



2002 Wyoming Award Winners:

81	May 1, 2002	Heartland BioComposites Heath Van Eaton 607 S. 6 th St. Laramie, WY 82070 heathvaneaton@hotmail.com	Market development for the manufacture of wood substitute composites made from agricultural biomasses and recycled plastics.	USDA
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Abstract:

This USDA-SBIR Phase I grant will prove the feasibility of Heartland BioComposites ability to identify an array of innovative marketing strategies for its composite wood substitutes in Torrington, WY and sell its products in regional and domestic markets. Torrington and surrounding Goshen County offers people an ideal quality of living, but farmers are facing factors that make it difficult to operate and new industries are not locating to the area. Heartland BioComposites will add income to farmer's and other sources of biomass (primarily wheat straw) by creating a new market for the biomass to be used as the company's main raw material input and will create a variety of well-paying jobs that will provide much needed income and benefits to its rural citizens. The new industry will focus on applying its advanced processing technology in its research to accomplish new market development by analyzing all of the available and necessary inputs in Goshen and surrounding Counties, consulting and working with economists and other related professionals, performing preliminary tests with the resulting-available biomasses, and developing new target markets for its superior form of composite wood substitutes.