

MARKET ANALYSIS

A Case Study

BRIEF DESCRIPTION

CMC Research Institutes completed a market evaluation for BC Biocarbon Ltd. to investigate national and international markets for wood vinegar. At CMCRI, we help companies navigate the gap between bench-scale research and commercialization by providing test facilities, market research, and access to a domestic and global network of experts. We offer a range of services to help clients discover market opportunities, further development, and demonstrate technologies that will lead to the reduction of greenhouse gas emissions in industrial processes.

PROJECT GOALS

The market investigation meant that CMCRI had to understand the use of wood vinegar, global producers and suppliers, Canadian regulations, market opportunities for BC Biocarbon's wood vinegar, and recommend next steps for BC Biocarbon.

"There isn't a Canadian industrial outlet for wood vinegar. We're trying to figure out where the market is. The main thing is to determine what the lay of the land is in relation to going forward," says Phil Marsh, BC Biocarbon's Chief Technology Officer. *"What we gained from CMC was an overview of the Canadian regulatory system and where our chances lie in the near term. This was extremely helpful for us."*

CMCRI identified supplier opportunities for BC Biocarbon and transportation providers to ship wood vinegar to international markets.

"What CMCRI has done for us is very valuable, and it may not get us to where we need to be tomorrow, but what this market analysis has allowed us to do is follow through in the decision making process," says Phil.

After discovering that the international export of wood vinegar is a viable option, CMCRI connected BC Biocarbon with a company interested in purchasing the product.



WHAT IS WOOD VINEGAR?

Wood vinegar is a byproduct of the manufacturing process BC Biocarbon uses to produce biochar from wood waste. Like biochar, wood vinegar can be used in agriculture and gardening as a soil amendment to enhance plant growth. It also has value as a natural herbicide and pesticide; as a food product to add a smoky flavour; and as an insect repellent.

"There is an uptick in demand globally and this market study helped show that there has been a lot of growth in this area. Many companies are looking for an organic solution for plant growth, fertilizers, pesticide and herbicide solutions," says Phil Marsh, BC Biocarbon's Chief Technology officer.





WHY WORK WITH CMCRI?

CMCRI works to identify markets, help companies define their value proposition to secure customers, and study cost-effective innovations that reduce greenhouse gas emissions and improve operational performance. We also provide facilities to field test, develop, research, and demonstrate early-stage technologies. Our ambition at CMCRI is to provide the expertise and facilities required to find market value and validate/de-risk technologies rapidly and cost-effectively.

CMCRI's mission is to play a vital role in industrial greenhouse gas emission reductions in Canada. By completing market analyses, we help bring environmentally and economically viable ideas to life.

"I was extremely happy with CMCRI's work. Firstly, it was extremely easy to work with you guys and secondly, the deliverable is exactly what we were looking for," says Phil.

ACCELERATING DEVELOPMENT

BC Biocarbon achieved a greater understanding of their market opportunities because of work completed by CMCRI's team of researchers. This study also helped the company connect with suppliers and industrial users of wood vinegar.

As countries around the world move toward developing environmentally sustainable economies, markets are opening for low carbon products and technologies that reduce industrial emissions. With a wide range of test facilities, an educated workforce, and supportive government policies in place, Canada is well placed to produce goods and services to supply those growing markets.

But we'll achieve greater success if we work together.

As the partnership between CMCRI and BC Biocarbon demonstrates, when companies and innovators collaborate solutions to challenges can be realized, markets can be discovered and technology development can be accelerated.

