

# ACCELERATE

Your 2021 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're introducing 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>• 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> </ul>	<ul style="list-style-type: none"> <li>• RFS Defense</li> <li>• RFS Offense</li> <li>• Removing vehicle, infrastructure, and regulatory barriers</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>• Ethanol co-product market development</li> <li>• Industrial alcohol</li> <li>• International export promotion</li> </ul>
<b>5-year Outcomes</b>	<ul style="list-style-type: none"> <li>• New clean fuel policy 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 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>• Utilize ACE Flex Fuel Forward platform to build fuel marketer confidence</li> <li>• Streamlined labeling rule for E15</li> <li>• Growing export markets</li> <li>• Growing industrial alcohol and other co-products</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 CI scores</li> <li>• Demand increases through existing policy channels</li> <li>• Proactive policy benefits by 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> </ul>
<b>2021 Engagement Opportunities</b>	<ul style="list-style-type: none"> <li>• Carbon scoring for ACE-member plants</li> <li>• Increased access to low carbon resources</li> <li>• Advocate for state-level policies</li> <li>• Targeted Virtual Fly-In</li> <li>• ACE Fly-In</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in ACE Action Center Campaigns</li> <li>• ACE Fly-In</li> <li>• Congressional &amp; EPA Hearings</li> </ul>	<ul style="list-style-type: none"> <li>• Flex Check demos/webinars</li> <li>• Video series spotlights</li> <li>• Petroleum marketer trade shows and meetings</li> </ul>