



# NEBRASKA ETHANOL BOARD

STATE OF NEBRASKA

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GOVERNOR

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## PRESS RELEASE

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### FFV Campaign Manager to speak at Ethanol Board Meeting

Burl Haigwood of the Clean Fuels Development Coalition will be the featured guest speaker at the Nebraska Ethanol Board meeting on January 27.

Haigwood is the coordinator of the Clean Fuels Foundation's national [Flex Fuel Vehicle Awareness Campaign](#), which promotes increased use of higher ethanol blends among FFV drivers. Over 90,000 drivers in Nebraska own Flex Fuel Vehicles, which can run on any blend of gasoline and ethanol up to E85. Nationally, there are over 9 million FFVs on the road. By 2012, domestic automakers have pledged to manufacture half of the new vehicles produced as Flexible Fuel Vehicles.

Haigwood's presentation focuses on what ethanol advocates can do to assist with educational efforts targeted at FFV owners. Statistics cited by automakers indicate that only a small percentage of FFV owners realize that the vehicles can burn high volume ethanol blends like E85, in addition to the conventional ten percent ethanol fuel blend. The national FFV Awareness Campaign is targeting major ethanol producing states as well as urban areas where high concentrations of FFVs are registered.

Haigwood will discuss marketing and consumer education strategies launched in cooperation with the US Department of Agriculture, ethanol producers and local advocacy organizations including the Nebraska Ethanol Board, the Nebraska Corn Board and USDA Rural Development-Nebraska.

An [agenda](#) for the public meeting is available on the "Meetings" page at the [Nebraska Ethanol Board website](#). The meeting is scheduled for Thursday, January 27 at 8:30 am at Country Inn & Suites, 5353 North 27<sup>th</sup> Street, Lincoln.

This agenda contains all items to come before the Board except those items of an emergency nature.

Established in 1971, the Ethanol Board assists ethanol producers with programs and strategies for marketing ethanol and related co-products. The Board supports organizations and policies that advocate the increased use of ethanol fuels – and administers public information, education and ethanol research projects. The Board also assists companies and organizations in the development of ethanol production facilities in Nebraska. For more information, please visit [www.ne-ethanol.org](http://www.ne-ethanol.org).