



## Your 2022 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 scorecard.

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</li> <li>• National Low Carbon Fuel Standard/Low Carbon Octane Standard</li> <li>• Leveraging ethanol's carbon value in the marketplace</li> <li>• Secured \$7.5M grant for expanding soil health through carbon markets (USDA Regional Conservation Partnership Program) project in SD</li> <li>• Leading LCFS Ethanol Feedstock Initiative (USDA Climate Smart Commodities Program)</li> </ul>	<ul style="list-style-type: none"> <li>• RFS Defense</li> <li>• RFS Offense</li> <li>• Removing vehicle infrastructure, and regulatory barriers, including reinstating nationwide E15 use in all parts of the country</li> <li>• Educating &amp; empowering ethanol champions at all levels</li> </ul>	<ul style="list-style-type: none"> <li>• Domestic market development for E15 and higher blends</li> <li>• Infrastructure support for E15 and higher blends (USDA HBIIP)</li> <li>• Ethanol co-product market development</li> <li>• Supporting new uses, markets for ethanol</li> <li>• International export promotion</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 for low CI scores</li> <li>• Policies that for the first time monetize ag practices</li> </ul>	<ul style="list-style-type: none"> <li>• Improved SRE program</li> <li>• 500 mg remand restored to 2016 RVO</li> <li>• Updated biofuel lifecycle modeling adopted by EPA</li> <li>• Streamlined messaging to elected officials</li> </ul>	<ul style="list-style-type: none"> <li>• Increased network of stations offering 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 export markets</li> <li>• Growing markets for ethanol and other co-products</li> <li>• Growing diverse/new markets for ethanol</li> </ul>
<b>Member ROI</b>	<ul style="list-style-type: none"> <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> </ul>	<ul style="list-style-type: none"> <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>• Increased E15 demand through station conversions</li> <li>• New gallons of E85 in target markets</li> <li>• Retailer engagement through consumer education</li> <li>• More, diverse revenue streams and market opportunities</li> </ul>
<b>2022 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, propose initiative at the request of USDA to scale this project across the Midwest</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>• Stay engaged and identify Congressional support for national clean fuel policy</li> <li>• Launch a carbon calculator tool for the industry to calculate carbon intensity scores for ethanol and corn production</li> </ul>	<ul style="list-style-type: none"> <li>• Stay engaged on EPA RFS RVO final ruling for 2020, 2021, 2022</li> <li>• React and provide feedback on EPA's RFS Reset Proposal</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</li> <li>• Educating &amp; empowering ethanol champions at all levels on our priority issues</li> <li>• Combatting ethanol misinformation campaigns</li> <li>• Supporting national and regional remedies to reinstate E15 sales year-round</li> </ul>	<ul style="list-style-type: none"> <li>• Educate retailers about another round of HBIIP funding</li> <li>• Update flexfuelforward.com website and messaging to show E15 and E85 are preferred low-carbon fueling options</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>• Attendance/engagement with USGC activities to grow ethanol exports</li> <li>• Grow knowledge/education around new uses/markets for ethanol</li> </ul>
<b>2022 Engagement Opportunities</b>	<ul style="list-style-type: none"> <li>• Carbon scoring for ethanol producers, farmers</li> <li>• Select participation in USDA initiatives</li> <li>• Access to low carbon resources</li> <li>• Advocate for state-level clean fuel policies</li> <li>• Support for ACE carbon initiatives (letters, funding, etc.)</li> <li>• ACE conference, webinar opportunities</li> <li>• Ethanol Today submissions/feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in ACE Action Center Campaigns</li> <li>• Congressional, USDA, EPA Hearings, Comment Periods</li> <li>• ACE 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 conference, webinar opportunities</li> <li>• Petroleum marketer trade shows and workshops</li> <li>• HBIIP grant funding education/promotion</li> <li>• Ethanol Today submissions/feedback</li> </ul>