

## E15 Announcement Talking Points

### E15 Now: Thank You Core Messages

- After taking the time to hear from stakeholders on all sides, President Trump delivered on his promise to rural America by lifting the summer restriction on E15 sales.
- Securing year-round sales of E15 is great news for farmers, rural communities, fuel retailers, and consumers everywhere who want to enjoy cleaner, more affordable options at the fuel pump.
- This is a critical step toward giving American motorists higher-octane options at a lower cost all year long.
- Nationwide E15 sales promise to drive demand for two billion bushels of American corn, promote U.S. energy security, and help restore growth in rural communities.
- We're very grateful to President Trump and our rural champions in Congress who have fought hard for homegrown biofuels, and we look forward to working with them in the months ahead to get this change implemented before the next summer driving season.

### Talking Points for Media Engagement

#### President Trump Made the Right Call

- We applaud President Trump for delivering on his promise to rural America by lifting summer restrictions on E15.
- This is great news for farmers, biofuel workers, fuel retailers and consumers everywhere who want to enjoy cleaner, more affordable options at the fuel pump.
- Nationwide, year-round E15 sales promise to drive demand for two billion bushels of American corn, promote U.S. energy security, and help restore growth in rural communities.
- We look forward to working with the White House to get this implemented before next summer's driving season.
- We're also very grateful to our rural champions in Congress who have fought hard for homegrown biofuels. They worked with the White House to reject one oil industry attack after another.

#### E15 is Good for the Economy

- President Trump knows farmers are hurting. Farm income is down 47 percent over the last five years, and foreign nations are targeting our agricultural exports.
- Wining trade battles overseas starts with securing dependable growth for grain here at home.
- Unlocking E15 will deliver a much-needed jolt to rural economies.
- These outdated regulations also impose a heavy cost on consumers who could be saving five to 10 cents on every gallon.
- President Trump was recently tweeting at OPEC because he knows that rising oil prices are a threat to American consumers, and E15 can put more American-made biofuels to work.
- This fix also lifts a costly regulation on retailers who must retool their labels and pumps each year, costing them millions of dollars.

## **E15 is Good for the Environment**

- E15 creates a valuable market opportunity to drive continued innovation in advanced and cellulosic biofuels.
- This fix also means consumers will have access to fuel blends that reduce emissions of particulate matter and other chemicals associated with cancer and asthma.
- Biofuels are great for the environment because ethanol cuts lifecycle GHG emissions by 43 percent compared to gasoline.

## **E15 is Good for Drivers and their Engines**

- Year-round sales of higher blend fuels like E15 will provide consumers with a more affordable and cleaner choice at the pump, every day of the year.
- With every gallon of E15, motorists are saving five to 10 cents compared to standard options.
- Cars model year 2001 and newer – nearly nine out of 10 cars on the road – are approved to run on E15.
- To date, more than 1,600 stations across the United States offer E15, and the number of E15 stations has doubled four years in a row. This momentum is a clear reminder that consumers want options.
- E15 is a high performance biofuel blend and the fuel of choice for professional motor sports, including NASCAR.

## **The EPA Should Act Quickly on the President's Plan**

- Today's announcement is a critical step toward giving American motorists higher-octane options at a lower cost all year long.
- Now the EPA must work quickly to implement the president's plan, and we look forward to lending our expertise to that process immediately.
- The rural coalition that we have built – farmers, biofuel producers, rural lawmakers, consumers, and retailers – will be sharing its views with the EPA and working closely with regulators to ensure a fair process that upholds the president's commitments.
- Once the rule is implemented, we recognize that oil companies won't hesitate to challenge it in court, but the law is on our side.

## **A Critical Step, But Not the Last**

- Oil companies oppose an E15 fix because they know consumers will buy more ethanol. They also don't want to give up a hostage in their fight to dismantle the RFS.
- We are very hopeful that today's announcement represents the start of a new chapter at the EPA and a renewed commitment to advancing the president's pro-biofuel agenda.
- We also support increased transparency in the RIN market and in the secretive waiver process.
- More information will only help build the case for restoring the demand lost to so-called 'hardship' waivers.

## **Growth Energy's Press Statement**

### **Growth Energy Welcomes President Trump's Announcement on E15**

WASHINGTON, DC - Growth Energy CEO Emily Skor today applauded President Trump's announcement of plans to lift [restrictions](#) on E15, a fuel blend with 15 percent ethanol approved for 9 out of 10 cars on the road. Currently, retailers throughout most of the country are prohibited from

offering E15 to drivers during the summer months, costing consumers an opportunity to save up to 10 cents per gallon. In addition, fuel retailers must pay to retool and relabel their product offerings each year, creating confusion among drivers and holding back other retailers from embracing new options at the pump.

"We thank President Trump for delivering on his promise to rural America by lifting the summer restriction on E15 sales," said Skor. "He answered the call from American farmers by removing the single most important barrier to growth in higher biofuel blends. This announcement is great news for farmers, biofuel workers, retailers and consumers everywhere who want to enjoy cleaner, more affordable options at the fuel pump. This is a critical step toward giving American motorists higher-octane options at a lower cost all year long."

"We sincerely appreciate President Trump's steadfast commitment to rural America. Nationwide E15 sales promise to drive demand for two billion bushels of American corn and help restore growth in rural communities hit hardest by the downturn in farm income. America's farmers and rural workers are eager to see the President's agenda for rural growth succeed, and today was a critical part of completing that mission."

"Over the last few months alone, we've heard from countless farmers who rallied behind Growth Energy's [E15 Now campaign](#) because they cannot afford to be locked out of this key market for another season. We're deeply grateful to USDA Secretary Sonny Perdue, our rural champions in Congress, and governors across the Midwest for working with the president and pressing the EPA to tear down outdated regulatory barriers to competition. It's vital that EPA regulators work quickly to implement the president's plan, and we look forward to lending our expertise to that process immediately."

## Sample Social Media

- ✓ *Thank you, @realDonaldTrump for keeping your promise and delivering on #E15YearRound!*
- ✓ *Glad to see our president @realDonaldTrump stand with farmers and rural America by allowing #E15 to be sold year-round.*

