

CODINGTON COUNTY ASKED TO TAKE THE E-30 CHALLENGE

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WHAT IS THE E30 CHALLENGE?

Who would have ever thought that a little place like Watertown, South Dakota might be a trend setter for the rest of the nation? We are advocating a fundamental change in the way we fuel our automobiles.

Watertown is challenging conventional wisdom in order to fully utilize ethanol to finally realize their true potential. That conventional wisdom is that our non-flex autos can only operate on 10% ethanol blends and at most 15%. Nearly a century ago, Henry Ford recommended E30 for his higher compression automobiles, warning that the alternatives—methanol, lead and benzene-based aromatic hydrocarbons—provided a lower octane kick and contained dangerous cancer-causing poisons and carcinogens.

Cars then and now are capable of using much higher blends and the auto industry knows it. In fact the optimum blend to maximize octane and energy content is in the 25–40% volume range, according to the Department of Energy.

What does this have to do with Watertown? Well, a revolution has to start somewhere and Glacial Lakes Energy is leading the "E30 Challenge" by challenging everyone to try E30.

The goal of the E30 challenge is to change your fuel of choice to E30.

Education and promotion is focused on the community, as well as seminars with dealerships, technical colleges, city police and fleet managers, farmers unions, and automotive mechanics. The retailers are also educated on the value of octane, clean air, and local jobs.

Are you ready for the E30 Challenge?

WHERE CAN I PURCHASE E30?

WATERTOWN

- Prairie Stop
- Sioux Truck Stop
- Sioux Valley Coop (all locations)
- Cowboy Country Store (they E10/E12 located)

SURROUNDING AREA

- Kanes Corner, Castlewood
- Tip Top, Kronenberg
- Handlin County Farmers Coop, Hoyt
- Deuel County Co-ops, Toronto
- Cowboy Country Store, Clear Lake
- Gas Plus/Clark Community Oil, Clark
- Estrella Community Oil, Estrella
- Farmers Union Oil Co, Bryant
- Food & Fuel, Milbank
- UPL, Milbank
- Barons Warehouse & Grocery, Milbank
- Jurgens Oil, Willist

ARE YOU READY?

FOR THE E30 Challenge

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ETHANOL KICK GAS

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Glacial Lakes Energy CEO Jim Seurer appeared before the Codington County Commissioners this week (Tuesday) to promote the E-30 Challenge. The campaign is designed to raise public awareness about the potential of bio-fuels. He says they're launching the public initiative in the next of couple of weeks and that he wanted to introduce it to the commissioners today as a way of encouraging the county to move their vehicles to E-30 blended fuels. He says Glacial Lakes Energy is a locally owned company with more than 60 percent of the shareholders living in the Watertown trade area. Seurer says GLE has been on the cutting edge of ethanol technology from the beginning having promoted and installing the first blender pumps at Sioux Valley Coop back in 2003.



Seurer says the challenge in the United States is the oil industry and a battle that never ends. He says that, although the oil companies outspend them about 10 to one, they're confident E-30 can make it's way into the U-S economy in a similar way that E-10 did years ago when it moved from the center part of the country to the coasts. Andy Wicks, who represents Performance Engine and Dyno Tune, has conducted extensive research for the ethanol industry. He is a liaison between the ethanol plants and automotive industry.



Wicks says another issue that surfaces from time-to-time with the public is the check engine light, an issue that, he says, is a non-issue.



Wicks says they've done extensive testing using non-flex vehicles with E-30 and that using the higher blends actually increased engine horsepower performance because the ethanol product is a higher octane fuel.



Wicks talked about the bottom line savings that Codington County might experience using the E-30 blend fuels.



The Codington County commissioners took no action today and will continue their talks on the topic next week. The goal of the E-30 challenge, says Seurer, is to change public perception about the use of higher ethanol blend. Seuer says the ethanol revolution needs to start somewhere and that Glacial Lakes Energy is leading the E-30 Challenge by calling on everyone to use E-30.