

'Infographics' Aim to Educate Consumers about Ethanol

The summer season of meetings, conferences, parades and fairs is approaching and the Renewable Fuels Association (RFA) is ready with fun facts in the form of information graphics.

To help promote the benefits of ethanol and biofuels to both the public and fuel retailers, the Kansas Corn Commission partners with RFA to offer a collection of ethanol infographics on its website. In addition to material developed by RFA, the website also features ethanol infographics from the Fuels America Coalition.

The site references material on the Renewable Fuel Standard, ethanol and national and economic security, feeding and fueling the world with ethanol, the blend wall myth and other topics. The material is easily accessible at ethanolrfa.org/pages/infographics and is designed to be downloaded, printed and distributed to consumers across the country. The link can also be found on the ksgrains.com website.

Kansas Corn Commission Communications Director Sue Schulte said the ethanol resources shed light on all of ethanol's economic, environmental and social benefits in a quick, concise format.

"These infographics are perfect for us as we prepare for upcoming farm shows, like the 3i Show in July," Schulte said. "Groups like a county Farm Bureau or an FFA chapter could use the ethanol infographics at summer events. The information is concise, simple and colorful and tells the positive story of ethanol in a terrific format. Anyone who is interested in ethanol should take a look at these."

An example is the Ethanol Fuels and Feeds the World page. Statements on this infographic include one that illustrates field corn, not sweet corn, is used to make ethanol: "Ethanol does not use the type of corn that is directly consumed by humans." Explaining the value of DDGS, the feed coproduct of ethanol, one infographic states, "7 hamburgers per person worldwide could have been produced from the ethanol industry's 2012 animal feed output. That's 50 billion hamburgers." The graphic-heavy information pages are perfect for any demographic and geographic region of the country.

"The ethanol infographics are a great way to promote the environmentally-friendly fuel during a farmer's busy season," Schulte said. "I hope individuals and groups will take advantage of the simple and factual information to spread the word about ethanol."

The Fuels America site at fuelsamerica.org, also offers several online videos illustrating the value of ethanol fuel.