

Soybean Checkoff to Partner with Nine Clean Cities Coalitions

Written by United Soybean Board
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Checkoff farmer-leaders select nine Clean Cities coalitions to help promote biodiesel, Bioheat ST. LOUIS (January 17, 2012) – Americans from the mid-Atlantic to the Northwest will soon be hearing a lot more about why they should use soy biodiesel—if they aren't already.

The United Soybean Board (USB) and soybean checkoff have announced the participants in the 2012 biodiesel and Bioheat® communications program, which helps cities across the United States spread the word about the only commercially available advanced biofuel.

The soybean checkoff will partner with nine U.S. Department of Energy (DOE)-affiliated “Clean Cities” coalitions to increase the availability and use of soy biodiesel and heating-oil-alternative Bioheat through promotion and education. The Clean Cities program serves as a government-industry partnership sponsored by DOE and has more than 90 local chapters across the United States. These chapters work in their local areas to reduce petroleum consumption.

“Clean Cities coalitions are really great organizations,” says Mike Beard, USB director and soybean farmer from Frankfort, Ind. “This program helps them, and it helps us to get the word out about clean, efficient soy biodiesel.”

This year, checkoff farmer-leaders committed nearly \$200,000 to assist these chapters with various biodiesel and Bioheat projects. USB funding will assist Clean Cities across the United States in communicating the benefits of soy biodiesel and Bioheat through radio public service announcements, outdoor advertising, informational workshops for energy users and distributors, promotional events, and many other activities.

Clean Cities Coalitions participating in the 2012 reimbursement program include:

- Alabama Clean Fuels Coalition (partnering with Alabama Soybean Producers)
- Greater Washington Region Clean Cities Coalition (partnering with Maryland Soybean Board)
- Iowa Clean Cities (partnering with Iowa Soybean Association)

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- Kansas City Regional Clean Cities Coalition (partnering with Kansas Soybean Commission)
- North Dakota Clean Cities (partnering with North Dakota Soybean Council)
- Triangle Clean Cities Coalition (partnering with North Carolina Soybean Producers Association)
- Twin Cities Clean Cities Coalition (partnering with Minnesota Soybean Research & Promotion Council)
- Virginia Clean Cities (partnering with Maryland Soybean Board and Virginia Soybean Board)
- Yellowstone-Teton Clean Energy Coalition

USB is made up of 69 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA's Agricultural Marketing Service has oversight responsibilities for USB and the soybean checkoff.

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