

RENEWABLE FUELS GROUP REACHES OUT TO CONSUMERS

(JEFFERSON CITY, Mo.)--In conjunction with a new educational campaign, the Missouri Renewable Fuels Association (MoRFA) recently launched a Web site to help share the benefits of ethanol with consumers.

The online resource, www.mo-rfa.org, contains research and information about ethanol, links to other renewable fuel articles and an overview of the state's farmer-owned biorefineries. Also featured on the new site are three print ads currently running in many Missouri newspapers that address common misconceptions and promote the benefits of ethanol.

"The MoRFA's new Web site, combined with an effective informational campaign, highlights how ethanol is helping rebuild our economy and local communities by keeping dollars here at home," said Gene Millard, MoRFA president and chairman of Golden Triangle Energy Cooperative, a farmer-owned ethanol plant in Craig, Mo. "According to a recent study by the Senate Appropriations Committee, a typical ethanol plant will maintain 928 Missouri jobs, provide \$30.7 million in Missouri employment income, create \$59.3 million annually in value-added income to Missouri's economy and generate \$130 million in economic activity in our state. Those numbers translate to real lives, real jobs and real growth."

The MoRFA brings together leadership from the state's six farmer-owned ethanol plants to foster the development of renewable fuels in Missouri. To achieve this objective, the association engages in the governmental process, works to educate consumers and partners with likeminded groups to positively impact the economic, environmental and energy security needs of Missouri and the nation.

In partnership with the Missouri Corn Growers Association, MoRFA members include POET Biorefining – Macon, Golden Triangle Energy Cooperative, Mid-Missouri Energy in Malta Bend, Mo., POET Biorefining – Laddonia, LifeLine Foods in St. Joseph, Mo., and Show Me Ethanol in Carrollton, Mo.