

Editorial: Fill 'er up, with vegetable oil
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The Culver's restaurant chain has a history of going out of its way to embrace environmentally friendly policies and to promote sustainable approaches to doing business. So it does not come as much of a surprise that the company is working with the innovative Madison Environmental Group to come up with commercial applications for vegetable oil as a biofuel.

With a \$15,000 technology feasibility grant from the state energy office, Culver's is developing a pilot program that will outfit company cars to run on used vegetable oil in place of traditional diesel fuel. Two Culver's franchisees are already operating vehicles converted to run on used vegetable oil.

At a time when rising fuel costs are becoming a serious challenge for Wisconsin businesses, Culver's is leading the search for alternatives. And they have forged a fruitful alliance with the Madison Environmental Group, which always seems to be in the forefront of thinking with regard to sustainability issues. With support from the state, all the pieces are falling into place.

Would that every Wisconsin firm displayed that combination of civic responsibility and innovative spirit that characterizes Culver's.

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