



growth energy™
America's Ethanol Supporters

2016 SNAPSHOT

STRENGTH

IN

NUMBERS.

TOGETHER, WE'RE CHANGING
THE RENEWABLE FUELS INDUSTRY.

STATEMENT OF PRINCIPLES

Ethanol is a 21st century fuel for the 21st century consumer. Ethanol powers our cars, burning cleaner and cooler. It replaces toxic additives linked to cancer and smog, keeping our lungs and bodies healthy. It reduces greenhouse gas emissions. And when it comes to making America strong and competitive – ethanol is critical for rural job creation and our nation’s energy independence.

This past year Growth Energy helped our industry reach key milestones of achievement. We won a profound and clear-cut victory with the Renewable Fuel Standard when EPA finally set the Renewable Volume Obligations (RVOs) at statutory levels. Consumers drove more than 500 million miles on E15 and NASCAR drivers, racing under the most stressful driving conditions, surpassed 10 million miles on Sunoco Green E15. We doubled the number of states offering E15 – to 28 – and we began a conversation with a new kind of consumer – moms and millennials – that we know can become not just purchasers of higher blends but champions as well.

Underpinning these achievements and guiding our work moving forward are core principles of engagement. These principles inform our strategic planning and deployment of resources. They reflect our commitment to protect our markets and drive greater demand for ethanol at home and abroad.

Facilitate greater market access for higher ethanol blends

Growth Energy is making higher ethanol blends, like E15 and E85, more accessible for consumers through our leadership of the Prime the Pump initiative. By providing grants for blender pumps and other marketing support, Prime the Pump has partnered with eight of the nation’s most innovative and high volume retailers that collectively move 2.8 billion gallons of fuel each year. At the close of 2016 E15 is being sold at more than 625 gas stations in 28 states nationwide.

Reintroduce American consumers to ethanol

We have launched an entirely new consumer engagement platform that is driving greater demand for cleaner fuel. Through data-driven messaging and targeting we are reaching consumers most likely to purchase E15 over E10.



MARKETING E15



ENGAGING THE CONSUMER



ADVOCATING IN GOVERNMENT



LEADING THE INDUSTRY



THE DRIVING FORCE OF CHANGE IN 2017

We are encouraging them to rethink what they put in their tank – and reach for the fuel that is good for their engine, the environment, and their pocketbook. We know that moms and millennials are two key audiences that could be consumers of E15 but aren’t currently because they either don’t know about ethanol or have only been exposed to our opposition’s misinformation. We have started talking to new consumers in new ways that help them understand why ethanol is the right choice for them and their families.

Defend the RFS and pursue pro-ethanol policies

A strong RFS provides the bedrock for a fair and competitive marketplace and a robust ethanol industry. In 2016 Growth Energy helped prevent any changes to the RFS and secure RVOs at statutory levels for the first time since 2013. Defending the RFS is our primary legislative priority, but we must address several other federal and state regulations for ethanol sales to grow in the years ahead. At home, the Growth Energy team is fighting to ensure regulations around manufacturing, transport, emissions, retail labeling, and retail sales are based on sound science and industry practices. Abroad we are working to expand current markets, open new ones, and ensure a fair global trading environment.

This past year, Growth Energy was the driving force of industry change. By adhering to our three key principles and working with our engaged, passionate members, we made significant strides toward the ultimate goal of expanding and strengthening the ethanol industry. This 2016 Snapshot highlights our successes. We hope you enjoy our look back at 2016 and our vision for moving forward in 2017.

Emily Skor, CEO



701 8th Street, NW, Suite 450, Washington DC 20001
GrowthEnergy.org

FACILITATING GROWTH IN MARKET DEMAND FOR E15



Growth Energy has been at the forefront of E15 retail buildout with its leadership in the Prime the Pump initiative.

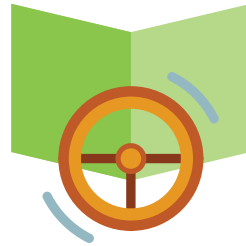
For our industry to grow we must sell more gallons of ethanol. Growth Energy is driving those sales through Prime the Pump, ensuring that Americans across the country have access to higher ethanol blends and the opportunity to choose E15 at the pump. Prime the Pump is not only increasing sales, it is grabbing the attention of key regulators. EPA cited the sheer volume of ethanol sold as a result of Prime the Pump and its work with the U.S. Department of Agriculture's (USDA) Biofuel Infrastructure Partnership (BIP) 11 times in its final decision to increase the 2017 RVOs.

Prime the Pump helps retailers pay for the infrastructure required to sell blends from E15 to E85, and everything in between. But our efforts go far beyond providing funds. The Growth Energy team helps those retailers apply for grants and navigate through the significant red tape in each state, all to make the introduction and integration of higher ethanol blends as seamless as possible.

EXPANDING THE PRIME THE PUMP PROGRAM INTO NEW MARKETS

Through Prime the Pump, we delivered a significant increase in the number of retail sites selling E15, from 105 at the end of 2015 to more than 625 in 28 states by the end of 2016. Thorntons, Sheetz, Kum & Go, RaceTrac, Minnoco, Murphy USA, Protec, and Cenex are all part of the growing Prime the Pump family. With these partners, the so called "10 percent blend wall" is obsolete.

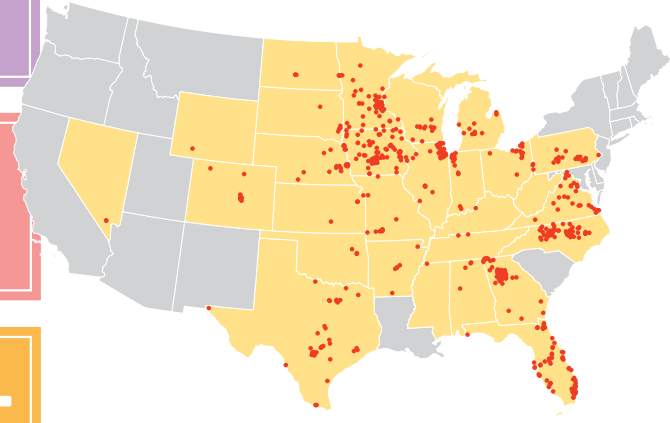
2016 represented significant progress for higher ethanol blends, and 2017 looks even brighter. With our retail partners, we have leveraged USDA's BIP program resources and Prime the Pump funds to increase the total number sites that will be selling E15 and E85 to over 1,000 locations and 4,400 dispensers in 2017. These retailers sell nearly three times the volume of average retailers and



E15
IS LOCATED IN:

28
STATES

625+
RETAIL LOCATIONS



As of 2016, consumers have driven **more than 500 million miles** on E15 sold by Prime the Pump Partners.



Prime the Pump has kickstarted E15 infrastructure build-out in 28 states, and Prime the Pump retailers operate more than 4,800 sites across the country.



their total annual gasoline sales exceed 2.8 billion gallons. Growth Energy's retail buildout influence extends even beyond Prime the Pump, as we are working with MAPCO and Family Express to expand their E15 offerings as well.

REDEFINING THE E15 BRAND STORY FOR CONSUMERS

By providing funds and facilitating availability, we are constantly creating more consumer access points to higher ethanol blends. To complement that effort, Growth Energy is also focusing on redefining the E15 brand story for consumers to help our retail partners eliminate confusion at the pump and generate sales. We are taking a qualitative and quantitative consumer research approach, utilizing data to optimize the brand for E15 that will resonate with American drivers everywhere to quickly and clearly convey the benefits of higher blends, even to the uninformed consumers that make up the majority of fuel purchasers. 🌱

REACHING NEW CONSUMERS IN INNOVATIVE WAYS



Growth Energy is initiating conversations with everyday consumers.

The ethanol industry's commitment and passion is unparalleled. Our challenge is that most American consumers are not part of the ethanol community and are unfamiliar with our success story. The fact is, we need to be selling more ethanol in all 50 states, not just in the Corn Belt. Our future customers across the country want to be spoken to on their terms, in their language, and around their core values. So that is exactly what we are doing.

UNDERSTANDING THE CONSUMER MINDSET

Growth Energy is laser focused on gaining a deeper understanding of the audiences we must reach – women, millennials, and liberal East Coast residents. We invested in significant consumer research and focus group work and discovered that above all else, American consumers need to be reintroduced to ethanol. In 2016 we overhauled our messaging playbook with the specific goal of presenting compelling evidence and tailored messages to these new audiences.

Conversations about the RFS are best left on Capitol Hill, and complex discussions about octane are well suited for the auto-shop. But mothers respond when they hear that ethanol displaces toxic additives in gasoline and is safe to use in their cars. Millennials care that ethanol cuts greenhouse gas emissions by 43 percent or more and that it will save them money at the pump. In 2016, we committed to conveying the message that each of our specific audiences need to hear.

Once we connect with consumers on what they most care about, they embrace ethanol as good for the environment, safe and effective in their engines, and cost saving when they fill up their tanks. They change their opinion and we change their purchasing pattern at the pump. Delivering the right message to the right audience to breed change in purchasing preferences will be a theme that underlies everything we do as an association.



More than **\$40,000** donated to breast cancer awareness associations.

Wake County Commissioner Caroline Sullivan, At-large Raleigh City Councilor Mary Ann Baldwin, and Sheetz Executive Vice President of Petroleum Supply Mike Lorenz "cut the Pink Out ribbon"

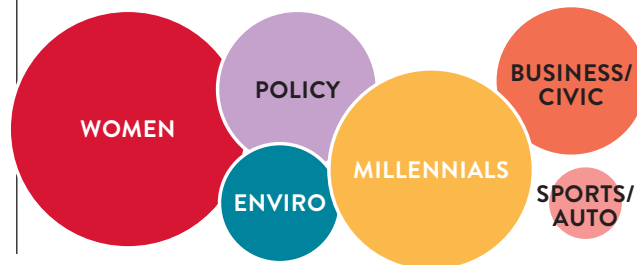
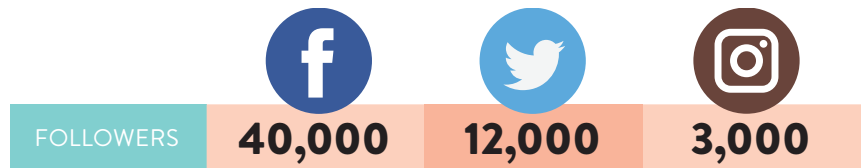
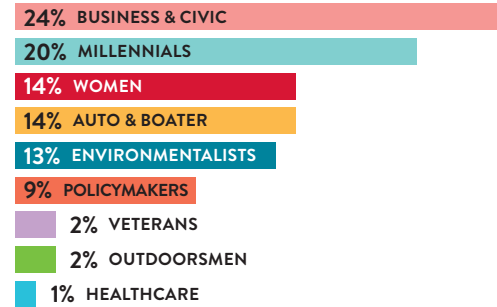
GetEthanol.com has seen more than **13,375** visits.



Social properties have reached more than **702,000** users.

BY THE NUMBERS

TARGETED GROUPS



TYPES & VOLUMES OF CONSUMERS ENGAGED

Growth Energy targeted its engagement efforts on specific demographics that research indicated were receptive to ethanol's story.

REACHING NEW AUDIENCES

Simply understanding our audience is not enough. Growth Energy is creating new touchpoints with key demographics to establish relevant dialogue about biofuels. We launched GetEthanol.com to serve as a consumer-facing hub where we can discuss how E15 benefits engine performance, personal savings, health, and the environment. Optimized for mobile devices, consumers can use GetEthanol.com on-the-go to locate their nearest E15 station anywhere in the country.

Growth Energy focused on finding new venues to engage key consumers in 2016.

Growth Energy had a presence at the International Motor Press Association's (IMPA) Test Days event, where CEO Emily Skor, worked with RCR/ECR Engines' Dr. Andy Randolph to reintroduce ethanol to more than two dozen auto reporters, bloggers, and manufacturers, and validate the performance of E15.

We took our Pink Out program to new heights during Breast Cancer Awareness month, raising more than \$40,000 with retail partners around the country from E15 sales.

We not only pitched in to fight a horrible disease, we also started a discussion among women about how choosing E15 impacts health and wellness. We traveled to the Southern Women's Show to speak to hundreds of female attendees about why they should choose ethanol, and spoke with nearly a dozen influential bloggers and reporters about how ethanol can save families money and create a cleaner, healthier future for our children and the generations to come.

We also launched *American Ethanol the Magazine* to illustrate how ethanol benefits people's lives every day and to highlight the performance aspects of biofuels.

There is a clear theme with all of these efforts, and it is entirely intentional. These engagements were directed at vastly different audiences than we've talked to in the past at venues like Commodity Classic or the Fuel Ethanol Workshop. We still maintain our presence at those important events, but added entirely new outreach opportunities in 2016, and will continue to do so in the future.

MAINTAINING HIGH-OCTANE PARTNERSHIPS

Growth Energy continues to maintain strong partnerships to promote the engine performance

E15 ON-THE-TRACK

Auto Club Speedway, Fontana, Calif.
 Kansas Speedway, Kansas City, Kan.
 Pocono Raceway, Long Pond, Pa.
 Darlington Raceway, Darlington, S.C. (Throwback)
 Talladega Superspeedway, Lincoln, Ala. (Pink Out)
 Phoenix International Raceway, Avondale, Ariz. (10 Million Miles)



The No. 3 American Ethanol Chevrolet in throwback colors at Darlington Raceway.

VALIDATORS

Growth Energy works with a number of field experts to validate the performance benefits of ethanol on and off the racetrack, in marine engines, and in the auto-shop.



Growth Energy maintained strong relationships with engine performance validators while cultivating new voices in 2016. Going forward, we will continue to seek out the best engine experts who can speak to the many ways ethanol benefits 21st century engines.

benefits of American Ethanol through NASCAR and Richard Childress Racing (RCR). We celebrated NASCAR surpassing 10 million competitive driving miles on E15 in 2016, while our successful partnership with RCR continued. Austin Dillon had several high-profile American Ethanol paint outs and made his first appearance in the Sprint Cup Chase, creating great exposure for the brand. Fellow RCR drivers Ty Dillon and Brendan Gaughan also made appearances at our retail partner sites to promote E15 and raise awareness for biofuels.

American Ethanol worked with boaters Keith Holmes and Don Onken to validate the viability of ethanol fuel in marine engines. To further promote the American Ethanol brand, we worked with our team of mixed martial arts (MMA) athletes in the Ultimate Fighting Championship (UFC) and Bellator MMA to promote the #MoreThanAFuel campaign. All our fighters rank in the top 10 in their respective disciplines, and include three current champions and two past champions. 🌱

TELLING THE STORY OF ETHANOL ON CAPITOL HILL



Growth Energy continues to impact the political landscape of ethanol.

Advocating for ethanol-friendly policies in the nation's capital and all 50 state capitals is paramount, and remains a cornerstone of Growth Energy's mission. President Trump and his administration are reexamining the nation's priorities through the new prism of blue-collar priorities, U.S. job creation, and American strength. No industry better represents these ideals than ethanol. However, we must ensure that support for homegrown energy translates into action that will

drive growth in biofuels. Our first step supporting that effort was helping guarantee another year with zero legislative changes to the RFS as a leading member of the Fuels America coalition.

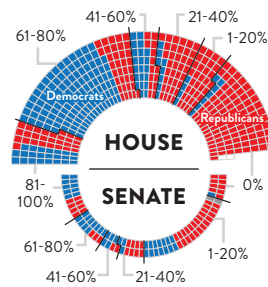
Holding the line against regulatory backpedaling and removing barriers limiting ethanol sales were key objectives in 2016, and set the tone for our vision going forward.

We are continuously opposing changes to the point of obligation under the RFS, and are directly engaged with our Congressional champions to ensure the new administration is fully aware that changing the point of obligation is non-negotiable. Growth Energy was also far and away the number one advocate for securing Reid Vapor Pressure (RVP) relief on Capitol Hill to allow the year-round sale of E15, organizing multiple RVP Fly-ins for retailers and significantly increasing cosponsors on House and Senate RVP bills.

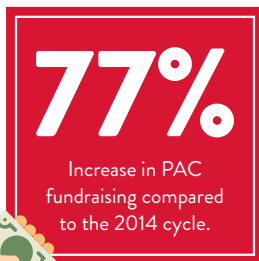
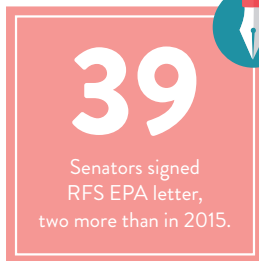
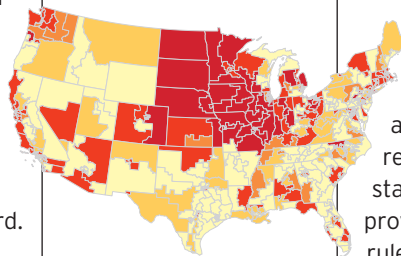
COORDINATING ADVOCACY EFFORTS

Coordinating large-scale advocacy efforts is an essential aspect of ensuring a strong base of political support for ethanol. We were the driving force behind America's Renewable Future's (ARF)

Growth Energy organized **6 RVP Fly-ins** in 2016.



SUPPORT STRUCTURE
Ethanol champions in Congress continue to stand up for our industry. New members in the 115th Congress indicates a strong need to demonstrate the benefits of ethanol in rural economies.



We increased House Co-Sponsors **by 47%** and Senate Co-Sponsors **by 38%** on the RVP Bill.

efforts during the Iowa caucuses to make ethanol part of the national conversation during the presidential election and secure support from both parties' nominees, including a strong commitment from President Trump.

Combining Fly-ins in March, April, May, and July with our September Advocacy Conference, Growth Energy organized meetings with well over 300 Congressional offices in 2016, putting our members at the forefront of our advocacy efforts. Any Congressional Representative will tell you that hearing directly from their constituents is the most impactful way to advocate, and we made sure our members were empowered to speak on their own behalf.

LEADING THE CHARGE ON REGULATORY ISSUES

The Regulatory Affairs team provided formal EPA comments on the 2017 RVO rule and met extensively with numerous regulatory agencies, arguing to raise the blending requirement for conventional ethanol to the statutory levels intended by Congress. We also provided comments on 13 other state and federal rules that impact our member's ability to compete.

Growth Energy continues to lead on regulatory and technical work not only at the federal level on fuel regulations, but directly at the state level to open and maintain access to key transportation fuel markets across the country. We are directly engaging in New York, the 4th largest fuel market in the U.S., to remove their 10 percent cap on ethanol in gasoline so that E15 and higher ethanol blends can be sold. To ensure that Midwestern corn ethanol is not excluded from important Pacific coast fuel markets in California, Oregon, and Washington, we also continue to engage on state greenhouse gas programs and low-carbon fuel standards. Meanwhile, we continue to actively participate in ASTM and the National Conference of Weights and Measures to ensure that state fuel regulations allow for the sale of E15 and aren't biased against ethanol.

STRENGTHENING OUR INDUSTRY AT HOME AND ABROAD



Growth Energy continues to work with our members to develop the United States ethanol industry and build upon our vibrant association.

With 85 members and 82 associate members, Growth Energy is fortunate to have a vibrant, engaged membership, and we effectively mobilized our base in 2016 on behalf of the industry. Our largest grassroots initiative of the year, the Step Up to the Plate Campaign, played a significant role in generating more than 120,000 EPA comments on the 2017 RVOs in just 45 days. This effort ultimately contributed to EPA returning the RVO volumes to statutory levels for the first time since 2013.

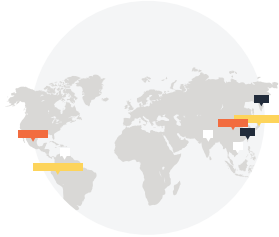
Growth Energy members are veterans when it comes to sharing their stories in Washington, but this year we also focused on giving members the tools to be advocates in their own communities 365 days a year. We hosted grassroots consumer engagement workshops at our annual Advocacy Conference to share best practices for amplifying the success story of ethanol, and will continue to arm members with tools and opportunities to support the ongoing growth of the ethanol industry within their local communities.

BUILDING BONDS TO GLOBALIZE ETHANOL

There are areas of the world where local policies have not yet caught up with the 21st century, despite the clear need to rid the environment of toxic fuel additives easily replaced by ethanol. Growth Energy's mission as a leading member of the Ethanol Export Steering Committee is to identify priority markets outside our borders to promote the trade and domestic production of ethanol among foreign nations.

Our efforts to expand ethanol across the globe bore significant results in 2016. Ethanol exports through November, 2016 increased 28 percent in volume and 17 percent in value compared to 2015.

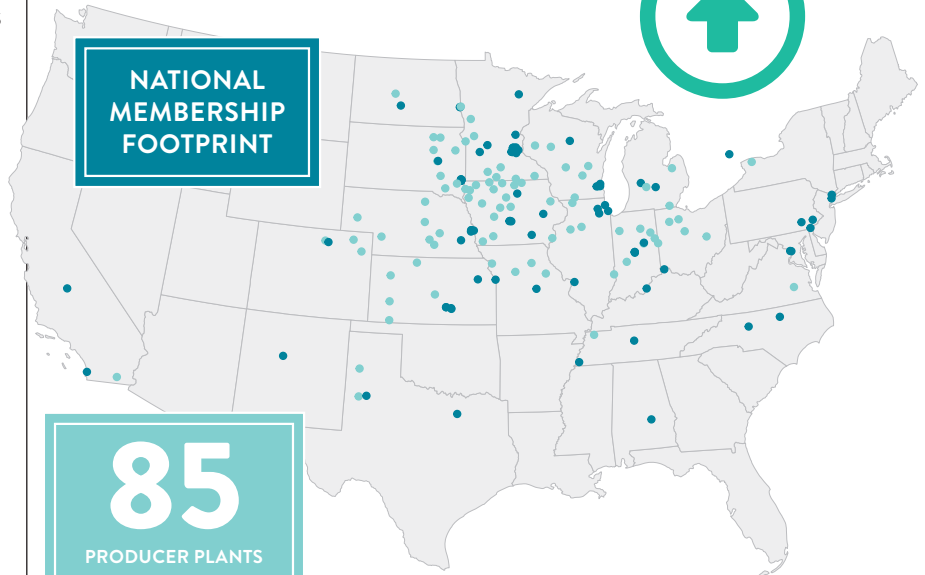
Growth Energy is also involved in several trade actions to facilitate a fair and open trade



Growth Energy's *Foreign Markets Team* conducted trade missions in **9 countries**.

Growth Energy traveled to **India, China, Colombia, Japan, Mexico, Peru, South Korea, Taiwan, and Vietnam** for trade and market assessment missions, to establish bi-lateral working groups, and host technical workshops.

IN 2016 ETHANOL EXPORTS WERE **UP 28 PERCENT BY VOLUME AND 17 PERCENT IN VALUE COMPARED TO 2015.**



82

ASSOCIATE MEMBERS

2016 SAW AN INCREASE OF **600 MILLION GALLONS** PER YEAR IN OUTPUT ACROSS THE PLANT MEMBERSHIP BASE.



environment in the global market including the European Union, China, and Colombia. We are working with India and Japan on policies and projects that could open those markets to U.S. ethanol exports as well.

We expect to expand our market development activities through additional workshops, trade missions, and reverse study missions to the U.S., with a particular focus on Mexico, a market that opened to ethanol blending and trade for the first time in 2016. Plans are also being made for the industry to host an Ethanol Policy Conference of the Americas next fall to bring customers and competitors together to exchange views on their ethanol programs and future prospects. Growth Energy remains absolutely committed to creating thriving markets for ethanol beyond our borders, and helping other nations adopt biofuels into their fuel supply. 🌱

LAYING THE GROUNDWORK FOR CONTINUED SUCCESS



Growth Energy's dynamic and exciting 2016 has our association poised to continue driving industry success.

2016 was a great year for Growth Energy and the ethanol industry. Thanks largely to our effort with America's Renewable Future during the Iowa caucuses, ethanol became part of the national conversation during the presidential race, ultimately securing support from both parties' nominees. Meanwhile, we saw no legislative changes to the RFS, and EPA issued final RVOs for 2017 that restored blending requirements for corn ethanol to the statutory levels originally intended by Congress – a clear cut victory for ethanol. Prime the Pump expanded E15's footprint to more than half of the United States, and the program continues to expand. We also broke ground on reaching new audiences and are actively changing inaccurate perceptions about ethanol through research, consumer-facing initiatives, and strategic outreach. It was a productive year that gave Growth Energy the opportunity to refocus our efforts in key areas, and allowed us to position ourselves to tackle the hurdles yet to come.

LOOKING AHEAD TO 2017

For 2017 and beyond, Growth Energy has laid out carefully considered, impactful objectives – reintroducing ethanol to the American consumer, increasing the availability of higher ethanol blends, and advocating for critical policy. This year, everything we do will be directed toward completing these objectives, with the ultimate goal of strengthening the industry and selling more gallons of ethanol.

Our consumer engagement efforts will utilize a growing network of strategic partnerships and earned media opportunities to tell the story of ethanol, and teach consumers how to make informed fuel choices. Our focus will be on E15 markets so we convert changed opinions to fuel sales. Through targeted outreach we will move the ethanol discussion outside of the Corn Belt and the Beltway and into living rooms across the United States.

Prime the Pump will continue to facilitate retail infrastructure expansion. In conjunction with our



2016 SAW OUR INDUSTRY SCORE IMPORTANT VICTORIES.



E15 AVAILABILITY, ETHANOL EXPORTS AND MEMBER PRODUCTION ALL GREW IN 2016.



GROWTH ENERGY WILL CONTINUE TO EMPHASIZE TARGETED OUTREACH IN 2017 AND BEYOND.



ACTIVATING MEMBERS WILL BE A CRUCIAL PART OF 2017.

growing number of retail partnerships, Growth Energy will promote E15 and other higher blends so that consumers are confident about the benefits of biofuels, and actively seek them out at the pump.

And, we will continue to fight for ethanol every day on Capitol Hill, protecting the RFS from legislative changes. Policymakers will know that Growth Energy does not just stand behind a vague concept of a "strong RFS" – but that we are firmly opposed to changing the key mechanisms that make the RFS robust and effective, and are committed to securing an RVP waiver for E15. By engaging our Congressional champions, cultivating new advocates, and coordinating industry efforts, we will be proactive in advancing our industry's policy objectives.

CALLING YOU TO ACTION

With a new administration in place, 2017 is an important year for the ethanol industry. Growth Energy relies on our members to help us take ethanol to new heights. The success of our Advocacy Conference on Capitol Hill is just one of many examples highlighting the positive impact Growth Energy members have on the ethanol industry – and we want to thank you for being so engaged and passionate about representing ethanol.

Our ask for 2017 is that Growth Energy members be equally engaged in their own communities. Each of you play an instrumental role in providing our country with cleaner burning, high-performance ethanol that creates American jobs and saves consumers money at the gas pump. That is a compelling story to tell, and we urge you to carry that story with you every day. Policy advocacy will remain critically important, but we also need to come together as an industry and speak directly with the constituents that our elected officials answer to. That is how we will secure a larger share of the fuel market and make ethanol a household name.

We pledge to provide you the tools you need to be advocates for ethanol at the grassroots level. With those tools we encourage you to engage your local press, social media followers, and your friends and neighbors to show them why ethanol is so important to this country and why it is the best choice for them. No form of outreach is too small as long as we consistently and diligently tell our story. Together we can, and will, make ethanol the new normal at the pump and continue to be the driving force of change. 🌱