



BIOCHAR STORIES: SUCCESSES AND FAILURES

Suzanne Allaire

USBI 2022



MANUFACTURED
FOR 2000 YEARS

SOME FAILURES

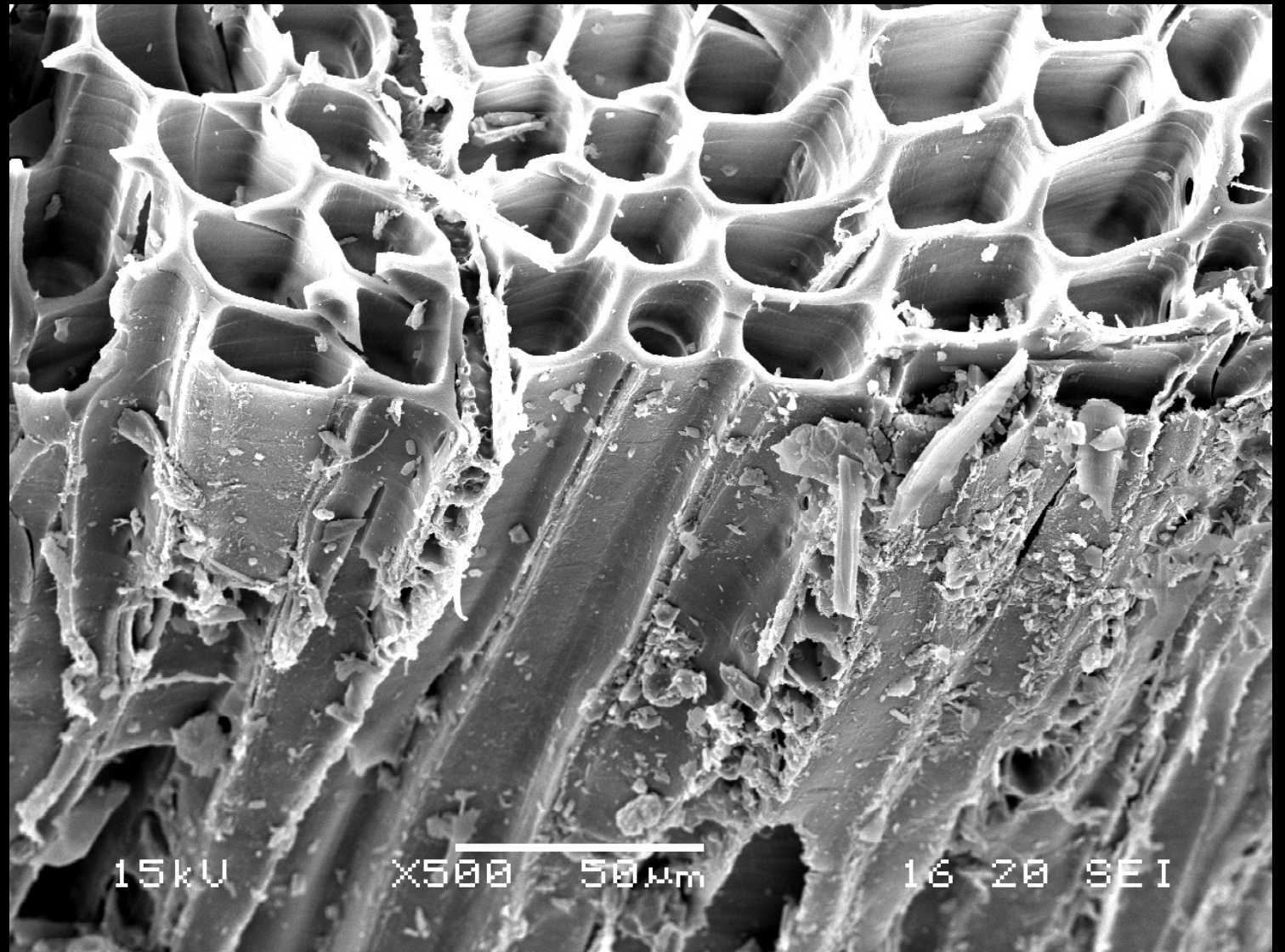
SOME SUCCESSES

WHAT HAVE WE
LEARNED?

*Let's look at
the last few
years*

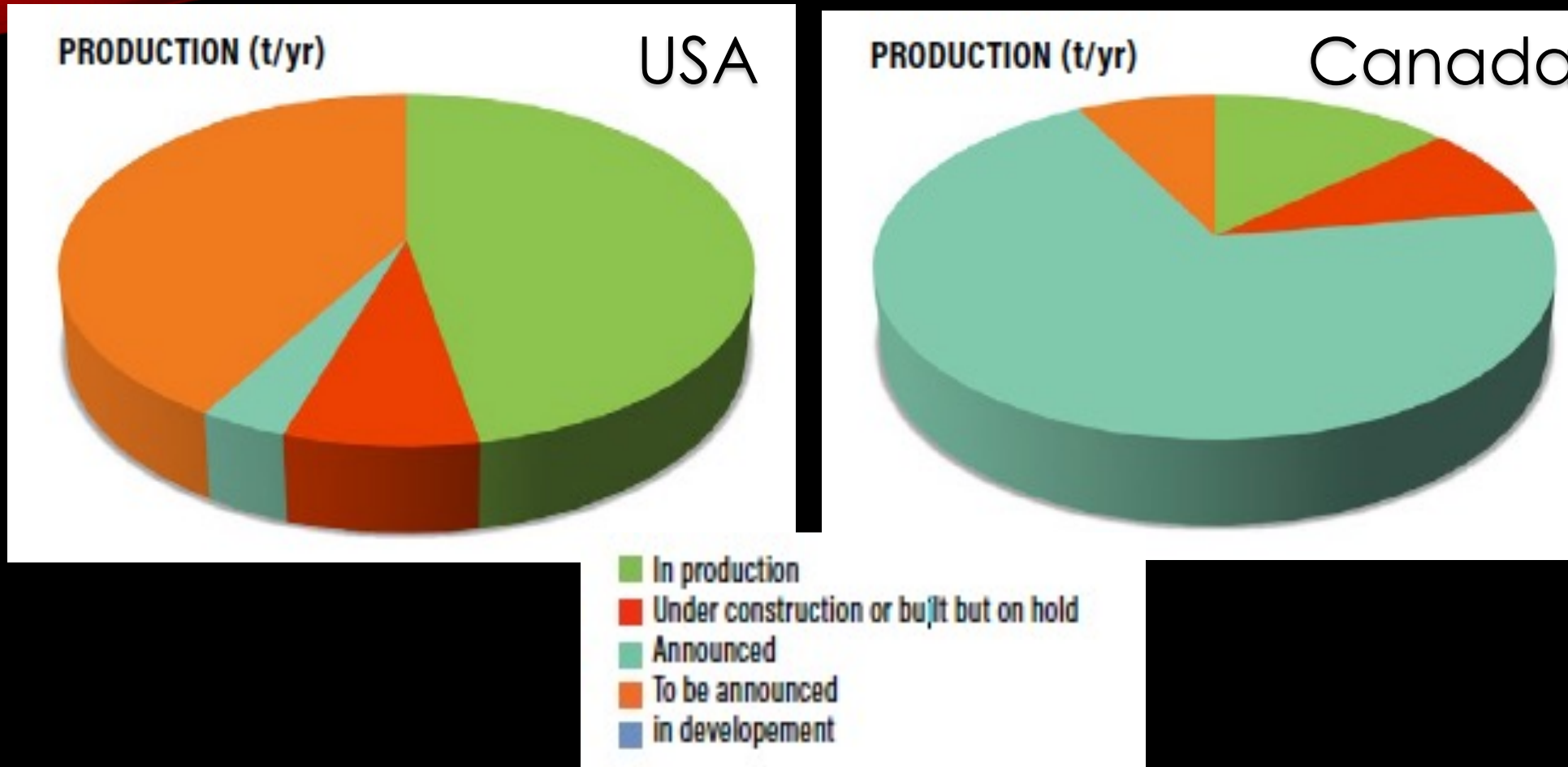
We now know:

- about the structure
- how to get the properties we want
- How to use it in several markets



→ We still do research for specific usage and special feedstock

The offer in North America

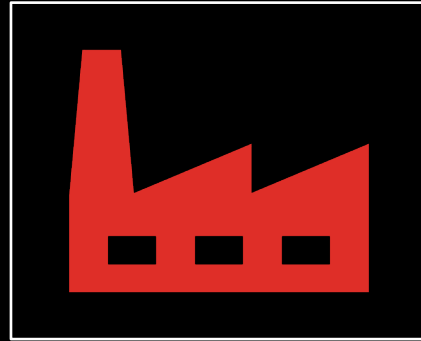


More than 2 Mt/yr have been announced for the next 3 years (biochar, biocoal)

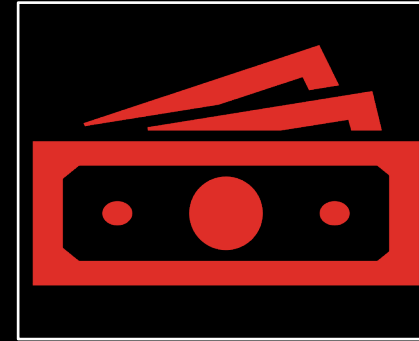
WHY NOT MORE ON THE MARKET?



Financing : Difficult to convince investors because of past failures



Size: Small production for large companies to switch



Pricing: To high, difficult to sell



Marketing: lack of marketing, lobbying, effort and brokers. People don't know about it

SOME SUCCESSES?





CBFE, QUEBEC



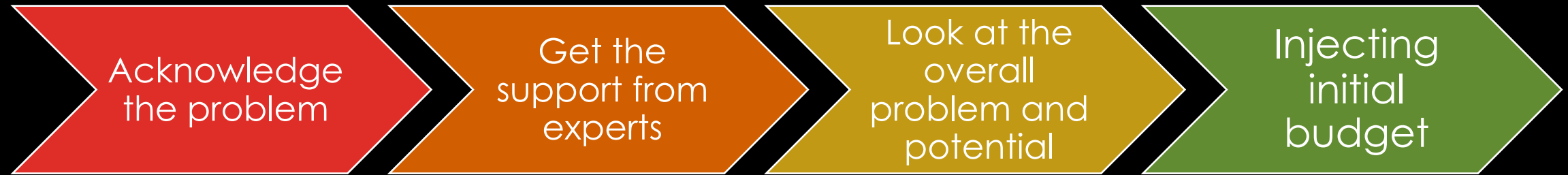
SYLVAIN NAUD

- Producer of wood charcoal for BBQ for 65 years
- 300 t of wastes on his land and growing
- What is this wastes? What can we do with it?

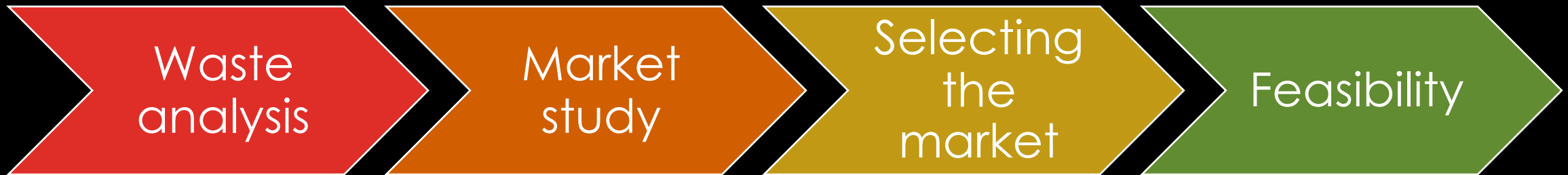


HOW DID THEY APPROACH THEIR PROBLEM ?

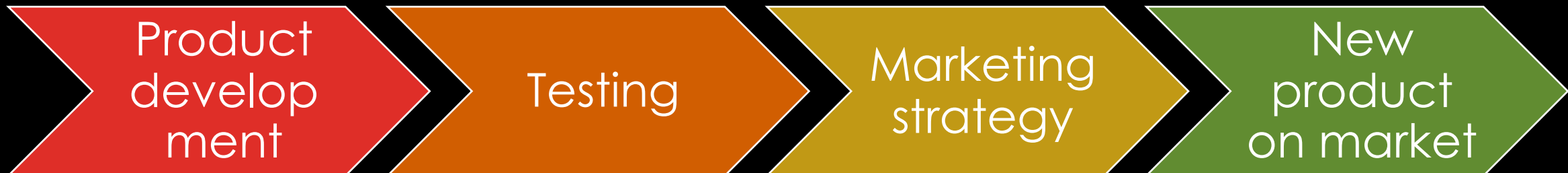
PRIOR INJECTING MONEY



STARTING THE PROJECT



DEVELOPING NEW MARKETS



THE RESULTS? 2 PRODUCTS

Profit	Higher profit margin Stabilize their revenue
Efficiency	Uses 100% of their production Decrease their pile of waste
Price	Price as high as their BBQ charcoal
Regulation	Respect new regulations



WHAT MADE IT SUCCESSFUL?

Take time

- Analysis, planning, and be willing to stop if not a good idea, take time for testing and improving

Inject resources

- Require finance, labor, if not intern then find external resources

Marketing

- Inject efforts in marketing and use networking

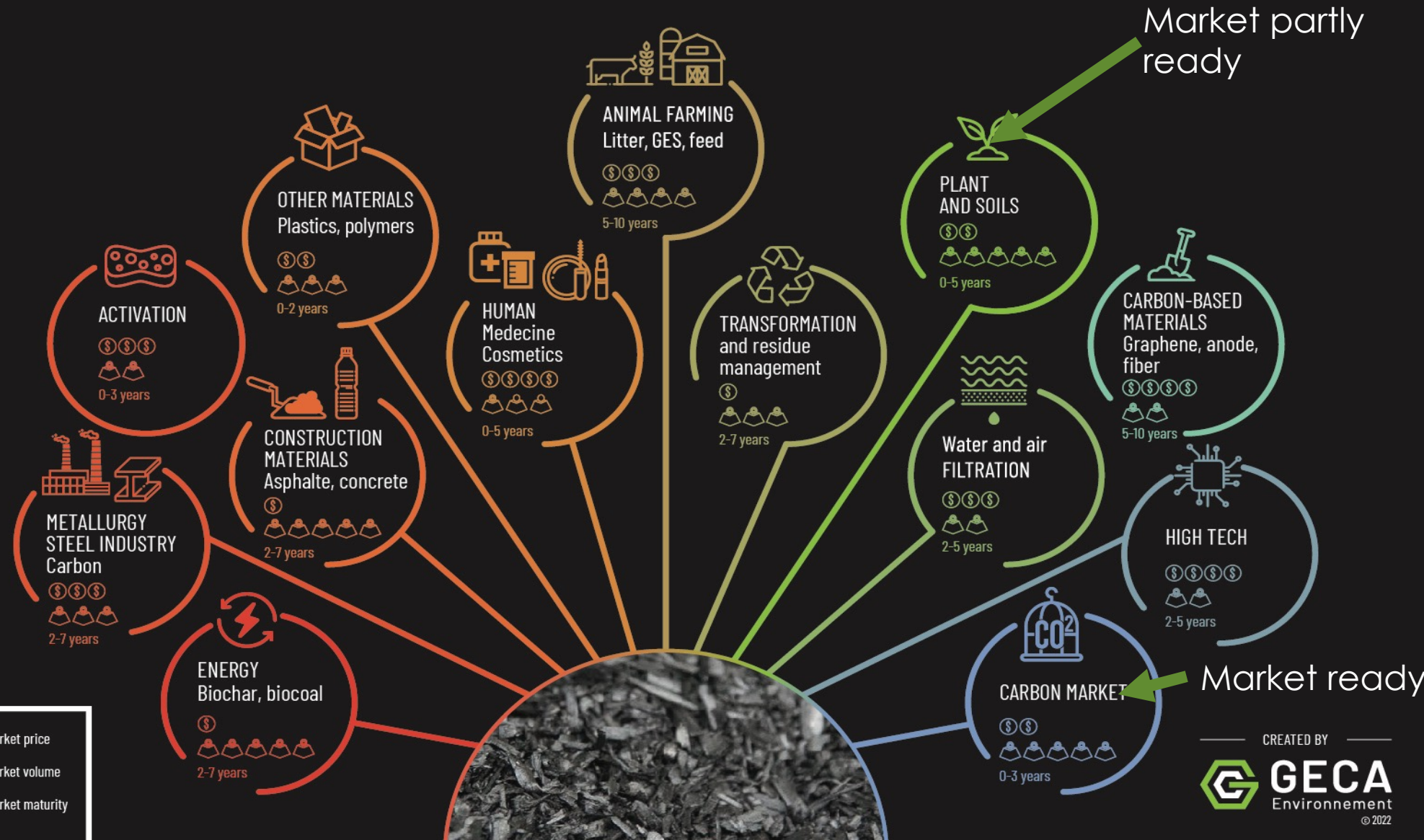
Open mind

- Be willing to look at various options, even if never talk about it before



1. Lot of wastes from power plant
2. Found out it contains carbon
3. Tested it
4. What could we do with it?

BIOCHAR MARKETS



STEPS TO SUCCESS



1. **Networking:** Who does what in carbon and found collaborators
2. **Markets:** Looked at markets and select some
3. **Testing:** Lot of testing, trials, in lab and in field
4. **Quality:** Develop good quality control
5. **Patience:** Several years to success

THE RESULTS



Several markets for the biochar and developing more



Access to carbon credits.
Significant increase in profit margin.



Recognized for the quality of its biochar

WHAT HAVE WE LEARNED?

Patience

Investing important resources
(time and money) is necessary

Thinking out of the box

Collaborators, networking is a
must

SUCCESSFUL BIOCHAR PROJECTS



Burkina Faso chia butter women association: solve several problems



Carbofex, Finland: Sell biochar at high price, high Cfix content, lot of testing



Airex, Canada: Sell biocoal in Japan and work with a native nation for production, good quality control