

## **WEST COUNTY SHOPPER – ARTICLE INFORMATION**

**Name of Business: Homestead Inc.**

**Information Submitted By** (Note: Any quotes that may be derived from this info sheet for the article will be attributed to you. Please include your phone number and/or email in case of questions about the submitted info): **Tom Leue**

**Name(s) of Owners: Thomas Leue**

**Owners' Town(s) of Residence: Ashfield**

**Family Information**, if desired – name of spouse, children, etc.:

**We live on the family farm with our elderly mother, Mary, in the old farmhouse. Tom and Nancy built a home next door some years ago. Brother Mark and family have their house next door. Daughter's family, and our two grandchildren, recently built a house below the apple orchard. Niece's houses too are on the property.**

**Interesting and/or Significant Background Info of Owner(s):**

**Energy Manager for City of Northampton for a dozen years. Developed and operated town's solar sewage treatment plant. Selling biodiesel and making alternative fuels. Sanitary engineer.**

**When was business established?** You may include any interesting "historical" information or a brief start-up story regarding the business, if desired:

**After moving to the old family farm in 1975, Tom and Nancy evolved Homestead Services, later Homestead Inc. Starting with heavy duty mowing and such work, it went on to manage asbestos in our public schools, test for radon, make maple syrup, develop a solar sewage treatment plans for the town, develop a biodiesel refinery, and now an entirely new alternative energy system.**

**Description of what your business offers:**

**We are closing down our biodiesel sales operation after 19 years in that business. Better than that is Yellow Heat, a patented modification to a convention oil burner appliance for most boilers and furnaces. With Yellow Heat, all forms of oils, including waste oils, burn cleanly and efficiently. We promote using waste vegetable oil as it is really cheap and causes no environmental impacts. EPA accepted studies show a 98% reduction in carbon footprint, compared to an equal amount of regular heating oil. Yellow Heat is the first carbon neutral central heating system option.**

**What interested you in starting or purchasing your particular kind of business?**

**I am a great believer in climate change and the impacts that are starting to accumulate. I have promoted biodiesel for years because it was better, cleaner than fossil fuel. I want to leave as much of the planet as we know it to my offspring as I can. Now I have found an even better alternative, better for the planet and a great cost saver. Our new greenhouse heating model can reduce farmer's heating cost by up to 90%!**

**What sets your business apart from other similar businesses?**

**No other company offers a complete transition system from fossil fuel to renewable vegetable oil fuel. Our system automatically cleans the waste vegetable oil, so you can collect it from local restaurants and just pour it in. It's that easy and that cheap.**

**What are some of the most important aspects of your business that people should know?**

**Still almost half of America's liquid fuels are imported. Being able to use both new and waste vegetable oils instead of petroleum gives greater flexibility. It can save heating cost, to near zero if you are a restaurant throwing away this resource. We will deliver vegetable oil fuel in our service territory. You can also collect it from behind many restaurants for really cheap.**

**What is the price per gallon of recycled vegetable oil?**

**Local restaurants often sell used vegetable oil to big collection companies. Around here they get less than 15¢ per gallon. If heating oil is \$3.15 per gallon they can save over 90% by burning their own waste oil. We also deliver cleaned waste vegetable oil by our sister company, CHERE. Prices fluctuate but are always at least 20% less than the cost of regular heating oil on the day of delivery.**

**What costs are involved, if any, in converting a regular oil system to recycled vegetable oil?**

**The Yellow Heat burner fits most smaller boilers and furnaces. The burner also requires an air compressor to operate. All other system components are included in the package. Installations are available or can be accomplished by any competent person. Modifications to the actual boiler or furnace are not usually required.**

**What are the advantages of converting to recycled vegetable oil?**

**Recycled vegetable oil is far cheaper than conventional heating oil. It is also safer, since state-of-the-art safety systems are all included, and the fuel itself is non-toxic. Most importantly, anyone concerned with climate change can be reassured that the Yellow heat burner operation does not contribute significantly to climate change.**

**Additional information you would want included in the article that is not addressed here if any:**

**Physical Address of Business**, if applicable: 1692 Cape St. in Ashfield MA

**Business Location Identifier** if applicable (for example, “located across from Town Hall”, etc.): **On Rt. 112, about a mile north of the DAR State Forest. ½ mile from the Good Time Stove Company in Goshen.**

**Hours of Operation: Afternoons, 7 days per week.**

**Website if any: [YellowHeat.com](http://YellowHeat.com), [HomesteadInc.net](http://HomesteadInc.net)**

**Business Phone: 413-628-4533, 800-285-4533**

**Business Email if any: [vegheat@gmail.com](mailto:vegheat@gmail.com)**