Biodiesel Marketing Information C. Kohn, Waterford WI

Name: Hour Date:

Date Assignment is due: *end of the hour*  Why late? Score: + ✓ - Day of Week Date If your project was late, describe why

**Objective**: in this lab you will be determining the benefits and drawbacks of biofuel in order to prepare for a marketing plan. As a team, you will develop a business model around your product, biodiesel. To do so, you do research to determine how to best present your product to the public in order to maximize sales.

Using the internet, classroom resources, and other credible materials, you will find answers to each question. Be sure to also record the source of each piece of information as you will need these details later for your project. Remember, credible websites end in *.gov*, .*edu*, or .*org* (usually). Do NOT use .*com* websites or Wikipedia! To search for only .*gov* websites, include “site:.gov” after your search. For example, if you wanted to know the average cost of biodiesel production, you could search “biodiesel production cost site:.gov” on Google and you would only get credible .gov websites related to this search. This function also works with .*edu* and .*org.*

1. What is the fuel efficiency of biodiesel? How many miles per gallon can a vehicle get with this fuel? Find three credible sources that provide an answer.  
     
   **Answer 1**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 2**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 3:**   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:

**Final Conclusion**: How many miles per gallon can a customer get when using biodiesel?

1. What is the cost of production for biodiesel? How much does it cost on average to produce a gallon of biodiesel?  
     
   **Answer 1**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 2**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 3:**   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:

**Final Conclusion**: How much does it cost to produce biodiesel?

1. Safety Concerns: What safety concerns exist for biodiesel production or biodiesel use? List below:  
     
   **Answer 1**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 2**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 3:**   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:
2. Benefits: What are three key benefits of biodiesel use? List below:  
     
   **Answer 1**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 2**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 3:**   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:
3. Drawbacks: what are three main disadvantages of using biodiesel? List below:   
     
   **Answer 1**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
     
   **Answer 2**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 3:**   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:
4. Additional Information: Include three more key pieces of information that would be valuable for someone who is trying to market biodiesel:  
     
   **Answer 1**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
     
   **Answer 2**:   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing:   
     
   **Answer 3:**   
     
   Author (Last name, First name): Year of Publication:   
     
   Title of Document:   
     
   Website or City of Publishing: