



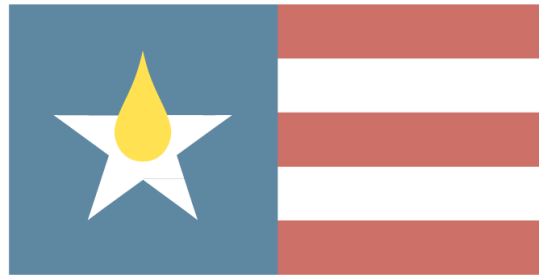
Cellu-WHAT-sic?

Communicating the biofuels message to local stakeholders

Matt Merritt
Director of Public Relations, POET-DSM Advanced Biofuels
July 29, 2014

Project LIBERTY

- 25 million gallons-per-year cellulosic ethanol plant
- Co-located with an existing grain-based ethanol plant
- Utilizes existing infrastructure
- POET-DSM designed sustainable biomass supply system
- Byproduct of cellulosic process (lignin) is used to generate biogas that will provide power for both plants
- Replicable model for multiple biorefineries



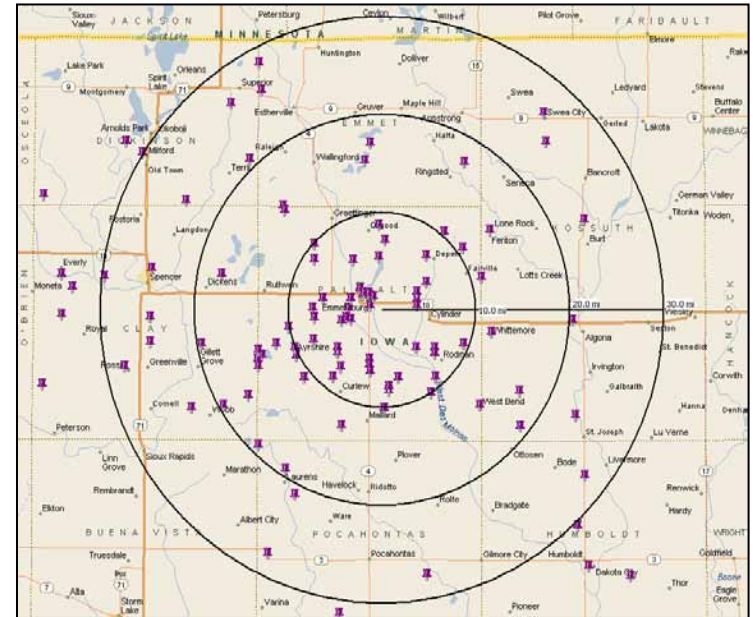
Project LIBERTY





Feeding Project LIBERTY

- LIBERTY will consume ~285k bone dry tons of biomass annually
- EZ Bales™
 - 1 ton/acre from 285-300k acres
- Collection range: 45-mile radius (<30% of the total acres)
- 450 - 500 farmers will participate





Messaging

- Cellulosic ethanol is real
 - There is a market for your product
 - Project LIBERTY is a boon for the rural communities and agriculture industry
- Harvesting crop residue is sustainable and part of good farm management
 - Erosion control
 - Nutrient replacement
 - Soil organic carbon
 - New revenue
- Messages coincide with priorities nationwide
 - Environmental groups
 - Future feedstock markets
 - Potential licensees

Tactics

- One-on-one outreach
 - Biomass team has gone door-to-door to every farm within 45 miles
 - Harvest support
- Radio/newspaper
 - Constant run of biomass education
- Events/expos
 - Harvest demos
 - Agronomics presentations
 - Farm economics
- Web
 - Full docket including research, harvest mechanics, economics and more
 - Educational/promotional videos
- Printed material





Biomass Resources

Biomass acquisition will play an important role in the success of Project LIBERTY. POET-DSM has studied biomass collection, storage, and transportation since 2006, partnering with universities and government programs (ISU, USDA, REAP) to better understand the relationship between biomass removal and soil health. POET-DSM has also worked extensively with biomass producers themselves to develop a number of "best practice" guidelines for sustainable biomass collection.

BIOMASS PROGRAM OVERVIEW click here read or download



"Why should I collect biomass?"

- Additional Revenue
- Residue Management
- Decreased Tillage
- Rural Development and Job Creation



Make More Money



Biomass - A New Opportunity



Stover Bale vs. EZ Bale



Then, Now, & Tomorrow



Notice: LIBERTY Biomass scale will be closed until July 28th

Feedstock Pricing

Click here and look for the link to "Project LIBERTY 2014 Pricing".

Give us a call!
712-852-8211

Informational Meetings [view map](#)

Tuesday, June 3rd
Legends Events Center, Spencer, IA
8:30 a.m. and 1:30 p.m.

Wednesday, June 4th
Milford Community Center, Milford, IA
8:30 a.m. and 1:30 p.m.

Thursday, June 5th
Aurelia Community Center, Aurelia, IA
8:30 a.m.

Thursday, June 5th
Godfathers Pizza, Spirit Lake, IA
12 noon

Thursday, June 5th
Godfathers Pizza, Storm Lake, IA
12 noon

Friday, June 6th
Lake Park Community Center, Lake Park, IA
8:30 a.m.

Friday, June 6th
Northstar, Fenton, IA
11:30 a.m.

Monday, June 9th

Tell a Friend

FANTASY

IS MADE HERE.

For years, we've been told that cellulosic ethanol is a "fantasy fuel." And it is.

So we've spent a decade planning, researching, and working hard to make that fantasy a reality.

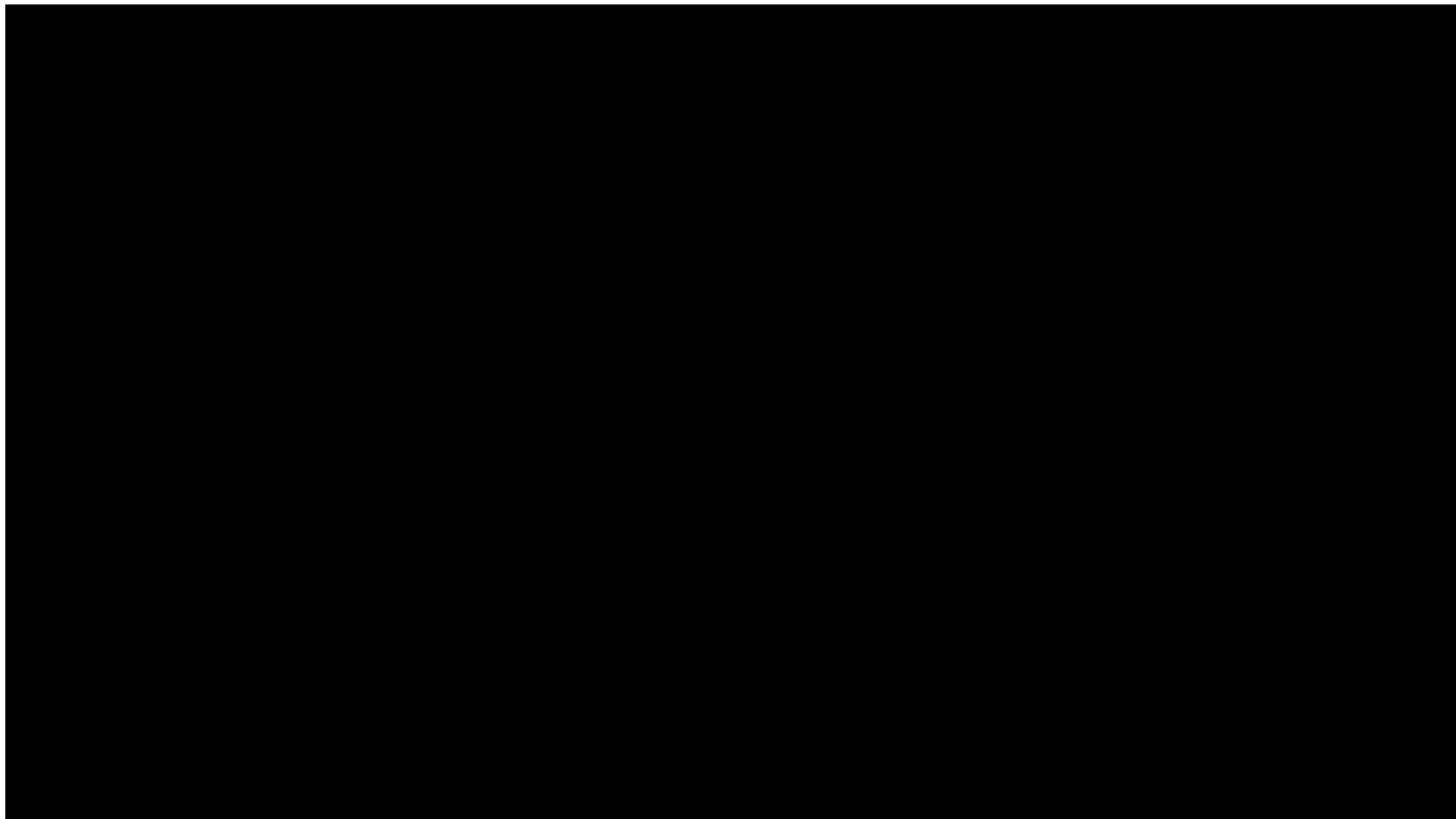
And now it's going to change the world. For real.

POET-DSM.COM



Establishing trust

- Third-party collaborations
 - DOE
 - Iowa State University
 - USDA
 - Idaho National Laboratory
 - Ag equipment manufacturers
 - Farmers
- Open sharing of data/experience
 - Agronomics research
 - Harvest strategies
 - Bale storage
- Customer service
- Word of mouth



Take-aways

- Diverse approach
 - Many tactics, unified message
- Consistency
 - It takes time; there must be a constant drum-beat
- Open and honest in communications
 - Research is for the public
 - Be a resource
- Get everyone involved
 - We need public support from outside agencies, universities, experts



Thank you!

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Advanced Biofuels