



## What to Expect at Station Fuel Events

**Prior to the Event ▼** *Minnesota Corn assistance with fuel event materials requires a 4-week notice.*

- Postcards: Your District Field Manager (DFM) will mail custom postcard invitations to MCGA members. Postcards are typically sent one week prior to the event date.
- Posters: Your DFM will create 8.5 x 11 posters for use in your local community and at the station location. Posters will be mailed or emailed to county board members one week prior to the event.
- Pre-Event Promotion: County organizations are responsible for coordinating any additional pre-event promotion. Please work with your DFM on any additional station event needs such as radio ads or brochures.
- Connect with Station: Contact the station to confirm the event details and ensure the station has all the necessary event information.
- Station Event Staffing: County organizations are responsible for all on-site staffing at fuel promotion events.

### **During the Event ▼**

- County organization volunteers should help direct traffic flow and assist drivers to correct fuel for their respective vehicle, have conversations and answer questions about ethanol fuels, and provide goodie bags/handouts.

### **After the Event ▼**

- Connect with the station after the event for recap information such as gallons pumped and total drivers.
- County corn organizations are also encouraged to provide feedback to your DFM (what worked well and potential areas for improvement). Your time is appreciated.

## Guidelines To Follow at Your County's Fuel Promotion Event

Minnesota Corn thanks you for taking the time to host a promotion event raising awareness of ethanol-blended fuels. Efforts like these are vital in our mission to promote the usage of ethanol blended fuels such as Unleaded 88 and E85. To ensure each event is a success, we ask that you follow the below guidelines to create a productive environment for all involved:

- Be respectful of consumers' fuel choices: While the goal of the event is to promote higher blends of ethanol such as Unleaded 88 and E85, participants must always be respectful of the drivers' choice at the pump. Our role is to share the benefits of ethanol-blended fuels, but ultimately it is up to the customer to choose.
- STOP misfuelling: Asking customers to use fuel that has not been approved for their vehicle is strictly prohibited. Doing so can result in a significant fine. [Unleaded 88 vehicle list](#) | [E85 vehicle list](#)
- Direct media to the best contact: Please refer any media requests prior to the event or at the event to your Minnesota Corn DFM.

Thank you again for taking the time to build a brighter future for ethanol! Following these guidelines will create an environment that is productive for all involved.



## Station Event Best Practices

- Midweek events tend to work better than weekends unless there's a community-wide celebration or other special event occurring at the same time as the station event.
- Typically, over lunch or in late afternoon/early evening works best. Be sure to adjust to traffic patterns at your specific station.
- In-store specials are encouraged. (i.e., free carwash; hotdog, chips & soda for 85¢)
- With station permission, consider partnering with other local organizations such as livestock commodity groups for a food-related item (burgers, brats, etc.).



## Social Media

Follow and tag Minnesota Corn in your station event social media posts, so we can help amplify your efforts:

- Facebook: [Minnesota Corn](#)
- Twitter: [@mncorn](#)
- Instagram: [Minnesota Corn](#)

Though social media is a less formal form of engagement, it is still a representation of your county organization and Minnesota Corn. The following are some helpful tips when connecting with others on social platforms:

- **Tell your story:** According to a recent Minnesota Corn statewide survey, less than a third of Minnesota residents say they personally know a farmer, yet an overwhelming number of respondents desire more information on modern farming practices.
- **Engage with others:** Welcome questions from followers and the opportunity for conversation. Share your perspectives, thoughts, questions and concerns. In order to have a productive conversation, keep comments respectful by refraining from bullying, foul language, personal attacks or links to inappropriate information.
- **Stay positive:** Farming and agriculture brings out the passion in people, and sometimes it can be a challenge to rise above the noise. Harness that passion for agriculture, and contribute respectful conversation to the topic at hand.
- **Use visuals:** Adding an image or video to your post can generate up to 3 times more engagement. In doing so, be mindful of the visuals you post. Be sure to get written consent from people in photos or videos, when applicable.
- Stay in compliance with all current social media platform policies as well as the law.



# Bio-Fuel Information



## BETTER for HEALTH

According to a recent Harvard University study, using ethanol made from corn helps reduce harmful greenhouse gas emissions by 46% compared to gasoline.



## BETTER for the ENVIRONMENT

Ethanol is a biodegradable, high-octane fuel derived from the sugars, starches, and cellulosic matter found in plants like field corn. A renewable biofuel source, ethanol helps reduce our reliance on petroleum – a finite resource.



## BETTER OCTANE

Ethanol has a higher octane rating than regular gasoline, resulting in more engine power efficiency. Nine out of 10 vehicles are approved by the EPA to safely use Unleaded 88 fuel and automakers also provide full warranty coverage for Unleaded 88 for more than 93 percent of new vehicles on the road today.



## BETTER for CONSUMERS

Minnesota drivers are using a cleaner burning, higher octane, and lower priced option when they fill up with ethanol-blended biofuel. It's better for our air, our engines and our wallets.



## BETTER for U.S. TRADE

The United States is the #1 ethanol producer in the world, generating nearly 53% of global output.



## BETTER for RURAL MINNESOTA COMMUNITIES

Minnesota's ethanol industry supports more than 14,500 full-time jobs in the state and generates more than \$964 million in income for Minnesota households.



## BETTER for MINNESOTA FARMERS

Not only does ethanol provide a critical market to corn farmers for their crop, but the remaining fat and fiber resulting from the ethanol biofuel production process are used as a valuable high protein animal feed for cattle, hogs, poultry and even fish.



BetterFuel.org

BETTER  
FOR

**your air. your engine. your wallet.**