



The Chronicle

Volume 1

Issue 3

August 11, 2009

Rogue Biofuels opens new fueling station in Ashland

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Rogue Biofuels, the region's first commercial biodiesel manufacturing plant, has been in production in the Rogue Valley for about two years. Gabriel Rowland said his company gathers fat from approximately 200 local restau-



Rogue Biofuels customer Asher Yaron fills up his Chevy van with biofuel at the Ashland station. See the Question and Answer with Mr. Yaron below.

rants, collecting it in holding tanks built from local recycled steel. The plant on Table Rock Road produces up to 15,000 gallons per month. The goal is to produce 100,000 gallons of this environmentally-friendly fuel. Mr. Rowland's business plan is to produce and distribute biofuels locally to reduce shipping energy and costs. The goal is to generate and keep the money in the local economy and keep the local air cleaner. The Rogue Biofuels vision is aligned with the charge given to Rogue Valley Clean Cities Coalition of reducing reliance on foreign oil. One of the concerns expressed by truckers is that the quality of biodiesels is inconsistent and doesn't always keep the trucks running efficiently. Mr. Rowland responded by saying his company uses filtering and testing to meet high quality standards. After gathering fat from local restaurants, the process involves dewatering, filtering and testing to determine fat content. It is then treated with lye and methoxide to reduce the glycerin. Purchase the fuel at the Rogue Biofuels pump, 1409 Highway 99, Ashland, adjacent to Paradise Supply. The price on August 10 was \$3.25 per gallon. www.roguebiofuels.com

Q & A with local business owner

WakeUp! fresh-roasted coffee delivery van burns biofuel s

Asher Yaron owns a coffee roasting company called WakeUp! He delivers freshly-roasted beans and cold-pressed coffee to customers in his biofuel-powered van. Here is a Question and Answer with Mr. Yaron.

Q: Did you purchase an alternative fuel vehicle or did you retrofit a vehicle and if so, how?

A: I purchased a 1982 Chevy Van, with a transplanted diesel engine from a friend for \$400 and then retrofitted the inside by building shelving and a built-in desk. My wife created the artwork for the outside and Nighthawk Graphics created and installed the logos and artwork.

Rogue Valley Clean Cities Coalition Board of Directors

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Q: What fuel do you use for your van and why?

A: I use B-99 (99% vegetable oil) because it's much cleaner for the environment and the van runs smoother and better.

Q: Have you saved money in fuel costs?

A: My fuel costs are a bit higher than if I was using regular diesel but only by about 30- 40 cents per gallon. I am happy to pay the extra and enjoy smelling the exhaust. It feels like I'm working in a restaurant kitchen.

Q: What about fueling locations and convenience of refueling?

A: There are two possible refueling locations for me — Phoenix Organics in Phoenix, which is on my commuting route, and Paradise Supply off 99 in Ashland. Both are in convenient locations for me.

Q: Why do you use alternative fuels?

A: I use alternative fuels because I believe it to be better for the environment and I don't have to support the fossil fuel industry, which is not only bad for the environment but also bad for the economy.

Q: What advice would you give to other business owners interested in using alternative fuels?

A: Go for it! The only way we can make a change in this world is by taking a stand, however small it may seem, and reinventing our relationship with our planet from one of exploiting natural resources to one of honoring the natural world and creating ways to work in partnership with it.



Mr. Yaron's shofar announces his coffee deliveries.

News Briefs

Twenty Dollars a Gallon: What would be the impact on the economy if gas prices reach \$20 a gallon? A recent series in Forbes Magazine explores possibilities. Read the series on the Rogue Valley Clean Cities website; click on the news page.

Stakeholder Gathering: Rogue Valley Clean Cities will sponsor a stakeholder gathering in October. The purpose of the meeting will be to gather information from fleet managers. We will also have guest speakers talking about products to help reduce fossil fuel dependence. If you would like more information, send a note to sue@roguevalleycleancities.org. The guest speakers will be:

- Batteries to power computers in police cars (Allison Ellingson of Energy Extreme)
- Enertia Plug-in Electric Motorcycle manufactured in Ashland (Craig Bramscher of Brammo PowerCycles)
- Electric ATVs manufactured in Ashland (Bob Acheson and Kathleen Atkins of Barefoot Motors)
- Electric delivery trucks (Bill Gurthrie of EVI)
- Federal grant for Oregon electric car batteries (Rick Wallace Columbia Willamette of Clean Cities Coalition)

Website Sponsors: Support RVCC and promote your alternative fuel vehicles by becoming a web sponsor. Download a form from the website or request by email, melissa@roguevalleycleancities.org.

The Chronicle is a monthly publication of Rogue Valley Clean Cities Coalition. The Coalition is made up of businesses and agencies with a shared goal of reducing the nation's dependence on imported oil. Contact Sue Kupillas, coordinator, by email, sue@roguevalleycleancities.org. Learn more from the website: www.roguevalleycleancities.org.