

# ACCELERATE

Your 2023 ACE Membership in Action

We're all familiar with the 5 Ws – Who, What, When, Where, and Why. Asking these questions helps us gather information or solve problems, but it's also an important tool to measure the value of your ACE membership. Traditionally, you might evaluate our success by asking **What** we've accomplished in the past year and **Who** is making it happen.

But that doesn't tell the whole story, nor does it adequately capture the progress we have made or our vision for what success looks like. Starting in 2021, we introduced a new initiative called *Accelerate* to better communicate the value of your membership in ACE. Accelerate is simply a plan designed to spark new demand and value for ethanol using a proactive approach to spur growth in our industry.

The Accelerate plan builds on our current work in 3-key focus areas:

1. Increasing demand and value through new clean fuel policies
2. Protecting and supporting existing policy-driven markets
3. Developing domestic and international markets

So when looking at your partnership with ACE, consider the additional Ws:

**Where:** The Accelerate plan maps out the journey we will take to success. There are complex challenges in front of us and it will require a systematic approach to achieve meaningful results.

**When:** Our plan includes 5-year benchmarking to illustrate what success looks like, but it doesn't mean our work stops in 2025. This approach provides flexibility to respond to timely items without deviating from our ultimate goals.

**Why:** To increase demand! We are laser-focused on expanding the use of ethanol, so the focus areas of Accelerate have been carefully selected because we know they matter to your company in measurable ways. We intend to showcase this return on investment to you through the duration of this initiative.

And don't forget about the **H – How** you can get involved in this initiative with us. You are our most effective advocates and helping you tell your ethanol story is important to our collective success.

For more details on our Accelerate plan, please refer to the reverse side of this document.

We're in this together - and together we will *Accelerate* a future for ethanol.

## ACE Accelerate Initiative - *Sparking demand to Accelerate growth for ethanol*

<b>ACCELERATE</b>	<b>Increasing demand &amp; value through new clean fuel policies</b>	<b>Protecting &amp; supporting existing policy-driven markets</b>	<b>Developing domestic &amp; international markets</b>
<b>Initiatives</b>	<ul style="list-style-type: none"> <li>• ACE board resolution to support adoption of policies at the state and/or federal level that recognize ethanol is part of the climate and health solution while crediting farmers and ethanol producers for these activities which will help ethanol reduce lifecycle GHGs by at least 70% on average compared to gasoline by 2030 – reach net-zero by 2050.</li> <li>• Leading the Midwestern Clean Fuels Initiative to encourage state-level clean fuel markets</li> <li>• Participate in Drive Clean Initiative to introduce national clean fuel policy in Congress</li> <li>• Implementing Expanding Soil Health through Carbon Markets (USDA Regional Conservation Partnership Program) project in SD</li> <li>• Working with USDA to expand the SD RCPP to additional states and plants</li> <li>• Identifying opportunities for members to take advantage of tax incentives and other funding in Inflation Reduction Act</li> <li>• Ensuring retailer participation in clean fuel policy</li> </ul>	<ul style="list-style-type: none"> <li>• Defend RFS During 'Set' Process</li> <li>• Participate in litigation to protect the RFS</li> <li>• Removing vehicle infrastructure, and regulatory barriers, including reinstating nationwide E15 use in all parts of the country</li> <li>• Identifying opportunities for members to take advantage of tax incentives and other funding in Inflation Reduction Act</li> <li>• Ongoing engagement with Argonne National Lab to improve the GREET model</li> <li>• Create content to educate and empower ethanol champions</li> </ul>	<ul style="list-style-type: none"> <li>• Domestic market development for E15 and higher blends</li> <li>• Infrastructure support for E15 and E85 (USDA HBIIIP)</li> <li>• Ethanol co-product market development</li> <li>• Supporting new uses, markets for ethanol like renewable gasoline and sustainable aviation fuel</li> <li>• International export promotion</li> <li>• Expanding international ethanol use education</li> <li>• Flex Fuel Hybrid (HEFF) demonstration project</li> </ul>
<b>5-year Outcomes</b>	<ul style="list-style-type: none"> <li>• New clean fuel policies to drive demand for E15 and higher blends</li> <li>• 100% participation by ACE member producers in carbon market opportunities</li> <li>• Market-based premiums paid to ACE members for low CI scores</li> <li>• Policies that for the first time monetize ag practices</li> </ul>	<ul style="list-style-type: none"> <li>• No more SRE abuse</li> <li>• 500 mg remand restored to 2016 RVO</li> <li>• Improved biofuel lifecycle modeling (GREET) adopted by EPA</li> <li>• Streamlined messaging to elected officials</li> </ul>	<ul style="list-style-type: none"> <li>• Increased network of stations offering higher ethanol blends</li> <li>• ACE Flex Fuel Forward platform utilized to build fuel marketer confidence</li> <li>• Streamlined labeling rule for E15</li> <li>• Growing markets for ethanol and co-products in the U.S. and abroad</li> <li>• Diverse/new markets for ethanol</li> </ul>
<b>Member ROI</b>	<ul style="list-style-type: none"> <li>• Opportunities to grow business through tax incentives and IRA funding</li> <li>• Increased access to low-carbon market opportunities</li> <li>• Preserved value of existing low-carbon markets</li> <li>• Demand increases through E15 and higher blends</li> <li>• Monetize ROI for ethanol plant technology &amp; efficiency investments</li> <li>• Incentives for farmers to join low-carbon continuum</li> <li>• Access to ACE carbon calculator to gain understanding of CI score using own data inputs</li> </ul>	<ul style="list-style-type: none"> <li>• React and provide feedback on EPA's RFS Set Proposal</li> <li>• Support national and regional remedies to reinstate E15 sales year-round</li> <li>• Stay engaged on EPA's new approach to the SRE program under the RFS, collaborate with biofuel partners on SRE litigation</li> <li>• Provide feedback to EPA on how to improve its biofuel lifecycle modeling (GREET)</li> <li>• Educate &amp; empower ethanol champions on our priority issues</li> <li>• Combat ethanol misinformation campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Increased E15 demand through station conversions</li> <li>• New gallons of E85 in target markets</li> <li>• Station owner awareness of E15 compatibility with existing equipment through Flex Check</li> <li>• Consumer education through retailer engagement</li> <li>• Additional revenue streams and market opportunities</li> </ul>
<b>2023 Priorities</b>	<ul style="list-style-type: none"> <li>• Leverage USDA funds through RCPP grant to gather the necessary localized data to certify non-proprietary soil carbon models that can be used to access LCFS markets</li> <li>• Work with USDA to scale RCPP project across the U.S. with IRA funding</li> <li>• Foster support around Midwest clean fuel policy, specifically the Future Fuels Act in MN and efforts in NE, OH, and MI</li> <li>• Promote carbon calculator for the industry to generate carbon intensity scores for ethanol and corn production</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunities to grow business through tax incentives and IRA funding</li> <li>• Increased premiums paid based on more accurate carbon intensity scores</li> <li>• Demand increases through existing policy channels</li> <li>• Policy benefits by proactively positioning ethanol as part of the climate solution</li> </ul>	<ul style="list-style-type: none"> <li>• Educate retailers about additional HBIIIP and IRA funding</li> <li>• Continue communication with USDA on HBIIIP improvements</li> <li>• E15 year-round efforts – state-by-state remedy, emergency waiver, long-term fix legislatively or with regulation</li> <li>• Retailer education on E15 compatibility via Flex Check</li> <li>• Streamlined labeling rule for E15</li> <li>• Promote E85 as preferred low carbon fueling option</li> <li>• Attendance/engagement with USGC activities to grow ethanol exports and foreign use</li> <li>• Grow knowledge around new uses/markets for ethanol</li> </ul>
<b>2023 Engagement Opportunities</b>	<ul style="list-style-type: none"> <li>• Carbon intensity calculator – tool for farmers and producers to calculate CI scores</li> <li>• Select participation in USDA initiatives</li> <li>• Advocate for state-level clean fuel policies</li> <li>• ACE Washington DC fly-in, conference, webinar opportunities</li> <li>• Ethanol Today submissions/feedback</li> <li>• Digital media opportunities (websites, social media)</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in ACE Action Center Campaigns</li> <li>• Congressional, USDA, EPA, IRS Hearings, Comment Periods</li> <li>• ACE Washington DC fly-in, conference, webinar opportunities</li> <li>• Letters to the editor, media outreach</li> <li>• Ethanol Today submissions/feedback</li> </ul>	<ul style="list-style-type: none"> <li>• ACE Washington DC fly-in, conference, webinar opportunities</li> <li>• Flex Check E15 Compatibility Tool</li> <li>• Petroleum marketer trade shows and workshops</li> <li>• Flexfuelforward.com – ethanol education for marketers</li> <li>• HBIIIP grant funding education/promotion</li> <li>• Ethanol Today submissions/feedback</li> </ul>