

Iowa Biodiesel Board & National Biodiesel Board Regional Annual Meeting

September 18, 2019

FUEL  **Iowa**



New Name, Same Aim: Growing Biofuels with Iowa's Fuel Marketers

Dawn Carlson, CAE



THE VOICE AND RESOURCE FOR IOWA'S FUEL INDUSTRY



OUR EXPERTISE. YOUR PROFITS.

New Name, Same Aim



- Communicates more clearly the variety of fuels we represent + businesses we serve
- Demonstrate positioning power, benefits and value for members
- Reinforce association's role as "The Voice and Resource for Iowa's Fuel Industry"
- Elevate visibility and positive perceptions of Iowa's entire fuel industry

FUEL  **Iowa**

 **RIN**Alliance[®]

THE VOICE AND RESOURCE FOR IOWA'S FUEL INDUSTRY

OUR EXPERTISE. YOUR PROFITS.



Collaboration + Cooperation

Growing Biofuels with Iowa's Fuel Marketers

Since 2011, # diesel retailers offering biodiesel has nearly tripled.

“
56% of diesel retail locations offer biodiesel
”

- 2018 IDR Retail Report



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Growing Biofuels with Iowa's Fuel Marketers

FUEL Iowa ... important role in growing biofuels in Iowa via incentives

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**Biodiesel On Road 66.4% saturation
of which, 47.4% at B11 or higher**

”

Biodiesel Off-Road – 19% saturation

-2018 IDR Retail Report



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Growing Biofuels with Iowa's Fuel Marketers



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At YOUR Service

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