

**Biodiesel
Education**

sponsored by

USDA



***Biodiesel Production and Utilization Workshop
For School Bus, Urban Truck and Other Diesel Fleets***

Obstacles to the Market Place Report

Boise Centre on the Grove
September 15 - 16, 2005

Sponsored by
USDA National Biodiesel Education Program
and the
Biological & Agricultural Engineering Department
University of Idaho



University of Idaho



1. *Consumer (s) Fear of something new/ unknown*
2. *May have heard something negative*
 - *Educational Case Studies—Trouble Shooting*
3. *Availability*
4. *Political and regulatory education*
 - *Politics can be the driver*
5. *Educational Infrastructure (BEN)*
6. *Competition from other Alternatives*
7. *Press education*
8. *Be alert for negative legislation*
9. *Cost*
10. *Fuel Distributor Education*
11. *Development of promotional materials*
 - *Targeted to specific /Local (Made in Idaho Stickers)*
12. *Backlash against P.C, Environmental Products*
13. *More resources to do the education .*
 - *Idaho Biofuels coalition (Alliance)*
14. *Farmer education*
15. *K-12 education potential drivers*
16. *Availability of production facilities*