare in today's business world. Organic Valley has a multi level biodiesel program. They grow their own feedstock and use the biodiesel they produce to power their fleet. O.V. is also developing on-farm biodiesel systems to help give family farmers more control over their fuel costs and their bottom line. The SBA has been committed to the cause of sustainability and the community-based model since it's creation in 2006, and we are very excited to be working with such a

For more info on O.V. check out [www.organicvalley.coop](http://www.organicvalley.coop)

progressive company. In order to test the **Baseline Practices for Sustainability** the SBA has created a pilot program for select business members. This program will put the **BPS** into action in a real world setting, and prove that environmental and social sustainability can go hand in hand with economic success. Organic Valley has agreed to use the practices defined in the **BPS** to model their biodiesel program, in their feedstock operation, their distribution fleet practices and their on-farm systems. The SBA is confident that this partnership will help gather valuable information and show the biodiesel industry that biodiesel can be produced and consumed on a local and regional scale, benefit communities and the environment all while making a profit. The SBA is gracious to for the commitment and support of Organic Valley and looks forward to a long and fruitful partnership.

# THE SBA BOARD OF DIRECTORS

## **Annie Nelson - Co-Chair**

Annie Nelson is an environmental and social activist, and co-founded the SBA with Daryl Hannah and Kelly King in 2006.

## **Daryl Hannah - Co-Chair**

Daryl Hannah is an actress and activist. She is active in the support of many social and environmental causes and a co-founder of the SBA.

## **Ed Zwick - Secretary**

Ed Zwick is an international business attorney based in Hawaii. Ed has been with the SBA since 2006.

## **Mike Nasi - Treasurer**

Mike Nasi is a regulatory and legislative attorney with the firm Jackson Walker. Mike specializes in air quality and other environmental issues.

## **Kelly King - Director**

Kelly King is a co-founder of the SBA and the V.P. of Pacific Biodiesel. She has been with the group since its creation in 2006.

## **Laura Louie - Director**

Laura Louie is an environmental and social activist and has been involved with the SBA since 2007.

## **Mike Bowman - Director**

Mike Bowman is the Senior Advisor to the Chairman of the North American Industrial Hemp Council.

## **Kent Bullard - Director**

Kent Bullard works for the U.S. Park Service and is the founder of sustainable options and the co-founder of the L.A. Biodiesel Co-op.

## **Jim Kleinschmit - Director**

Jim Kleinschmit is Director of the Rural Communities Program at the Institute for Agriculture and Trade Policy. Jim has been a member of the SBA Board of Directors since 2007.

## THE SBA AND WILLIE NELSON ROCK BILOXI



On October 3rd 2008, Willie Nelson played to a sold-out crowd at the Hard Rock Hotel and Casino in Biloxi Mississippi. The concert was part of the Hard Rock Cafe's Ambassadors of Rock program, and a special VIP pre-show event was held to benefit the Sustainable Biodiesel Alliance. Members of the SBA staff and Board of Directors were on hand to accept the generous donation presented by the Hard Rock Cafe.

Willie Nelson is Chairman of the Honorary Board of the SBA and his wife Annie is one of the groups founders and working Board members. When asked why he supports the mission of the Sustainable Biodiesel Alliance, Willie said "Biodiesel can be a real part of the solution if it's done the right way, and like we always say; If you're not going to do it right why do it at all. That's what the SBA is doing, working to make sure it's done the right way."

The SBA is grateful for Willie's heart felt support, and the support of all our honorary board, our contributors and our membership. Artists and individuals such as Jack Johnson, Pat Simmons of the Doobie Brothers, Woody Harrelson and Adam Gardner of Guster have all pledged their support. You can support the mission of the SBA too, by becoming a member today at [www.fuelresponsibly.org](http://www.fuelresponsibly.org)

Always the crowd pleaser, Willie Nelson brought a crowd of thousands to their feet at the Hard Rock Hotel and Casino in Biloxi, MS on October 3rd, 2008.



# UNIVERSITY OF MEMPHIS PARTNERS WITH THE SBA

## Center for Biofuel Energy and Sustainable Technology (BEST) will be proving ground for BPS

In early October SBA Executive Director Jeff Plowman visited the University of Memphis in Tennessee to be a part of their annual Sustainable Technology Awareness day. Plowman talked with students and faculty about sustainable biodiesel and how we can make it a reality in the industry. During the days events the SBA also hosted a special screening of "Revolution Green" the documentary film about biodiesel, directed and produced by acclaimed documentarian Steven Strout. The information the Sustainable Biodiesel Alliance had to share was very well received by students and teachers alike.

The University of Memphis school for Mechanical Engineering is home to the Center for Biofuel Energy and Sustainable Technology. The school has an on campus biodiesel program that includes waste grease collection and on site biodiesel production for use in campus fleet vehicles. Because of the nature of the closed loop system at U of M the school is a

perfect candidate for the Baseline Practices for Sustainability.

The Sustainable Biodiesel Alliance met with John Hochstein and Dr. Srikant Gir, Co-Directors of BEST to discuss the possibility of a partnership with the school, and we are proud to announce that the University of Memphis will be the first official University partner of the SBA.

### What does this partnership mean?

The University of Memphis will not only act as advisors to the SBA, but will also apply the practices of the BPS to their on campus biodiesel program. This on campus program will be the first of many proving grounds for the Baseline practices for Sustainability. The ideas put forth in the working group process that created the document, will now be put into real world trials. through these trials the SBA will gain valuable data to make the **BPS** even stronger.



University President, Shirley Raines with Students from BEST.



The SBA looks

forward to working with this progressive institute of higher learning. Keep watching [www.fuelresponsibly.org](http://www.fuelresponsibly.org) for more information on the trials of the **BPS**.

Join the SBA today by visiting [www.fuelresponsibly.org](http://www.fuelresponsibly.org)



### Why Join the SBA?

One person can make a huge difference. It's about taking one step forward into the future. With the ever growing market for biodiesel in the US, people are getting involved at all levels – national, state and local communities. You can get involved too, by joining the SBA today.

### Benefits of Membership

- SBA membership supports the cause of Sustainable, Community-Based biodiesel
- SBA members can connect with other biodiesel enthusiasts through the SBA forum.
- SBA members can volunteer at events across the nation, and help spread the message first hand.
- SBA members can receive exciting gifts as a thank you for membership donation.

### Join the SBA Today!

Just visit:

[www.fuelresponsibly.org](http://www.fuelresponsibly.org)

or contact the SBA

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