Georgia—Rural Business Service

Alternative Energy

Clean Energy Biofuels Expands Retail Market

Abdulkadir Farah, fills up with B20 fuel, pumped from the new biodiesel fueling station.

The pump is operated much like one at a gas station, but using fleet cards that track fuel usage and truck mileage, helping Whole Foods project fleet biodiesel use.

Outline Of Need: Clean Energy Biofuels, a Down to Earth Energy Company, is a full circle biodiesel company operating in Georgia and Tennessee that provides all the services under one company – collecting waste cooking oil, producing the biodiesel, blending the biodiesel, delivering bulk biodiesel, and selling biodiesel retail. All of their fuel meets American Society for Testing and Materials (ASTM) specifications and is produced solely from waste cooking oil using 100% renewable solar electricity to power fuel production.

The Whole Foods Distribution Center in Braselton, GA is a retail biodiesel client of Clean Energy Biofuels. They operate a fleet of 14 flex fuel Tractors and 22 trailers, distributing goods to their retail stores throughout the Southeast. Clean Energy Biofuels provides a source for their biofuel that is in alignment with the core mission, environmental stewardship values and animal welfare standards of their client Whole Foods. In their original arrangement, Clean Energy Biofuels was delivering a 4,000 gallon tanker truck of B20 biodiesel weekly, but at times as many as a third of the Whole Foods Distribution Center fleet was still fueling off site and sometimes not using biodiesel when they did.

This 4,000 gallon tanker truck was replaced by a permanent fueling station at the Whole Foods Distribution Center, Braselton, GA.

How Rural Development Helped: Clean Energy Biofuels flexed their business offering to provide a more effective retail fueling solution to Whole Foods. They installed a permanent fueling station at the Distribution Center. Total project cost of $120,150 was offset in part by a $29,927 USDA Georgia Rural Development Rural Energy for America Program Grant.

The Results: Whole Foods has streamlined its biodiesel operations and expanded use of biodiesel in their fleet of 14 tractors and 22 trailers. Based on 2011 consumption, Whole Foods offset 287 tons of carbon a year; with the addition of the fueling station at their distribution center, it is estimated they will increase carbon offset to 836 tons per year. Clean Energy Biofuels has expanded its retail market.

A **carbon offset** is a reduction in emissions of carbon dioxide or greenhouse gases made in order to compensate for or to offset an emission made elsewhere

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Fast Facts

Program: Rural Energy for America Program
Investment: $29,927 Grant toward the company's capital investment of $120,150 total project cost.
Congressional District: GA-9, Representative Doug Collins
Demographics:
Braselton, GA, Rural Population 7,539
This fueling station holds 10,000 gallons of B20 biodiesel to fuel the fleet of semi-trucks at the Braselton, GA Whole Foods Distribution Center
Impact:

- An estimated 836 ton carbon offset
- Rural bioenergy company expanded retail market

Pictured left to right with the newly installed fueling station: Mckay Johnson, President and Co-Founder of Down to Earth Energy LLC, **Abdulkadir Farah,** Whole Foods Assistant Team Leader for Transportation, **Charles James,** Whole Foods Transportation Team Leader, **Mike Hardy**, Whole Foods Facility Team Leader, and **Fredrick Huszagh**, CEO and Co-Founder of Down to Earth Energy LLC.