



NEWS RELEASE

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First ever Sonoma County Biomass Business Competition awards two local small business startups

New startups will utilize excess forest biomass to create high value wood products and help prevent catastrophic wildfires

HEALDSBURG, Calif. - The Northern Sonoma County Air Pollution Control District is announcing that the Sonoma County Biomass Business Competition, or BioBiz, has selected the two winning projects to each receive \$47,500 in startup capital and technical services to launch their small business ventures.

Soil Carbon Management Company and Forestree Collective won the awards based on their concepts to address sustainable, community-driven biomass utilization business models in Sonoma County, with an honorable mention to Noble Bioresources, Inc.

“Wildfires are growing more frequent and getting larger and more dangerous,” said Rob Bamford, executive officer of the Northern Sonoma air district. “BioBiz is a showcase of local entrepreneurs offering actionable solutions, now. The ingenuity and passion presented by these projects is truly inspiring.”

The Northern Sonoma County Air Pollution Control District and a coalition of forest experts, business leaders and public officials recognize that forest restoration is necessary to reduce the risk of catastrophic wildfires and to maintain healthy forest ecosystems. A recurring barrier to forest restoration activity is the removal and utilization of biomass that creates excess fire fuels and alters native ecosystems.

The goal of BioBiz is to spur local, small business innovation to create high value wood products from the excess biomass to create complementary and ongoing partnerships that support forest restoration activities and help maintain healthy forest ecosystems.

Funding is provided by BioBiz partners including CAL FIRE, Sonoma Clean Power, PG&E, the Bay Area Air Quality Management District and Sonoma Water. Valuable advice and program support was provided by a coalition of local support partners. Visit the BioBiz website to learn more about the projects and all the partners that made the competition a success at www.biomass.biz.

The [Northern Sonoma County Air Pollution Control District](http://www.nosocoair.org) is the regional agency responsible for protecting air quality in Northern Sonoma County.

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