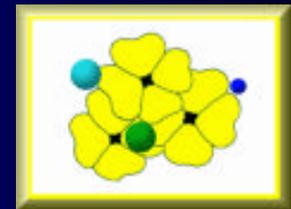


# Ag Outlook Forum 2001

**Agro Management Group, Inc.**



James W. Lambert, CEO

**Downstream Impacts  
of Industrial Uses and  
Renewability**

# Linking the Participants

**Bio-based  
Technologies**

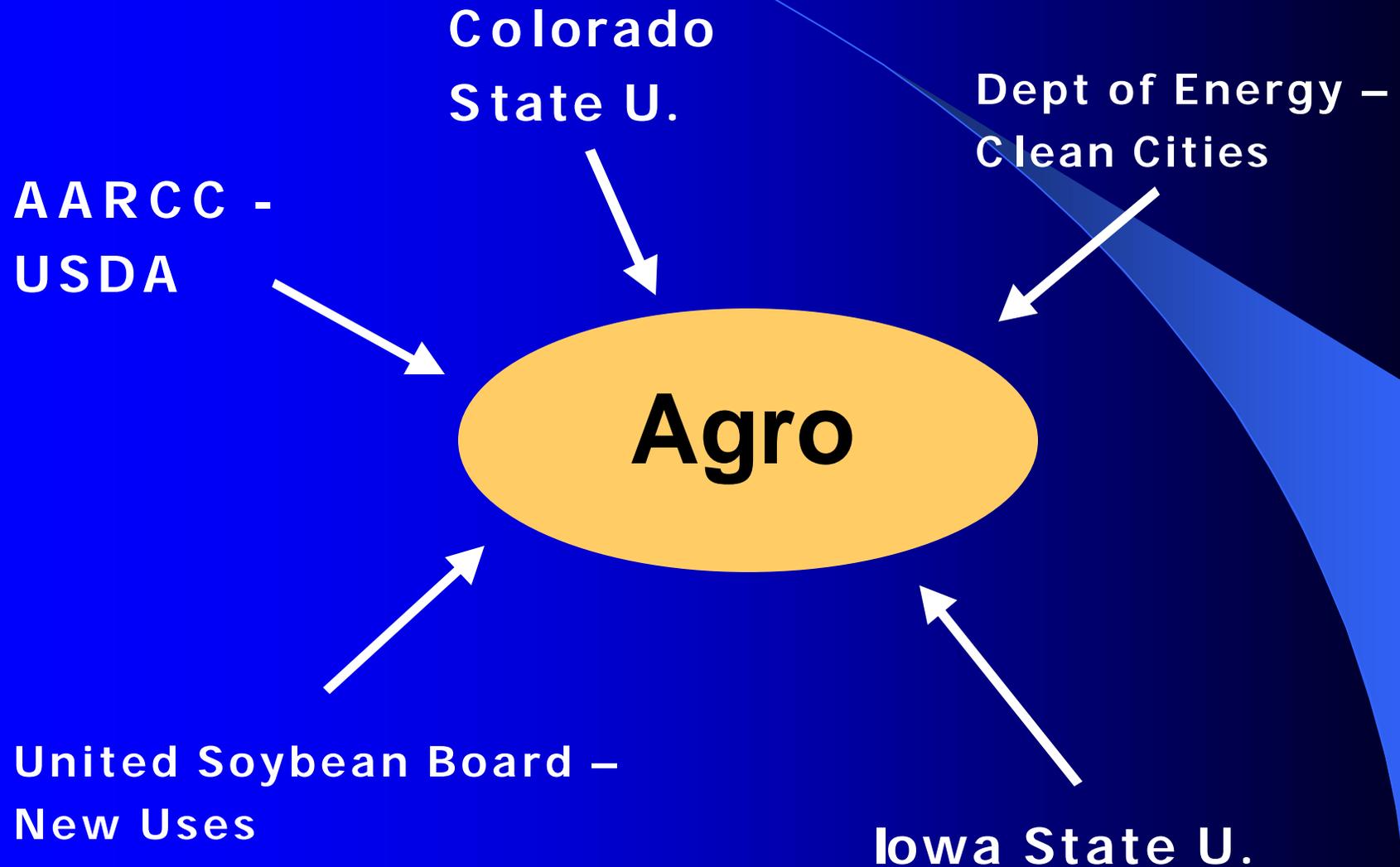
**Bio-based  
Community**



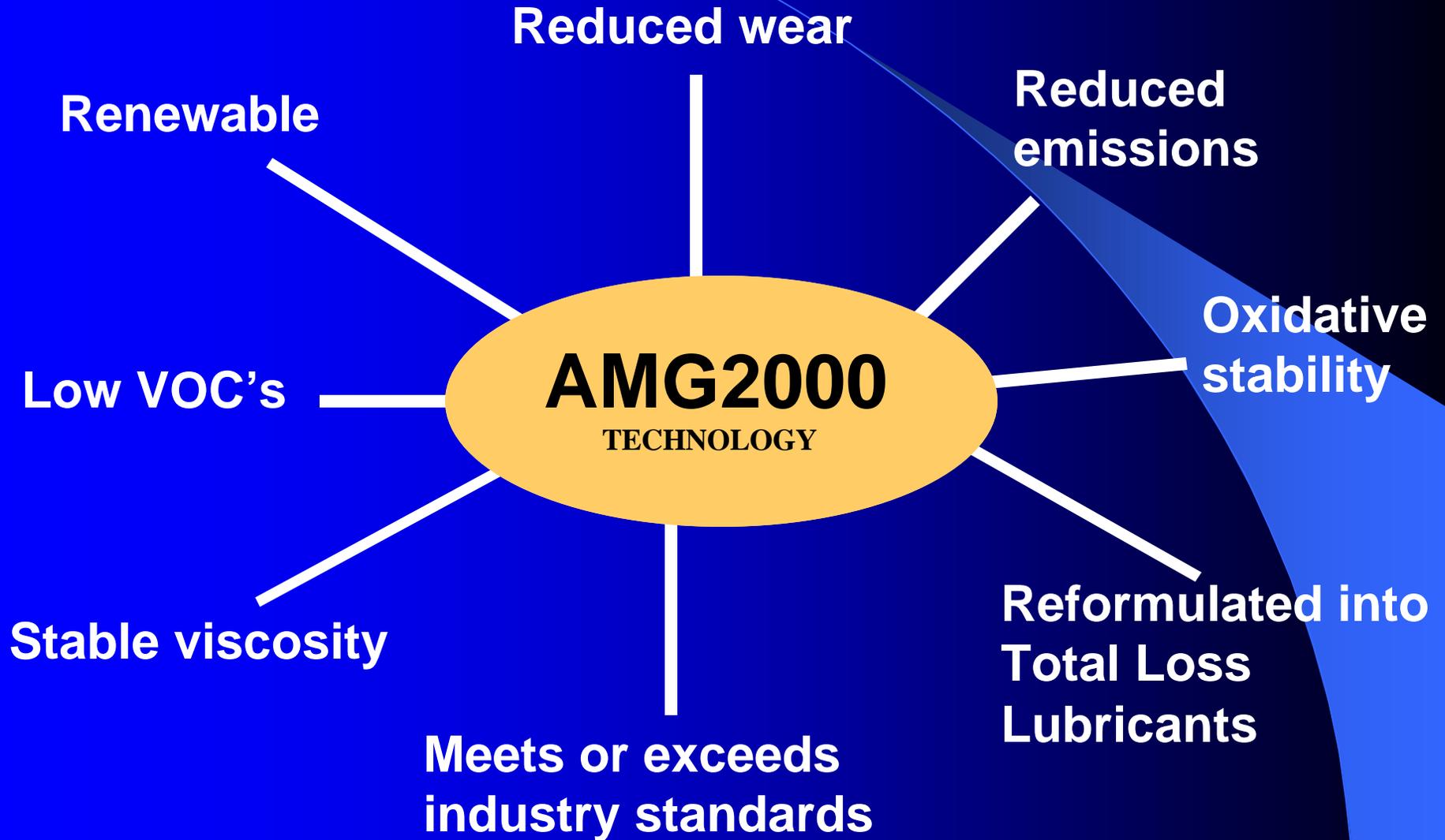
# Agro Management Group, Inc.

- ❖ Research & development, marketing company
- ❖ Invented AMG2000
- ❖ Designed Michigan model™ to bring together educational, community, private and public organizations to produce and market bio-based products
- ❖ Replicated model in Eads, Colorado
- ❖ Emphasize use of local commodity bases

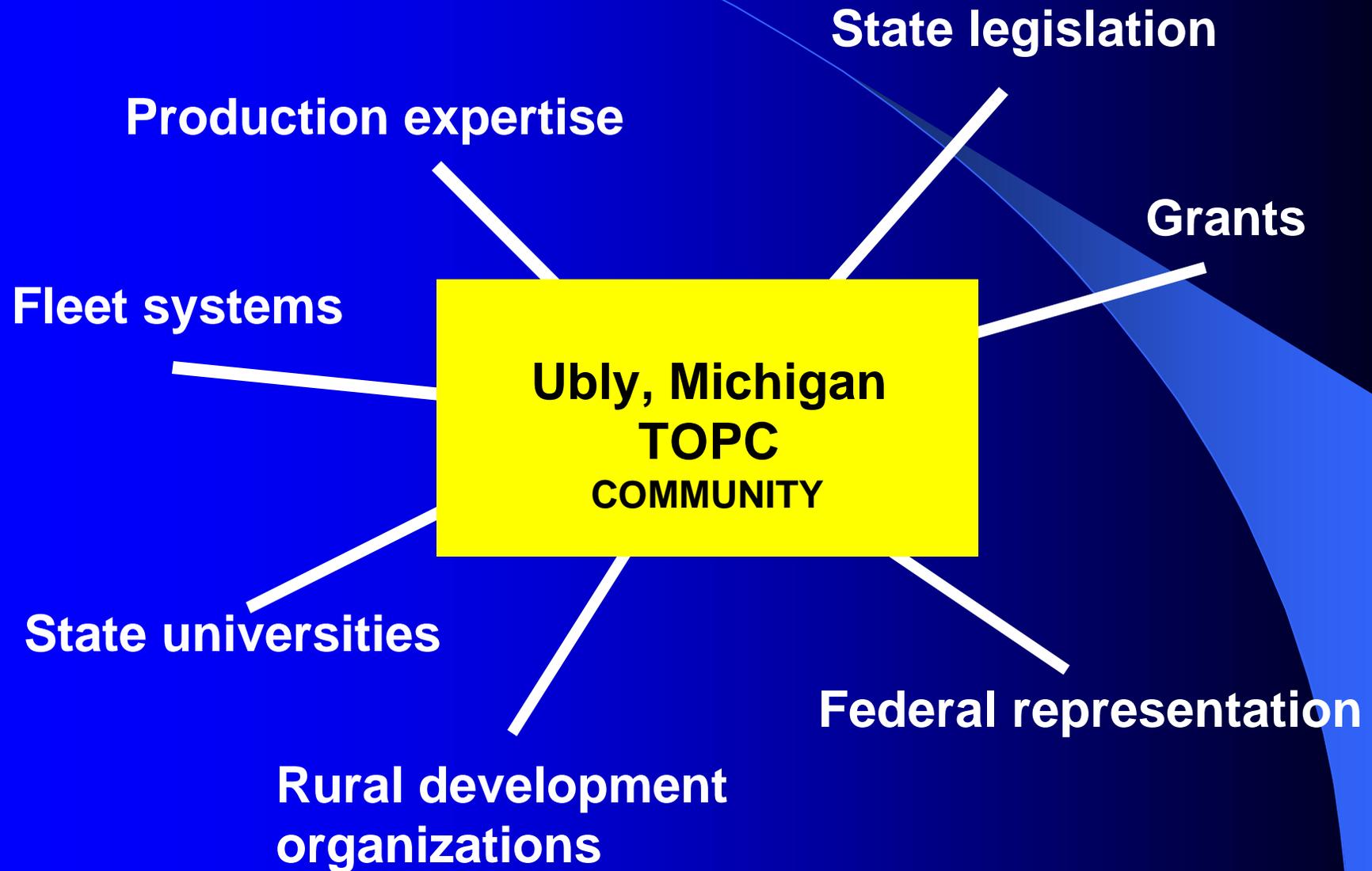
# Agro Management Group, Inc.



# Technology



# Bio-based Community



**End User**

**USPS**

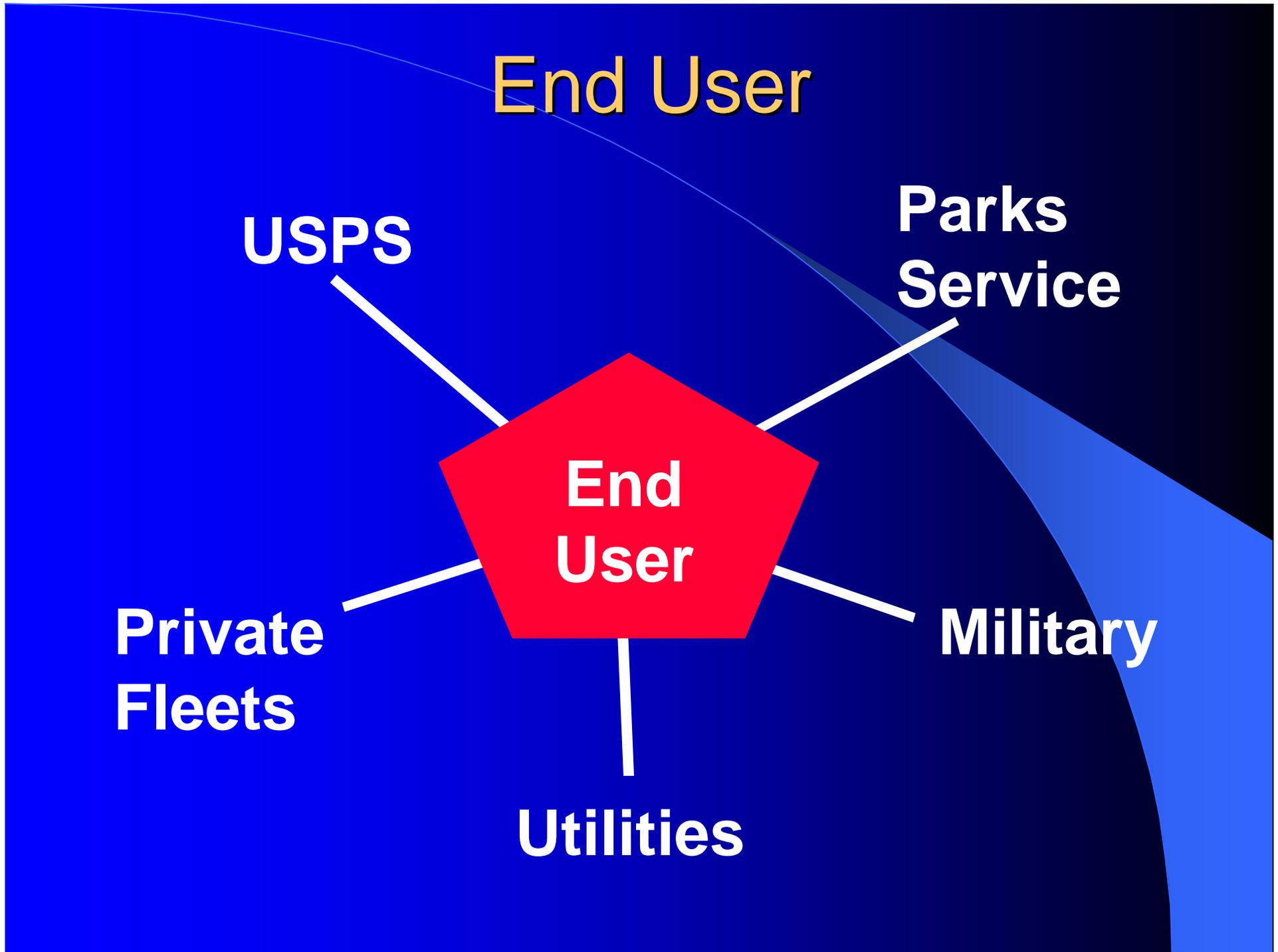
**Parks  
Service**

**End  
User**

**Private  
Fleets**

**Military**

**Utilities**



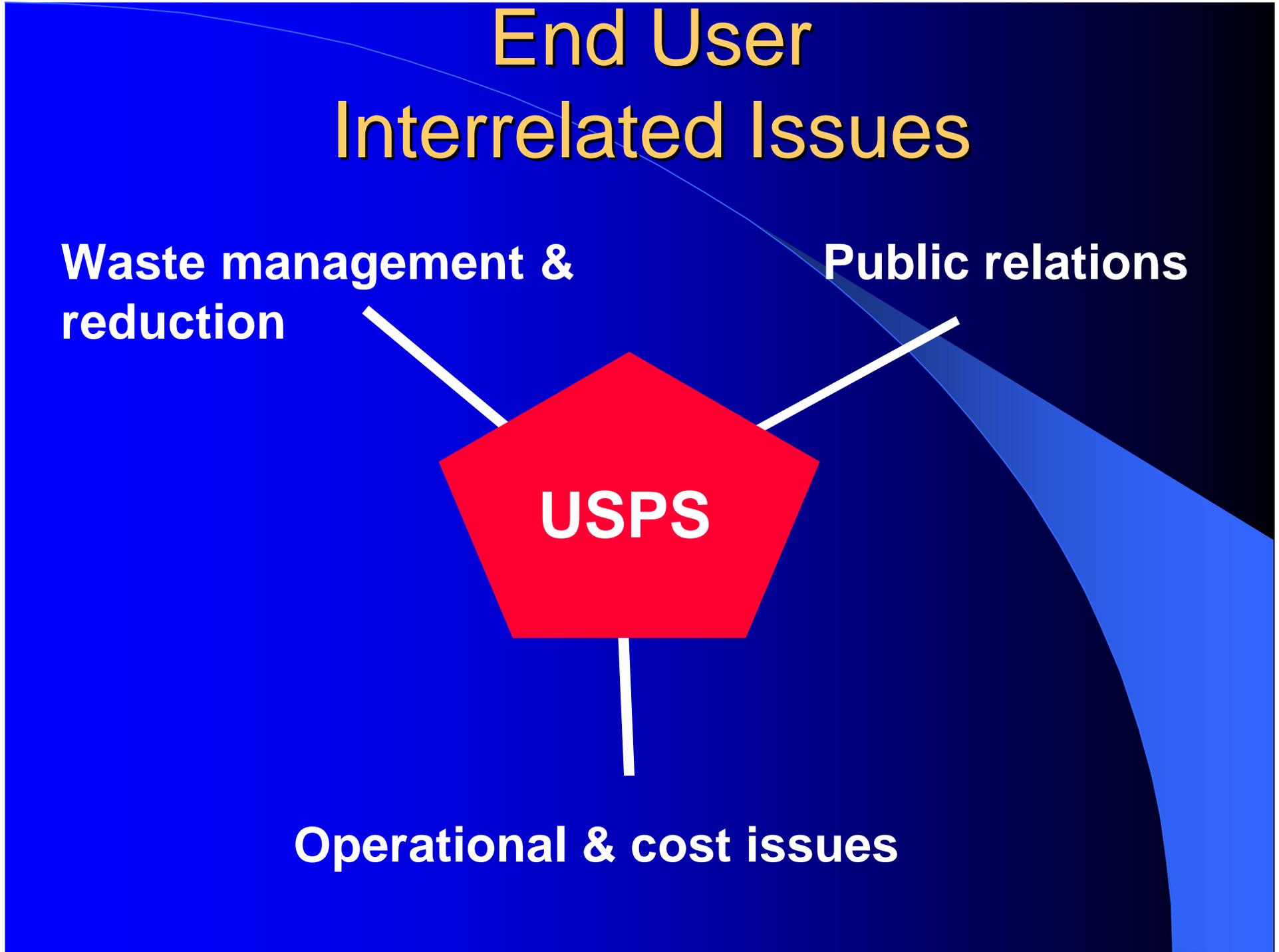
# End User Interrelated Issues

Waste management &  
reduction

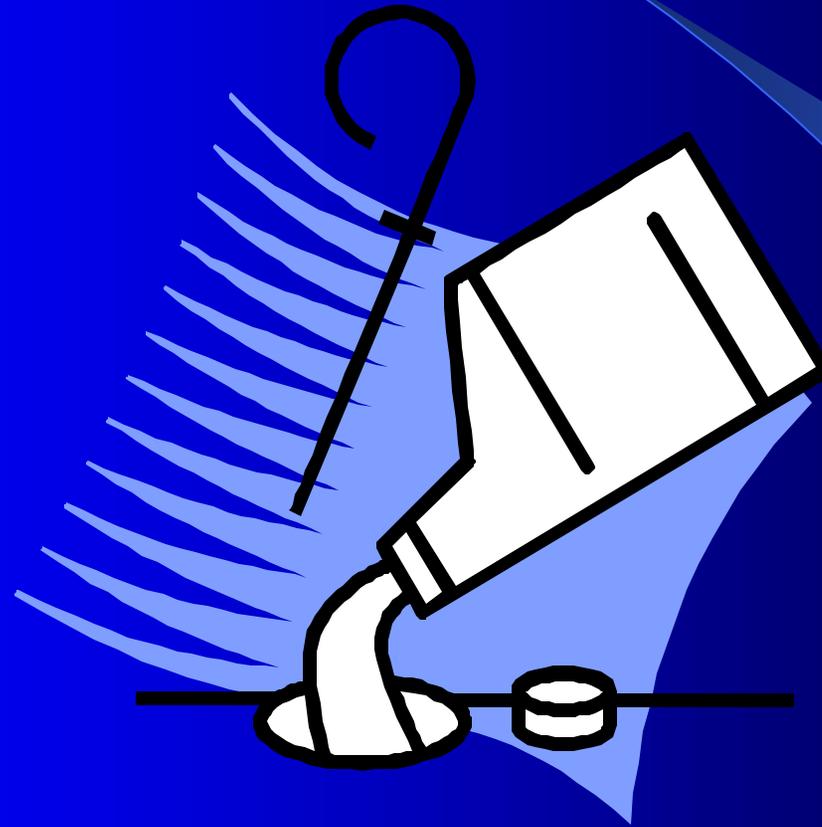
Public relations

USPS

Operational & cost issues



# Major Filter OEM



Operational & cost issues

# Bringing It All Together

**Technology**

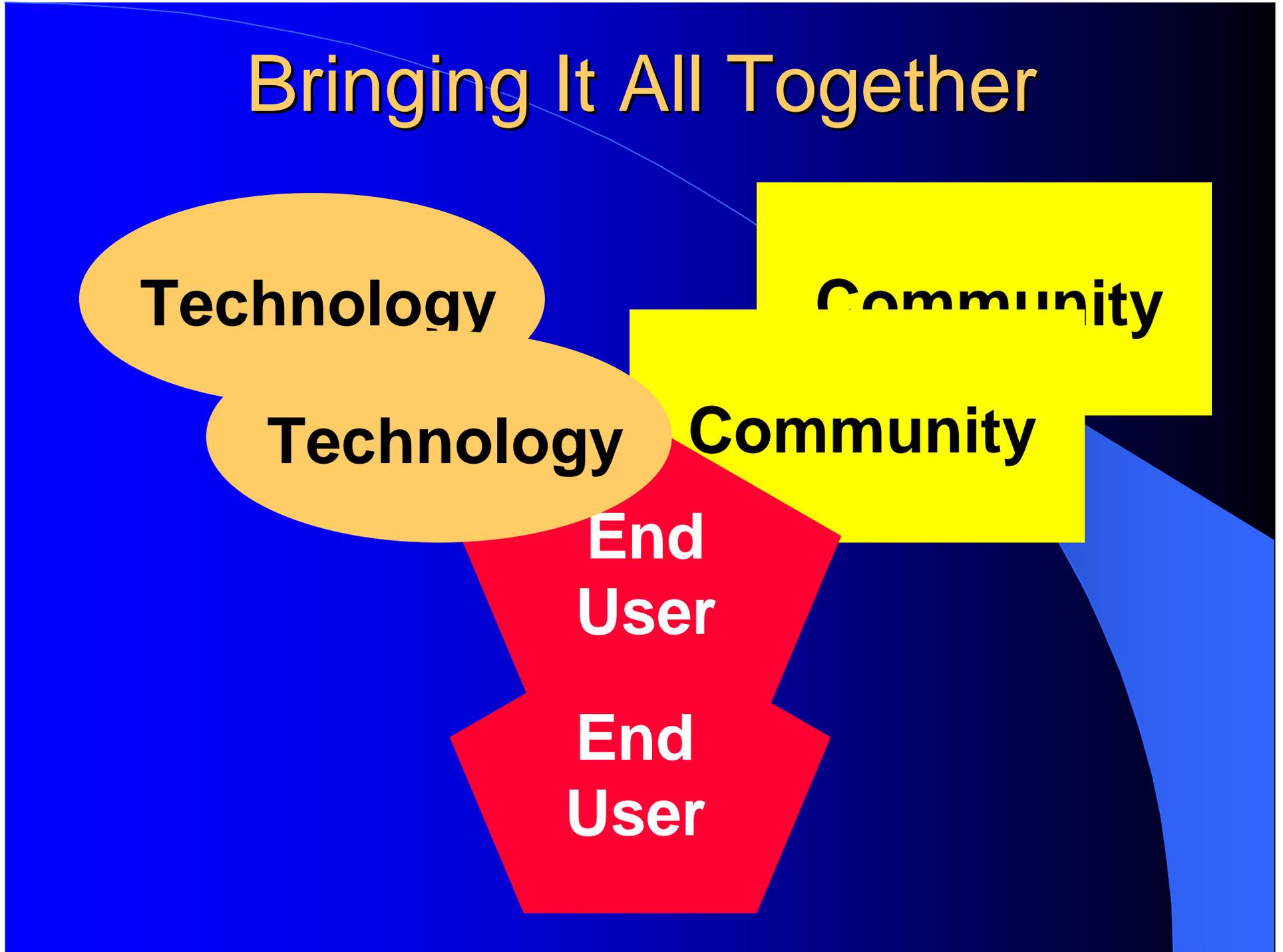
**Community**

**Technology**

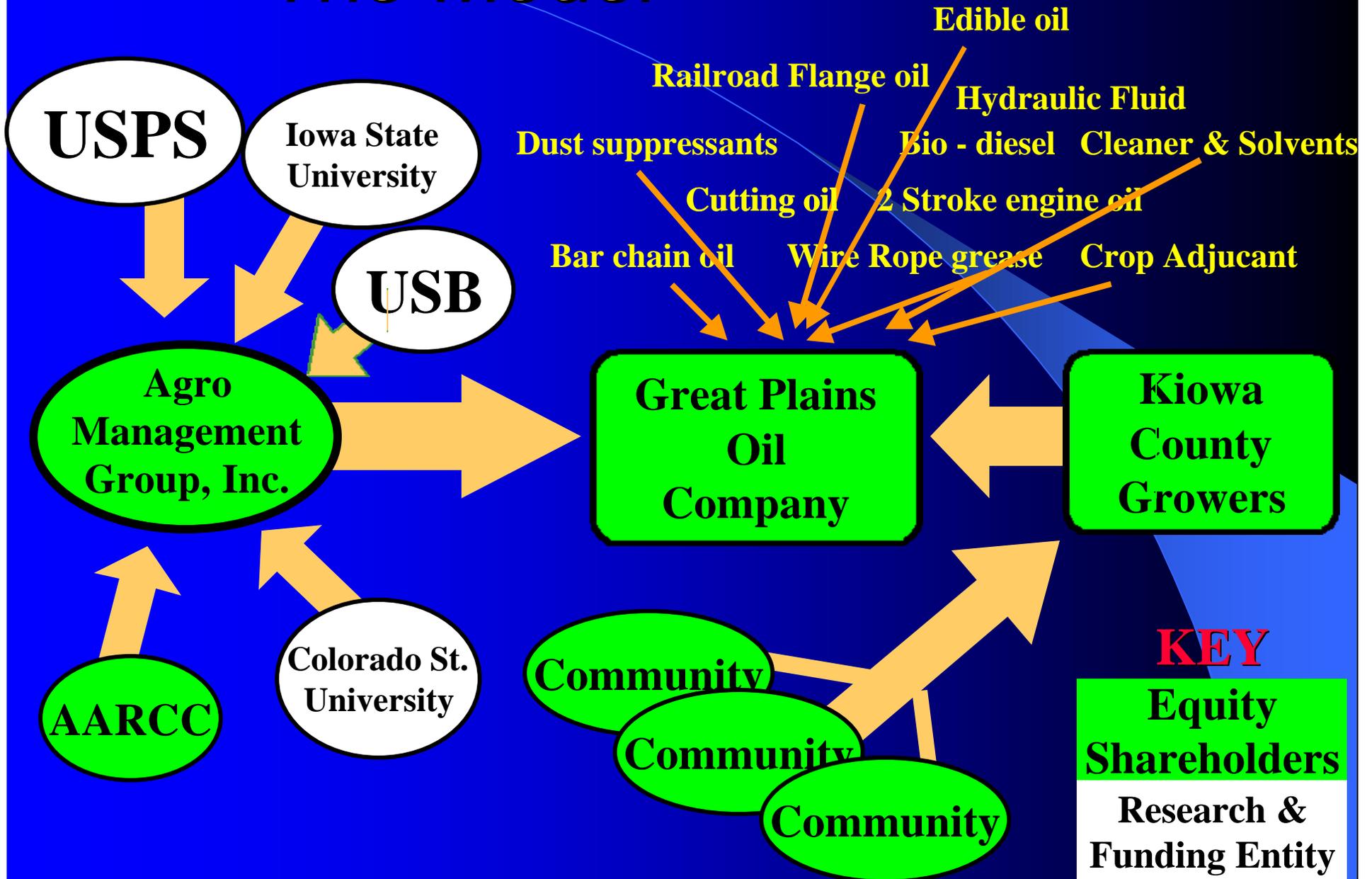
**Community**

**End  
User**

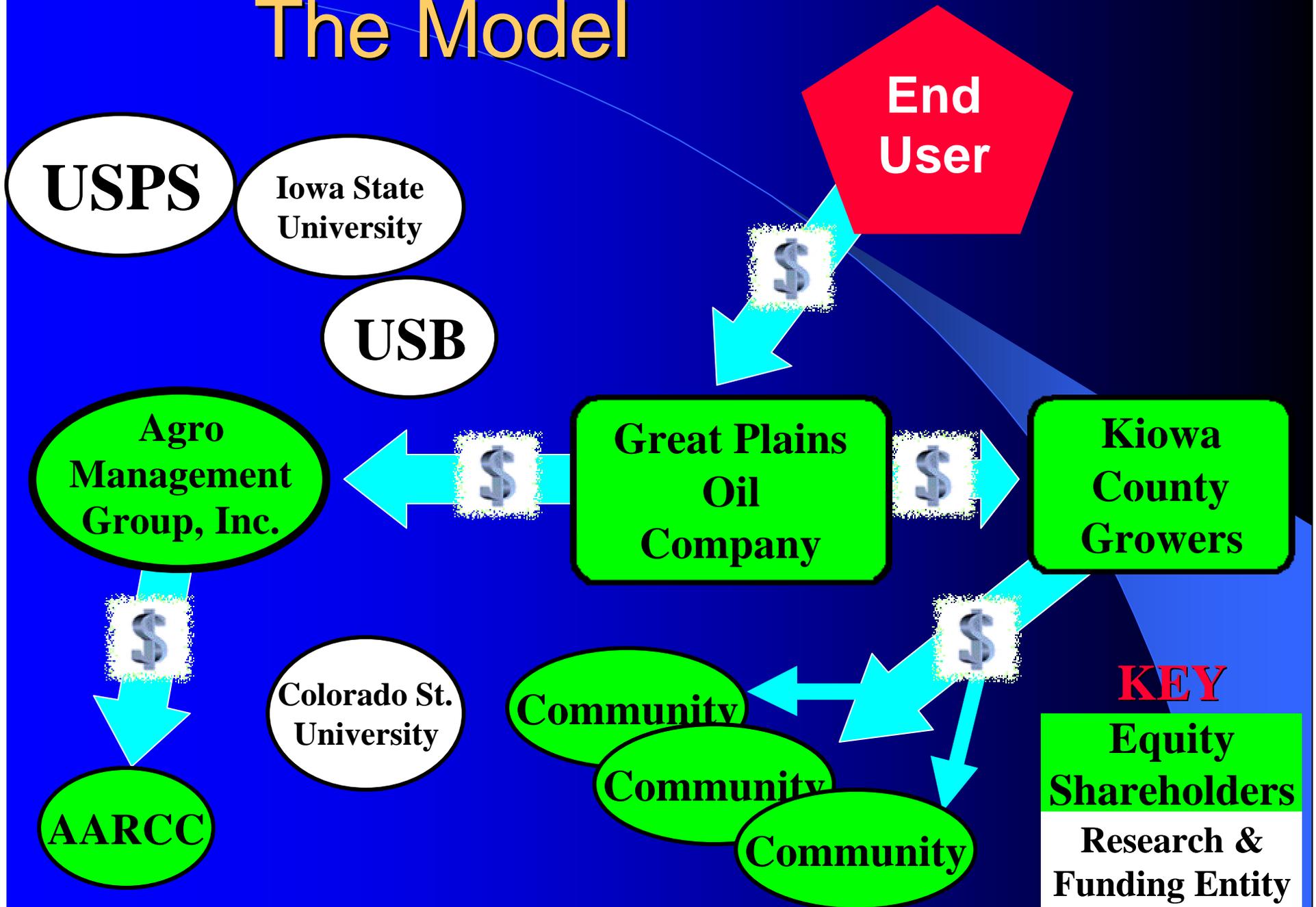
**End  
User**



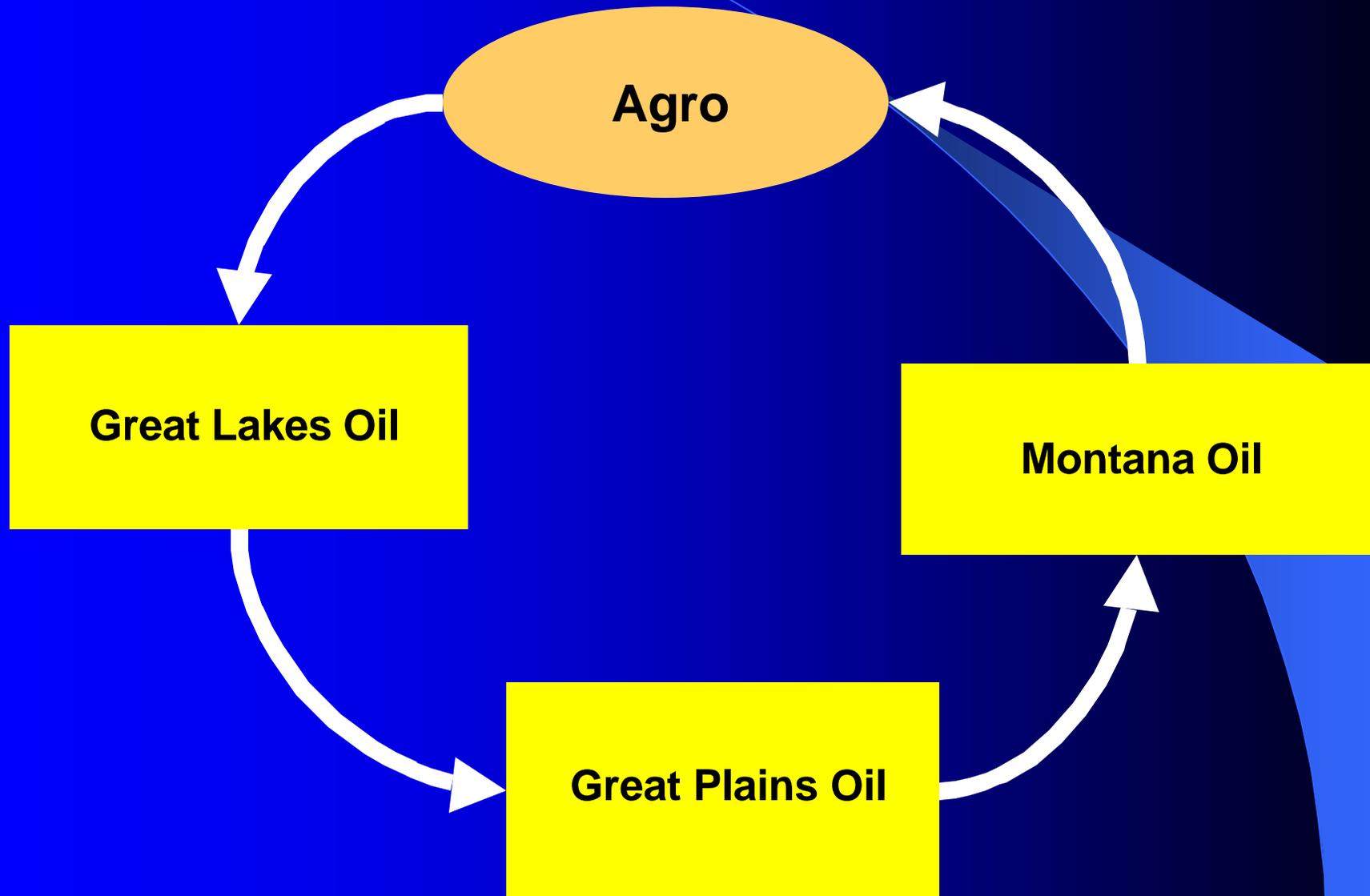
# The Model



# The Model



# Mutually Supporting Efforts





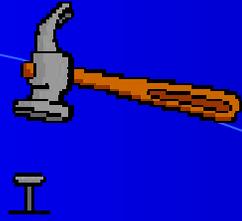
# Hurdles

## Product

- ❖ Perception
- ❖ Status quo
- ❖ Authority
- ❖ Bias

## Community

- ❖ Working together
- ❖ Micromanagement
- ❖ Patience



# Impact

- ❖ Reduce reliance on foreign oil
  - ❖ Each 1,000 acres of sunflower reduces need for 18,000 barrels of crude to produce motor oil
- ❖ Reduces emissions
  - ❖ Aids in maintenance reduction
- ❖ Renewable
  - ❖ Each 1,000 acres yields ~\$800,000 to community over gate value
- ❖ Value added
  - ❖ Jobs, development, dollar multiplier
- ❖ Promise of hope



# Outlook

The plight of the family farm in the '80s is  
the plight of the rural community today.

**Website**

**[www.agromgt.com](http://www.agromgt.com)**