Biomass heat in Ohio

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Wood for Warmth
Renewable Heat Services

Heating the Midwest Conference and Expo

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Eau Claire, Wisconsin
Ohio Biomass Installations

• 25 district energy systems
  – biomass used in a few
• Veterans Affairs Medical Center
• Green Circle Growers (nursery)
• Distributed residential
Green Circle Growers

• Highly automated state-of-the-art facility
• 125 acres
• 600 workers
• distributes ~75 truckloads of plants per day from March through June
Green Circle Growers

- Six 800 hp low pressure, hot water Vyncke boilers
Green Circle Growers

• Replaced 1500 hp wood chip fired boiler
  – purchased several years before from a Clarksville, Tennessee sawmill and dry kiln operation
Green Circle Growers

- ~10 truckloads of chips per day
- Supplemented by dried horse manure
Residential

• Outdoor wood boilers
• Wood stoves

• “Wood for Warmth Renewable Heat Services”
Wood for Warmth

- Renewable heat services
- Local and renewable forest-sourced heat
- Modern high-efficiency technologies
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- Close coupling of local forests with end users (translate strong interest and enthusiasm for local food/farming?)
- Initial cordwood focus with pellets and larger chip-based systems later
- Learning from Europe and Northeast
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Business trajectory

• Developing partnerships
  – Local installers and service providers
    • Renewable energy companies
    • Conventional HVAC companies
  – Manufacturers
  – Suppliers
  – Supporters
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Business trajectory

• Broadening awareness of modern wood heat option
  – Differentiate
  – Local and state leaders of opinions
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Business trajectory

• Readying supply
  – Split and cured cordwood
  – Service crew
  – DIY forest owners
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Business trajectory

• **Readying supply** (and creating a sense of stable infrastructure and available quality fuel)
  – Central facility
  – Distributed staging
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Business trajectory

• Developing customer base
  – Modest targets for upcoming season
  – Focus on model projects
  – Slow growth, looking toward 2013
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Strategies

• Marketing
  – Creating a buzz about wood heat
  – Utilize concern about new natural gas exploration to showcase wood option
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Strategies

• Marketing
  – Clean and organized operations
  – Avoid large wood stores in visible end-use locations
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Strategies

• Marketing
  – Update marketing plan for phase 2
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Strategies

• Financing
  – Focus on low capital outlay
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Strategies

• Services
  – After-sale support packages
  – Some complementary wood at times, such as pre-season tech check
  – Pre-purchasing and leveled billing
  – Delivery frequency suited to customers
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Strategies

• Partner with developers of larger projects for supply and to advocate for biomass heat systems
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Strategies

• Learn
• Network
• Advocate
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Vision

- Expand to adjacent counties, other areas of state
- Larger projects
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Vision

• Collaborative marketing
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Contact

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