



**EMA Corporate Platinum Partner Spotlight Featuring: Renewable Energy Group, Inc.  
*New Year's Resolutions for Bioheat® Fuel Marketers***

According to estimates from the [U.S. Energy Information Administration](#), biomass-based diesel comprised 4.5 percent of the country's diesel/heating oil supply pool in 2020. That means, whether or not you blend biodiesel into your company's fuel supply, you are already a Bioheat® fuel supplier.

The environmental and economic impacts of the COVID-19 pandemic have created windfall momentum for the clean-energy movement, especially here in the Northeast, making this the right place and the right time to be in the biofuel business. If you aren't already referring to your product as Bioheat fuel, it's time to make that transition. If you are concerned your employees and customers aren't familiar with Bioheat fuel, it's time to educate them.

Whether or not you purchase biodiesel from Renewable Energy Group (REG), your industry — and ours — are invested in the success of the Bioheat fuel movement. It's up to your company and companies like yours to seize this opportunity now while you still can. With this in mind, here are three New Year's resolutions for all Bioheat fuel marketers.

**1) Educate Your Customers on the Benefits of Bioheat Fuel**

This work has already begun in earnest at the association level, with groups like the New York State Energy Coalition and Massachusetts Energy Marketers Association putting their support behind pro-Bioheat fuel messaging. State association campaigns offer a great starting point, but it's up to Bioheat fuel suppliers like you to reinforce these messages in your own customer communications and ensure they continue to resonate in your community.

Tell your customers about the environmental and economic benefits of Bioheat fuel. Make sure they understand how it offers an immediate lower-carbon solution, as well as its cost advantages, which are becoming more and more important as customers face new economic hardships. Incorporate this messaging into all of your company's communication channels: your

website, social media, emails, texts, newsletters, billing statements and perhaps most importantly, individual conversations between your employees and customers.

This brings us to the next resolution...

## **2) Train Your Employees to Be Bioheat Fuel Emissaries**

Just as heating fuel industry associations have been working to get business owners on board with the Bioheat fuel movement, each company needs to get its employees on board, too. After all, what good is a successful messaging campaign that's inadvertently undermined by employees' old habits?

Employees should be trained to discuss Bioheat fuel in their everyday interactions with customers. If service technicians have misconceptions about Bioheat fuel's performance, those should be addressed and corrected promptly. If customer service representatives don't see why lower-carbon is a selling point, they should be shown the light and trained to bring customers into it.

As with any kind of training, this effort should be spearheaded by professionals who are prepared to answer tough questions and able to get through to even the most skeptical employees. Training can be done remotely to ensure your employees' health and safety, but it should be required for all along with follow-up sessions to ensure long-term success.

## **3) Prepare Your Business to Boost Bioheat Fuel Blend Levels**

It's January, so there's little chance you will be making drastic or even minor changes to your bulk inventory at this stage of the heating season. However, one thing all of the most successful Bioheat fuel marketers have in common is the ability to look ahead and plan for the future. If you're already selling B5 or B10 and considering blending up to B20 or B30, now is the time to consider what needs to be done internally and externally in order to complete that transition seamlessly this summer.

Talk to your team's inventory manager and your company's supplier — separately at the start, but later consider getting together with both via videoconference so that everyone is on the same page and working with the right goals and expectations in mind. If you are going to buy biodiesel in bulk and blend onsite at your facility, bring in an expert like REG to help your team understand best practices for storage, blending and fuel quality. On that note, if you have concerns about quality, ask about our in-house laboratory testing service available free to all

Bioheat fuel marketers.

To meet the goals of the Providence Resolution, the Northeast heating fuel industry is targeting region-wide B20 by 2023, B50 by 2030 and B100 by 2050. Bioheat is here, higher blends are coming soon, and now is time to make the most of available opportunities. Contact REG's team today to discuss our plans to help companies like yours move fuel forward.

For additional information about Renewable Energy Group, Inc., please [visit](#) or contact [Scott Nemec](#). **Renewable Energy Group is a EMA Corporate Platinum Partner.**