



MICHIGAN SOYBEAN  
PROMOTION COMMITTEE

**a new release**



**FOR IMMEDIATE RELEASE**

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## **Ahh...Summertime, Cleaner Air, and Soy Biodiesel!**

Just when you thought you've heard it all, another user of soy biodiesel literally sails into a clearer picture! We've all heard the wonderful benefits of biodiesel fuel (cleaner burning fuel, lubricity enhancer, easy to blend, no engine modifications, and more) and now those benefits are being realized by yet another user...diesel powered watercraft. Be it sailboats with auxiliary engines, research vessels, large fishing boats, the Coast Guard, and more...all are excellent opportunities to use soy biodiesel!



**MARINE SOY BIODIESEL**  
*...leave only waves.*

So how did this "new" market come about? Gail R. Frahm, Executive Director for the Michigan Soybean Promotion Committee (MSPC) states, "We first worked with the marina industry here in Michigan in 1996 when we helped procure soy biodiesel for the research vessel 'Grayling'. It proved a B20 blend worked well in their marine conditions and their mechanics were excited about how clean the air was both below and above deck with biodiesel. Then a period of time went by and we were approached by a 400 level marketing class professor from Michigan State University (MSU) about having some of his students do a project for us. As a result, a promotional campaign was set forth, but it was decided to have it target school buses in Michigan, not biodiesel for marine use. Because of the health benefits of biodiesel we felt it was important to try to clean up the air that the children were breathing as they ride to and from school on diesel powered buses. That project turned out to be such a success that the professor came back last fall and asked what we had for his next class to work on. After some thought, we knew that being as we're surrounded by the Great Lakes, the marine application for biodiesel was one that had been toyed with for some time by the National Biodiesel Board and MSPC, but never seriously targeted. So with about that much information in hand, four MSU students began and completed a successful marine soy biodiesel promotion campaign for Michigan's soybean farmers to use."

The students came up with the tagline, *leave only waves*, for their campaign which is a takeoff of the more commonly known environmental saying "Take only pictures, leave only footprints." They began researching the past and current marine applications for biodiesel and created a well-rounded promotional campaign which includes: a brochure on the benefits of marine soy biodiesel and how to get started, a poster for use in marina lounges, postcards for diesel boat owners to give to their marinas asking them to carry soy biodiesel at their pumps, a logo of a wave that rolls into a soybean, and more.

As a matter-of-fact, biodiesel is available at one marina in Michigan. Cedar River State Harbor located in the Upper Peninsula provides a B5 option to their boating customers. Christine Cope, Wells State Park/Cedar River State Harbor Unit Supervisor said, "Once boaters find out how much they like burning biodiesel in their diesel engines, they won't want to use anything else.

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Our first year selling B5 biodiesel at the dock, it outsold regular diesel almost 2 to 1. It's hard to deny that the health and environmental benefits of biodiesel just make it a better choice."

Dennis Donahue, Marine Superintendent with the National Oceanic & Atmospheric Administration's (NOAA) Lake Michigan Field Station in Muskegon said, "Environmentally friendly research vessels are better suited to tread lightly on the ecosystems they help research. Here at the Great Lakes Environmental Research Lab, we have a commitment to stewardship of the environment and demonstrate that by being the first modern U.S. research vessel to operate free of petroleum products and run on biodiesel and other biobased products." In six years, NOAA's Great Lakes Environmental Research Lab has used over 26,000 gallons of B100 in its three research vessels.

Shipwreck Tours located on picturesque Munising Bay in Munising, Michigan has used B20 for several years. Captain Peter Lindquist says he loves the cleaner emissions on his boat since he changed over to biodiesel.

MSPC is working with these businesses as well as the Clean Marina initiative, the Sea Grant project, *Great Lakes Boating Magazine* and others to help get the word out to Michigan's marine diesel users in this niche market. Wouldn't it be nice to have cleaner air to breathe when you take your family on vacation and traverse by ferry across one of our Great Lakes to Mackinaw Island? How about when you're casting off for that fishing excursion you've always dreamed of taking and know that the fishing boat is fueled with soy biodiesel that may have been grown right here in Michigan? Perhaps you're enjoying a tour on one of the Great Lakes' many tour boat opportunities such as in Saugatuck...that too could be powered by cleaner burning biodiesel.

Frahm continued, "We feel it's important to keep the farmers in-the-know of this great opportunity for the continued growth of biodiesel here in Michigan. Biodiesel use has doubled each year for the past half dozen years...last year Michigan used about 3 million gallons of biodiesel and we are on target to hit 6 million this year. Prior to this year most biodiesel was made out-of-state, but currently there is one small biodiesel plant in Michigan that we're aware of and several others are expected to come on-line this summer. From Gladstone to Bangor, Milan to Detroit, biodiesel is becoming a mainstream term across the state. Renewable fuels are a hot item and it seems everyone wants to get a piece of the action. Soybean farmers should be proud to know that their years of research and investment into biodiesel are paying off for them."

For more information on soy biodiesel for marine use go to [www.michigansoybean.org](http://www.michigansoybean.org) and download the marine soy biodiesel brochure and also visit [www.biodiesel.org](http://www.biodiesel.org), the website of the National Biodiesel Board for all the skinny on biodiesel!

The Michigan Soybean Promotion Committee is a farmer-driven organization representing the interests of Michigan's soybean producers who pay into the soybean checkoff. More information about the MSPC can also be found at their website.