



strog's
Irish Carbon Neutral Straw Logs

Niall McGrath

Presentation to IrBEA

A bit about me...

- Director of Bio Fuel Ireland Ltd.
- Married with 3 Children
- Certificate in agriculture
- Dublin Young Farmer of the Year 2009
- Irish Young Farmer of the Year Innovation Award 2009
- Avid GAA player and supporter



Who we are...

- Farming in North County Dublin since 1800's
 - Tillage
 - Vegetables (Turnips)
- Agri Bio Fuel Ireland Ltd. Established in 2007
 - Need to diversify from traditional farming
 - Utilising core competency cereal production
 - Global trends
 - Research



Agri Bio Fuel Ireland Ltd.

- 100% Irish owned
- 1st of its kind to Irish market
- 8 Full-Time & 6 seasonal employees & indirect employment
- Primary focus on local raw material source



Agri Bio Fuel Ireland Ltd.



What is "Strogs"



By Product
from
Cereal Production

Environmentally
Friendly

Ash-
Perfect Fertiliser

Annual Crop
-v-
Forestry/ Peat

Long Burning
&
No Sparks

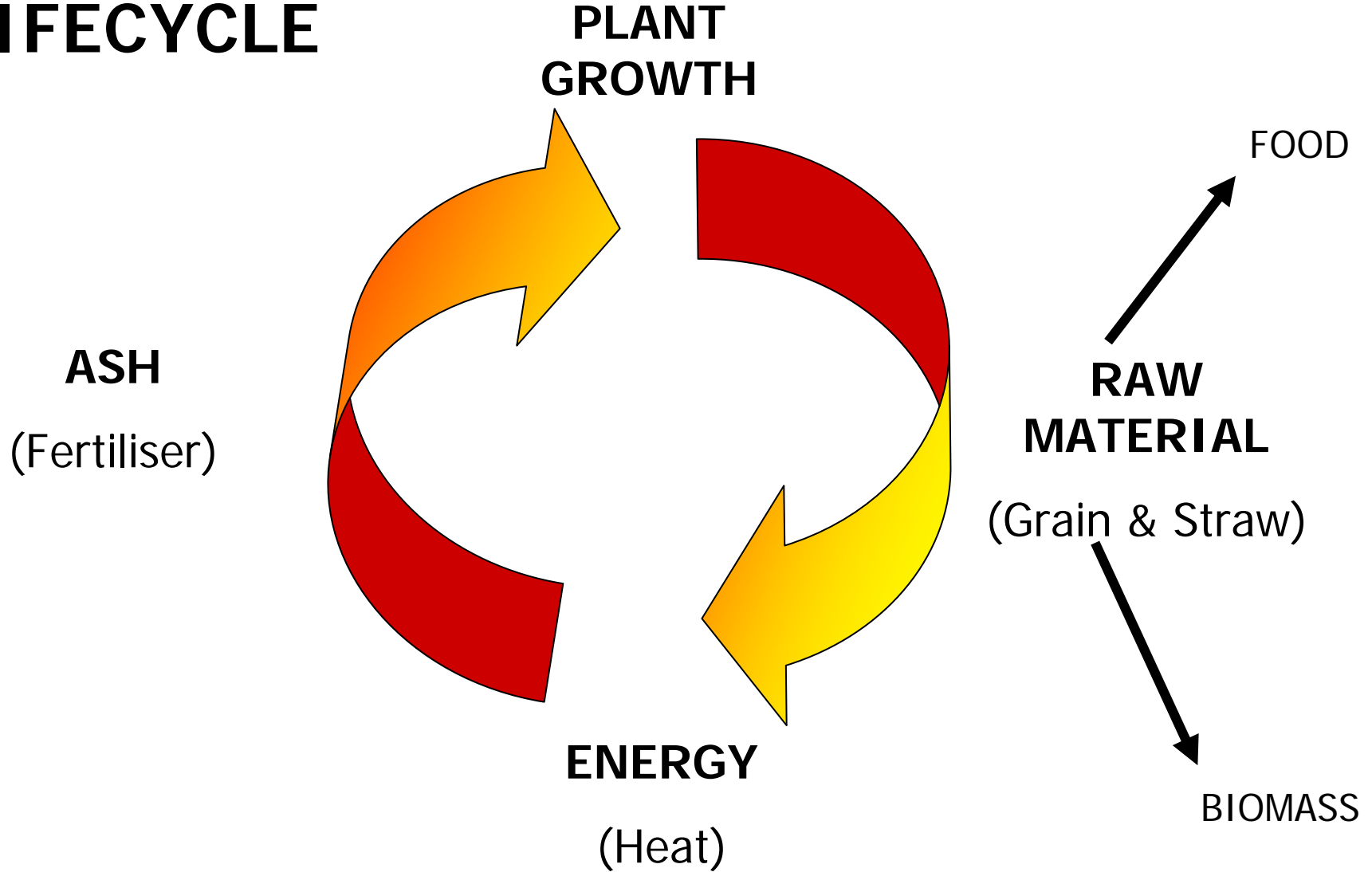
Suitable for
solid fuel
appliances

Excellent Heat

Ready Made
Market

Irish Guide Dogs
For the Blind

STROGS LIFECYCLE



Our consumers

Pat: “Hi, I’d just like to say that I find STROGS perfect for burning. They give out great heat and more importantly are easy to store.”




Patrick: “Having used STROGS, I’m very impressed from the heat they give out. Also the boosted heat from the STROG helps the existing fire in the cooker to remain high even when I put in wood that may be damp.”

Winnie: “I recently purchased STROGS in my local shop and I think they’re HOT STUFF! I can honestly say I could feel the heat increase in comparison to briquettes.”

Higher Ground...

- RTE 1 Programme
 - Part of 6 week series

Successes to Date...

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BWG
Foods Limited

 - Eurospars, Spar, Spar Express, Value Centre
Mace
- Topline Hardware Group
 - 100 independent hardware stores
- Independents

Challenges Faced...

- Migration of fuel fire to gas/ oil fires
- Weather
- Competitors (Direct & Indirect)
- Changing consumer mindset from Peat/ Timber
 - Macro Environmental Trends
 - ✓ Green Energy/ Carbon Neutral
 - ✓ 100% Renewable
- Trade Environment
 - Margin Pressure/ Cost

The Future

Strategically consistent but tactically agile

- Further development of “Strog’s” brand
- Exploit channel opportunities further
- Expand product range
- Continuous product renovation
- Review export opportunity
 - UK & Scandinavia

THANK YOU FOR YOUR ATTENTION



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