

August 23, 2012

Collective Statement of the Participants of the CBC Grease Presentation  
August 19, 2012 at the Temecula Creek Inn

A collective statement is only what you wrote on the cards that were given you at the presentation. They are presented verbatim, from the responses that I received. I don't edit them or prioritize them. If I am unsure of a word, I will underline it. If your statement is missing, or misstated, join the dialog to correct it.

Thank you all for your participation. I look forward to the continued discussion,

Jeff at Go Bio  
[Jprola51@aol.com](mailto:Jprola51@aol.com)  
541.410.6707

Question to the Group: What are the two most important things we should do to move forward?

Responses:

- Need to figure out a substitute for existing alternative uses for grease.
- Better communication between restaurant and service people
- Better understanding of the restaurant accounts, knowing what services are available.
- Going forward, national organization with local fingers, and market idea locally.
- Develop collection points where locals can drop off their grease for free. Market through low cost means (with event or flyers).
- Find quality people.
- Co-op
- Formalize channels of communication.
- Build a national brand.
- In moving forward a national co-operative would be a viable starting point. I think that the life span of the co-op should be limited.
- Mission Statement Driven Trade Association
- Branded CO-OP with integrity of local business, Non-toxic, Green!
- Stop making biodiesel at small scale.
- Form a Cooperative
- Make form release and Soap.
- Share the value of added services.
- Resource/WIKI source for equipment, tactics, and techniques.
- A formalization of best practices to be shared with "members."
- Continue to explore CO-OP --- NCORA. Seems to have potential . . .
- Everyone should learn and religiously follow proverbs a little bit more.
- National organization with recognizable branding/marketing.

- Incentive: by access to the national brands you mentioned. Access to support via this conference.
- Start a concerted effort to build a trade association.
- Establish better lines of communication for community-scale producers, distributors, grease collectors.
- National Co-op: Needs a set of guidelines that members conform to, the values that our grandparents grew up with, INTEGRITY!
- Not be so obsessed with selling biodiesel for a profit, but rather show and teach people how to make it for their own consumption, to make their own operation more profitable. If paying 50 cents per gallon, final cost of biofuel would be 90 cents per gallon if making it yourself.
- Start a marketing group to develop the foundation of a nationwide association.
- Schedule a conference call in one month to discuss details.

The purpose of collective statement is to assess the need and desire to take action. The group decides if there is the need and the will to take action. Deciding the type of action, and shaping that action comes next. To put this group into a context of where we are in the process,

BEFORE THE LITTLE RED HEN:

- ✓ Plants the seed.
- ✓ Grows the wheat.
- ✓ Threshes the grain.
- ✓ Grinds the flour.
- ✓ Milks the cow.
- ✓ Churns the butter AND
- ✓ Bakes the bread.

SHE HAS TO DECIDE IF SHE IS HUNGRY.

So, are you sufficiently hungry enough to take action? AND Who will help?

Thanks again,

Jeff