Gray, Gray & Gray BIOHEAT® Fuel Survey Results 2012

1. In what state does your company primarily do business?		15. Do you believe Bioheat® fuel is a logical "next step" to help the	
CT: 9% ME: 7% MD: 1%		heating oil industry reposition itself?	/
DE: 1% MA: 19% NH: 5% NJ: 10% NY: 15% PA: 24%		a. Yes b. No	45% 55%
RI: 3% VT: 3% VA: 3%		D. NO	5570
5/3		16. Do you believe that the conventional heating oil you are current	tly
2. Which description best describes your business?		selling is competitive against other fuels such as natural gas, propar	
a. Heating oil dealer, full service:	83%	wood pellets?	220/
 b. Heating oil dealer, COD/discount c. Wholesale marketing company /terminal operator: 	13% 4%	a. Yes b. No	22% 78%
c. Wholesale marketing company /terminal operator.	4 /0	D. NO	70 /0
3. How familiar are you with Bioheat® fuel?		17. Do you think Bioheat® fuel, against other fuels such as natural g	jas,
a. Very familiar	39%	propane or wood pellets, is:	
b. Moderately familiar	50%	a. More competitive	9%
c. Not familiar	11%	b. Less competitive c. About the same	19% 72%
4. Does your company currently market and sell Bioheat® fuel?		C. A BOUL LITE SUITE	7 = 70
a. Yes	23%	18. Bioheat® fuel has been in the mainstream for several years. Plea	ase
b. No	77%	check those items that describe your exposure to Bioheat®:	400/
5. Are you a registered Bioheat® fuel dealer?		a. Attended a conferenceb. My fuel wholesale partner discussed it with me	40% 26%
a. Yes	23%	c. I saw outdoor media, bus, train, or billboards	11%
b. No	77%	d. I heard a radio spot	20%
		e. I saw a truck wrapped with Bioheat® fuel graphics	36%
6. Fuel dealers: If you sell Bioheat® fuel, what blend percentage are	e you	f.I read an article discussing Bioheat® fuel	68%
selling? a. 2%	7%	g. In a communication from my Oilheat Association h. Other	41% 8%
b. 5%	17%	Service/Equipment issues (23%)	0 /0
c. 6-20%	3%	Selling it now (22%)	
d. Do not know	2%	Have purchased in the past, but not now (22%)	
e. N/A (I do not sell Bioheat® fuel)	71%	Selling it now (22%)	
7. Fuel dealers: If you sell Bioheat® fuel are you publically promotir	na	No exposure (11%) Meetings with BioFuel provider (11%)	
Bioheat® fuel or simply delivering it without consumer knowledge?		Self-education (11%)	
a. Marketing it	14%		
b. Just delivering it	13%	19. Have you ever visited www.bioheatonline.com?	270/
c. N/A (I do not sell Bioheat®)	73%	a. Yes b. No	27% 73%
8. Fuel dealers: If you are not selling Bioheat® fuel, why not?		D. 140	75/0
a. It is not available through my wholesale partners	19%	20. If yes, did you think the website was informative/valuable?	
b. Not comfortable with the technical aspects	26%	a. Yes	97%
c. It is too expensive	20%	b. No	3%
d. Other No demand from customer (19%)	35%	21. In reviewing pricing for Bioheat® fuel in your market, is it being	
No storage (15%)		priced at:	
Not stable (13%)		a. Premium to heating oil	36%
Not proven successful for today's equipment (13	·%)	b. Slight premium to heating oil	40%
Not needed/No interest from oil dealer (12%) Availability/Distribution (12%)		c. Same as heating oil d. Slight discount to heating oil	24% 0%
Cost (12%)		e. Discounted to heating oil	0%
Don't know enough about it (4%)			
		22. Are you aware that testing is currently underway to amend AST	M D
9. Is biodiesel or Bioheat® fuel available in your terminal network? a. Yes	72%	396 by moving to higher blend of biodiesel in home heating oil? a. Yes	45%
b. No	28%	b. No	55%
			,-
10. Where is your company's primary supply of heating oil, biodiese	l or a	23. Are you aware of any problems with the use of Bioheat® fuel?	
blend of both located, in proximity to your business?	100/	a. Yes	49%
a. 0-10 miles b.10-25 miles	19% 40%	b. No If yes, please describe:	51%
c. 25-50 miles	24%	Blending issues (10%)	
d. 50+ miles	17%	Freezepoint is higher, gelling/clogging issues (61	%)
44 D		Product separates/breaks down (13%)	
11. Do your customers ever request Bioheat® fuel? a. Yes 	16%	Quality (3%)	
a. Yes b. No	84%	24. Would you like to see the use of Bioheat® fuel mandated in you	r
5. 110	0170	state?	•
12. Do you feel your customers are aware of the heating fuel indus	try's	a. Yes	29%
transition to Bioheat® fuel?	200/	b. No	71%
a. Yes b. No	20% 80%	25. Everything being equal, would you prefer Bioheat® fuel as your	home
D. INO	OO 70	heating oil product? Or are you satisfied with generic home heating	
13. If yes: What percentage of your customers do you feel are awa	re of	high or ultra-low sulfur?	
the move to Bioheat® fuel? 31%		a. I would like to transition to Bioheat® fuel	24%
14 Have you ever used the Pichest® fuel sales and marketing to the		b. Today's heating oil is fine with me	50%
14. Have you ever used the Bioheat® fuel sales and marketing tools available through the National Biodiesel Board?		c. I would sell both regular oil and Bioheat® fuel	26%
a. Yes	13%	Gray, Gray & Gray, LLP • Certified Public Accountants	
b. No	71%	34 Southwest Park, Westwood, MA 02090	
c. Not aware that they were available	16%	www.gggcpas.com 781-407-0300	

16%

c. Not aware that they were available

www.gggcpas.com 781-407-0300

Gray, Gray & Gray BIOHEAT® Fuel Survey Results 2012 - NORTHEAST REGION

In what state does your company primarily do business?		15. Do you believe Bioheat® fuel is a logical "next step" to help the	
CT: 9% ME: 7% MA: 19%		heating oil industry reposition itself?	
NH: 5% RI: 3% VT: 3%	VA:	a. Yes	43%
2. Which description best describes your business?		b. No	57%
Which description best describes your business? a. Heating oil dealer, full service:	87%	16. Do you believe that the conventional heating oil you are curren	tly
b. Heating oil dealer, COD/discount	10%	selling is competitive against other fuels such as natural gas, propal	
c. Wholesale marketing company /terminal operator:	3%	wood pellets?	
		a. Yes	31%
3. How familiar are you with Bioheat® fuel?		b. No	69%
a. Very familiar	48%	17 D	
b. Moderately familiar c. Not familiar	40% 12%	17. Do you think Bioheat® fuel, against other fuels such as natural of propane or wood pellets, is:	gas,
C. NOC faillillai	12 70	a. More competitive	9%
4. Does your company currently market and sell Bioheat® fuel?		b. Less competitive	24%
a. Yes	31%	c. About the same	67%
b. No	69%		
		18. Bioheat® fuel has been in the mainstream for several years. Ple	ase
5. Are you a registered Bioheat® fuel dealer?	210/	check those items that describe your exposure to Bioheat®:	400/
a. Yes b. No	31% 69%	a. Attended a conference b. My fuel wholesale partner discussed it with me	48% 31%
D. NO	09 70	c. I saw outdoor media, bus, train, or billboards	17%
6. Fuel dealers: If you sell Bioheat® fuel, what blend percentage	are vou	d. I heard a radio spot	26%
selling?	,	e. I saw a truck wrapped with Bioheat® fuel graphics	43%
a. 2%	7%	f.I read an article discussing Bioheat® fuel	69%
b. 5%	24%	g. In a communication from my Oilheat Association	52%
c. 6-20%	2%	h. Other	9%
d. Do not know e. N/A (I do not sell Bioheat® fuel)	2% 65%	Have purchased in the past, but not now (34%) Self-education (34%)	
e. N/A (i do not sen bioneat* ruei)	65 70	No exposure (32%)	
7. Fuel dealers: If you sell Bioheat® fuel are you publically promo	otina	110 EXPOSUTE (32.70)	
Bioheat® fuel or simply delivering it without consumer knowledg		19. Have you ever visited www.bioheatonline.com?	
a. Marketing it	21%	a. Yes	38%
b. Just delivering it	10%	b. No	62%
c. N/A (I do not sell Bioheat®)	69%	20.16 151 1651 16 1651 1651 1651 1652	
8. Fuel dealers: If you are not selling Bioheat® fuel, why not?		20. If yes, did you think the website was informative/valuable? a. Yes	98%
a. It is not available through my wholesale partners	14%	b. No	2%
b. Not comfortable with the technical aspects	21%		_,,
c. It is too expensive	19%	21. In reviewing pricing for Bioheat® fuel in your market, is it being	
d. Other	46%	priced at:	
Not needed/No interest from oil dealer (20%)		a. Premium to heating oil	33%
No demand from customer (14%)	(1 /10/ \	b. Slight premium to heating oil	43% 24%
Not proven successful for today's equipment (Not stable (13%)	(14%)	c. Same as heating oil d. Slight discount to heating oil	0%
Availability/Distribution (12%)		e. Discounted to heating oil	0%
No storage (11%)		j	
Service issues (9%)		22. Are you aware that testing is currently underway to amend AST	M D
Don't know enough about it (7%)		396 by moving to higher blend of biodiesel in home heating oil?	
O I- hi-di-al Di-hd® fool il-hi- i dil d	.n	a. Yes	36%
 Is biodiesel or Bioheat[®] fuel available in your terminal network a. Yes 	72%	b. No	64%
b. No	28%	23. Are you aware of any problems with the use of Bioheat® fuel?	
		a. Yes	49%
10. Where is your company's primary supply of heating oil, biodic	esel or a	b. No	51%
blend of both located, in proximity to your business?		If yes, please describe:	
a. 0-10 miles	22%	Equipment issues (38%)	10/ \
b.10-25 miles c. 25-50 miles	40% 24%	Freezepoint is higher, gelling/clogging issues (31 Quality (19%)	70)
d. 50+ miles	17%	Product separates/breaks down (7%)	
a. 301 miles	1,7,0	Blending issues (6%)	
11. Do your customers ever request Bioheat® fuel?			
a. Yes	16%	24. Would you like to see the use of Bioheat® fuel mandated in you	ır
b. No	84%	state?	220/
12. Do you feel your customers are aware of the heating fuel ind	ustry's	a. Yes b. No	22% 78%
transition to Bioheat® fuel?	ustry s	D. NO	70 /0
a. Yes	26%	25. Everything being equal, would you prefer Bioheat® fuel as your	home
b. No	74%	heating oil product? Or are you satisfied with generic home heating	
	_	high or ultra-low sulfur?	
13. If yes: What percentage of your customers do you feel are av		a. I would like to transition to Bioheat® fuel	17%
the move to Bioheat® fuel?	37%	b. Today's heating oil is fine with me	53% 30%
14. Have you ever used the Bioheat® fuel sales and marketing too	ols	c. I would sell both regular oil and Bioheat® fuel	30%
available through the National Biodiesel Board?	•		
a. Yes	19%		
b. No	71%	Gray, Gray & Gray, LLP • Certified Public Accountants	
c Not aware that they were available	10%	34 Southwest Park Westwood MA 02090	

10%

c. Not aware that they were available

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Gray, Gray & Gray BIOHEAT® Fuel Survey Results 2012 - MID-ATLANTIC REGION

1. In what state does your company primarily do business?		15. Do you believe Bioheat® fuel is a logical "next step" to help the	
MD: 1% DE: 1% NJ: 10% NY: 15% PA: 24% VA: 3%		heating oil industry reposition itself? a. Yes	45%
17.1. 1370		b. No	55%
2. Which description best describes your business?	/		
a. Heating oil dealer, full service: b. Heating oil dealer, COD/discount	80% 15%	16. Do you believe that the conventional heating oil you are currentl selling is competitive against other fuels such as natural gas, propane	
c. Wholesale marketing company /terminal operator:	5%	wood pellets?	- 01
		a. Yes	11%
3. How familiar are you with Bioheat® fuel?	250/	b. No	18%
a. Very familiar b. Moderately familiar	35% 55%	b. About the same	73%
c. Not familiar	10%	17. Do you think Bioheat® fuel, against other fuels such as natural ga	is.
		propane or wood pellets, is:	•
4. Does your company currently market and sell Bioheat® fuel?	400/	a. More competitive	9%
a. Yes b. No	19% 81%	b. Less competitive c. About the same	19% 72%
D. NO	0170	C. About the sume	12 /0
5. Are you a registered Bioheat® fuel dealer?		18. Bioheat® fuel has been in the mainstream for several years. Pleas	se
a. Yes	19%	check those items that describe your exposure to Bioheat®:	250/
b. No	81%	a. Attended a conference b. My fuel wholesale partner discussed it with me	35% 24%
6. Fuel dealers: If you sell Bioheat® fuel, what blend percentage are	e you	c. I saw outdoor media, bus, train, or billboards	8%
selling?	-	d. I heard a radio spot	16%
a. 2% b. 5%	9%	e. I saw a truck wrapped with Bioheat® fuel graphics	29% 69%
c. 6-20%	13% 7%	f.I read an article discussing Bioheat® fuel g. In a communication from my Oilheat Association	36%
d. Do not know	3%	h. Other	8%
e. N/A (I do not sell Bioheat® fuel)	80%	Service/Equipment issues (33%)	
7 5 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -		Selling it now (33%)	
7. Fuel dealers: If you sell Bioheat® fuel are you publically promoting Bioheat® fuel or simply delivering it without consumer knowledge?		Meetings with BioFuel provider (17%) Have purchased in the past, but not now (16%)	
a. Marketing it	9%	Trave parenased in the past, but not now (1070)	
b. Just delivering it	11%	19. Have you ever visited www.bioheatonline.com?	
c. N/A (I do not sell Bioheat®)	80%	a. Yes	19%
8. Fuel dealers: If you are not selling Bioheat® fuel, why not?		b. No	79%
a. It is not available through my wholesale partners	21%	20. If yes, did you think the website was informative/valuable?	
b. Not comfortable with the technical aspects	29%	a. Yes	17%
c. It is too expensive	17%	b. No	83%
d. Other <i>Cost (25%)</i>	49%	21. In reviewing pricing for Bioheat® fuel in your market, is it being	
No demand from customer (8%)		priced at:	
No storage (17%)		a. Premium to heating oil	39%
Not needed/No interest from oil dealer (17%) Availability/Distribution (17%)		b. Slight premium to heating oil c. Same as heating oil	37% 24%
Service issues (8%)		d. Slight discount to heating oil	0%
Sold in past with poor results (8%)		e. Discounted to heating oil	0%
0 1- 1: - 1: 1 1 1 1 - 1		22 Are very entered between it entered to the entered ACTA	4.5
9. Is biodiesel or Bioheat® fuel available in your terminal network? a. Yes	65%	22. Are you aware that testing is currently underway to amend ASTN 396 by moving to higher blend of biodiesel in home heating oil?	ת וע
b. No	35%	a. Yes	52%
	_	b. No	48%
10. Where is your company's primary supply of heating oil, biodiese	l or a	22 Are you aware of any problems with the use of Bioboot® fuel2	
blend of both located, in proximity to your business? a. 0-10 miles	17%	23. Are you aware of any problems with the use of Bioheat® fuel? a. Yes	50%
b.10-25 miles	38%	b. No	50%
c. 25-50 miles	24%	If yes, please describe:	
d. 50+ miles	21%	Freezepoint is higher, gelling/clogging issues (48%	6)
11. Do your customers ever request Bioheat® fuel?		Equipment issues (27%) Blending issues (10%)	
a. Yes	4%	Product separates/breaks down (10%)	
b. No	96%	Storage issues (5%)	
12. Do you feel your customers are aware of the heating fuel indus	trv's	24. Would you like to see the use of Bioheat® fuel mandated in your	
transition to Bioheat® fuel?	c. y 3	state?	
a. Yes	20%	a. Yes	35%
b. No	80%	b. No	65%
13. If yes: What percentage of your customers do you feel are awar	re of	25. Everything being equal, would you prefer Bioheat® fuel as your h	ome
the move to Bioheat® fuel?	31%	heating oil product? Or are you satisfied with generic home heating	
		high or ultra-low sulfur?	
14. Have you ever used the Bioheat® fuel sales and marketing tools		a. I would like to transition to Bioheat® fuel	30%
available through the National Biodiesel Board? a. Yes	7%	b. Today's heating oil is fine with me c. I would sell both regular oil and Bioheat® fuel	46% 24%
b. No	71%	a Would sen both regular on and biolicate fact	_ T /U
c. Not aware that they were available	22%	Gray, Gray & Gray, LLP • Certified Public Accountants	
		34 Southwest Park, Westwood, MA 02090	
		www.gggcpas.com 781-407-0300	