

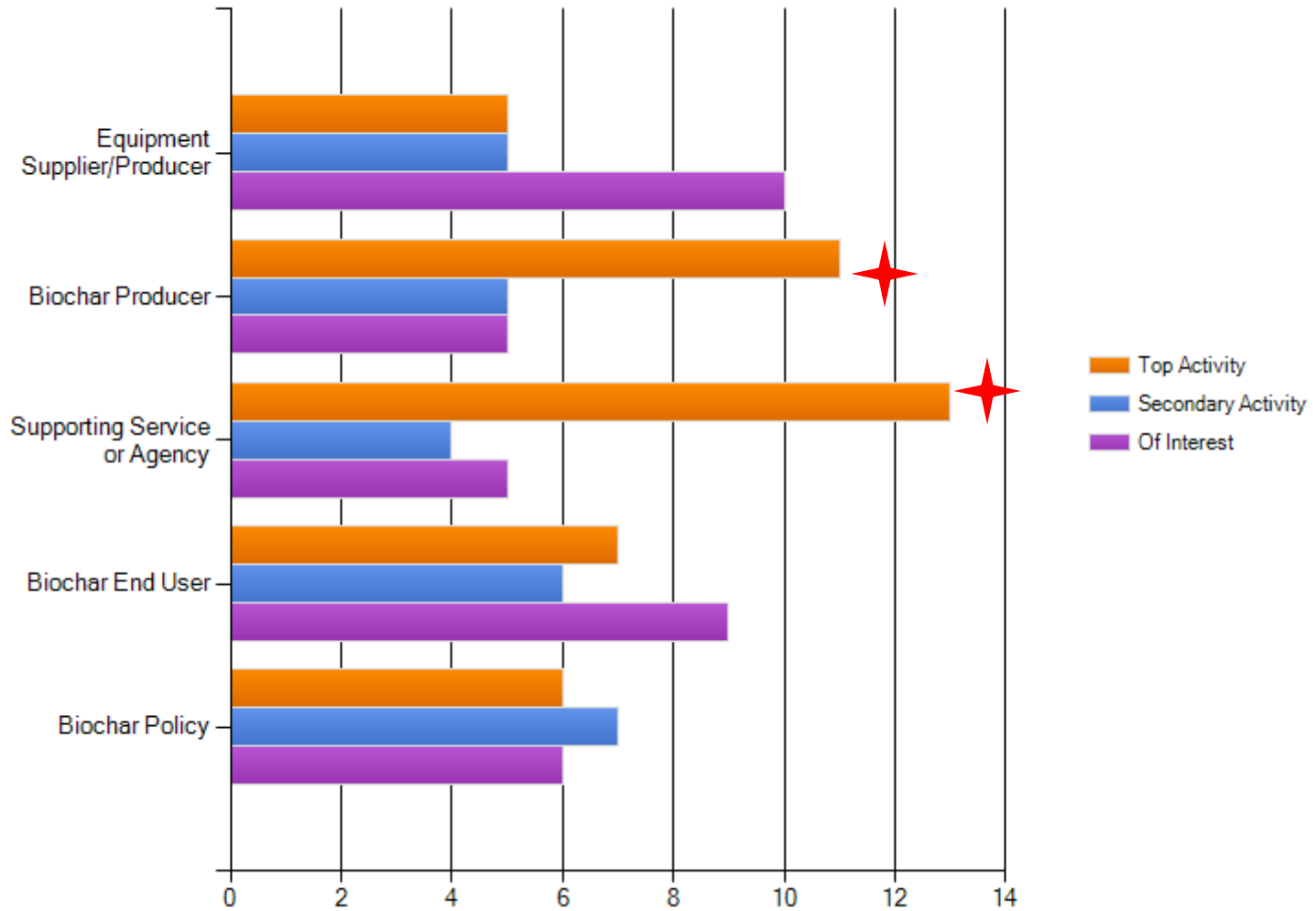
# Pre-Meeting Survey Results

## 37 participants

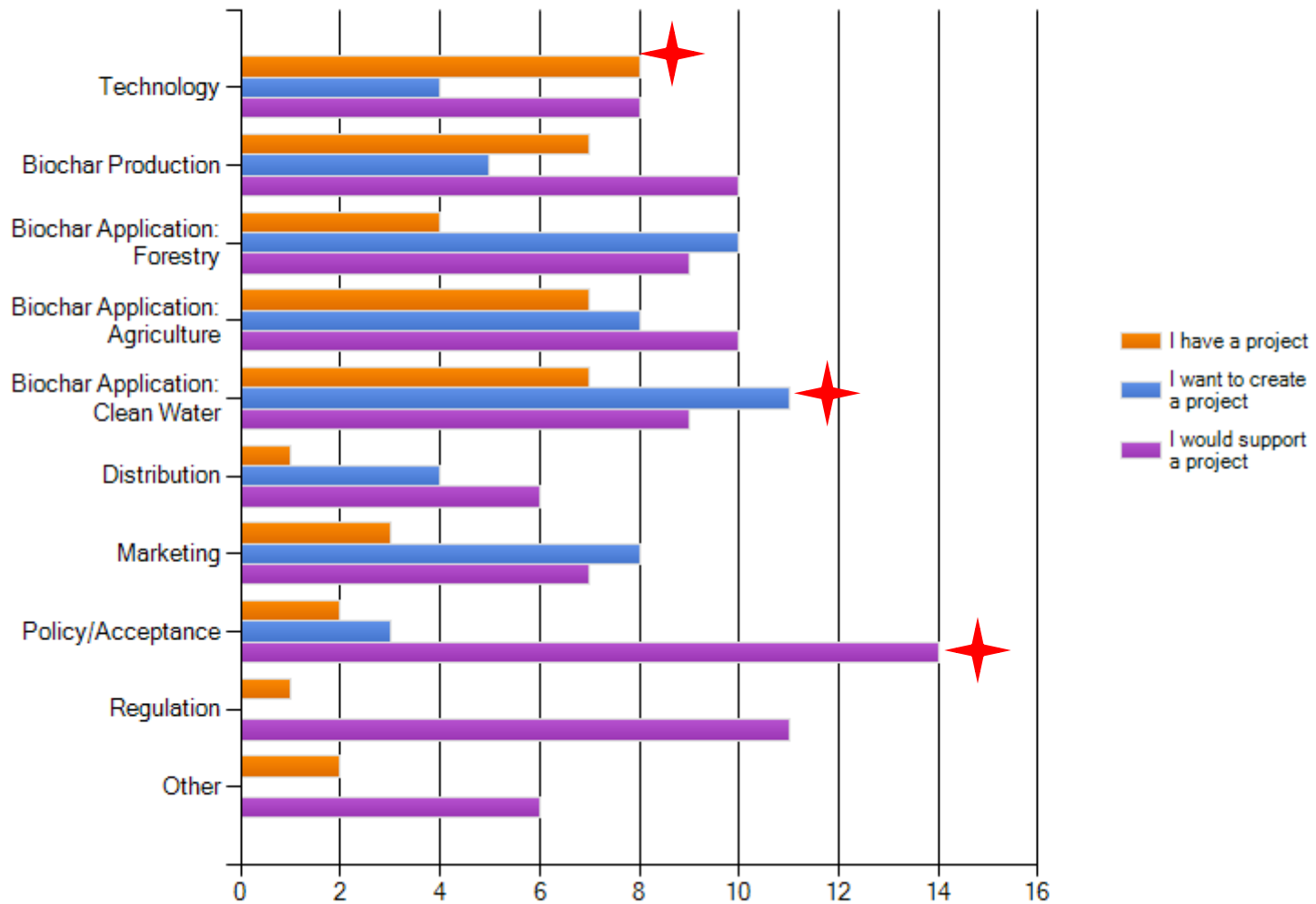


Jenny Knoth  
Carbon Cultures Inc

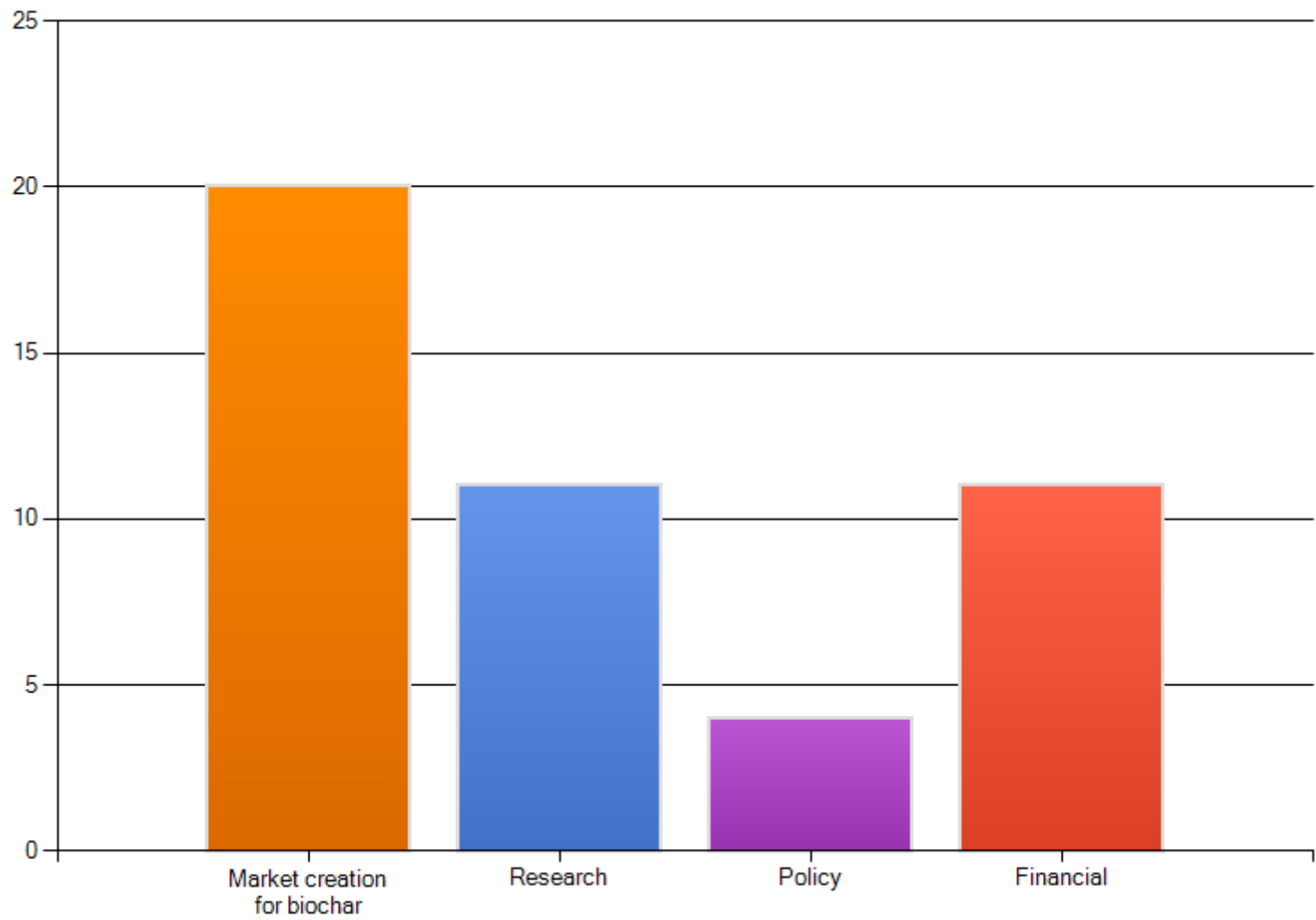
**How would you describe your Biochar activity? Please rate each activity.**



**Are you interested in participating in a project aimed at supporting biochar in the PNW? Please check all that apply.**



### What type of support is most needed to propel the biochar industry in the PNW?



# Production Barriers

- **Market for biochar.**
  - A few respondents mentioned market for by-products e.g. bio-oil and heat
- **Feedstock reliability, transportation**
- **Equipment:** lack of proven and economic equipment. Reliable product quality
- **Funding:** start-up capital, need good revenue model to attain money.

# Distribution Barriers

- **Unknown market**
- Transportation: **costs** and need to establish a **network**
- Strong or distinguishable **Product ID**
  - Consistent product availability

# Marketing Barriers

- **New Product** with no existing Retail “space” –
- Need **Demonstrations** and **Supportive Data** for applications – ag, remediation, etc
- **Customer Education**: “what is biochar and why do I want it”
- **Demonstration of Value that justifies Cost** – why add to compost blends...
- Lack of **Consistent Supply** and product certification

# Top Overall Themes

- Lack of **Market**
- Customer **Education**
- Demonstrations and **Research** to support policy and customer acceptance
- **Product ID** – what is and what is not Biochar:
  - is there room for “types of biochar”
  - should be matched to application



# Projects

- About 14 respondents with projects. All are biochar **demonstrations** aimed at getting **regulatory acceptance** and investigating the **performance of biochar** in various applications
  - Restoration
  - Pollution containment
  - Long term benefit or costs to large scale ag.
- Two suggest **policy** projects.

# Post Meeting Participation

