Iowa Biodiesel Board & National Biodiesel Board Regional Annual Meeting

September 18, 2019
New Name, Same Aim: Growing Biofuels with Iowa’s Fuel Marketers

Dawn Carlson, CAE
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
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
Growing Biofuels with Iowa’s Fuel Marketers

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

“Biodiesel On Road ……….. 66.4% saturation
of which, 47.4% at B11 or higher

Biodiesel Off-Road – 19% saturation”

-2018 IDR Retail Report
Growing Biofuels with Iowa’s Fuel Marketers
At YOUR Service

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