

Opportunities for Outreach

Going into 2022, the Renewable Fuels Association will continue exploring innovative ways to reach important audiences—especially consumers who want or need to learn more about the fuels they use.

For the first time, RFA exhibited at the nation's largest farm show, the Farm Progress Show, in Decatur, Ill., in September, an event attended by more than 200,000 people. RFA's large exhibit area displayed the association's flex-fuel Jeep Wrangler and Polaris Ranger. Hundreds of attendees came through the outdoor exhibit to ask questions about ethanol, and to express their gratitude for RFA being there and for what we do for agriculture. We will continue our presence when the Farm Progress Show pivots to Boone, Iowa, in summer 2022.

RFA conducted its 13th—and final—sponsorship of the Sturgis Motorcycle Rally in 2021, as more than 500,000 motorcycle enthusiasts made last year's event one of the largest in the rally's storied history. RFA again partnered with the Buffalo Chip Campground to host Free Fuel Happy Hours for four days, and also participated in Women's Day, an event dedicated to female riders. To top off a long and successful run at Sturgis, the RFA team appeared on stage ahead of Kid Rock's concert, which sold more than 100,000 tickets, to share the facts about ethanol's use in motorcycles.

- Also ending after 2021 is a long-running effort with Crappie Masters to promote ethanol as a fuel for recreational boating. Ethanol had a prominent presence in 109 tournaments conducted in 12 states last year, with all winning teams running on E10.
- RFA's "Ethanol Days of Summer" sweepstakes rewarded drivers who reported E15 and E85 prices on RFA's E85prices.com web site and mobile app between Memorial Day and Labor Day, a program expected to continue into the foreseeable future.
- After a successful project building its flex-fuel Jeep Wrangler, RFA is partnering again with Kenny Hawk (and Red Bull) to build a flex-fuel UTV. TV episodes around this project will start rolling out in early 2022.



Rep. Cheri Bustos (D-IL) attended the Farm Progress Show and spent some time at the RFA exhibit. She was very interested in hearing the needs of the ethanol industry and, as an avid Jeep fan, wanted to learn more about RFA's Jeep project.

LEADING IN SAFETY TRAINING

RFA fosters industry stewardship through our award-winning ethanol safety initiatives. Supported by federal grants and managed under a cooperative partnership with TRANSCAER, we provided in-depth online and in-person education, hands-on training, and resources related to ethanol emergency response to nearly 1,600 first responders and other stakeholders in 2021 alone. Armed with record financial awards and an overhauled online course, the RFA is equipped to extend our expertise to communities across the globe in 2022.



