

Rural Voices USA: Launches six-figure ad campaign demanding Congress stop stalling on E15

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*Six-figure digital and billboard ad buy targets congressional districts in **Iowa, Michigan, Minnesota, Nebraska, and Wisconsin***

WASHINGTON, D.C. – Rural Voices USA today announced the launch of a six-figure digital and billboard advertising campaign demanding that Congress pass year-round E15 legislation. The campaign targets congressional districts across Iowa, Michigan, Minnesota, Nebraska, and Wisconsin – states where farmers are bearing the brunt of a worsening agricultural crisis while Congress continues to stall on a commonsense solution.

View live ticker on how many farms lost since Congress failed to pass year-round E15: RuralVoices.us/stopthestall

American agriculture and farm families are facing the worst economic conditions in a generation. USDA forecasts project that farm income will decline by \$4 billion in 2026, government payments are set to make up nearly one-third of farm income this year, and half of all farmers say their operations are worse off than a year ago. Congress had the chance to deliver relief by passing year-round E15 and they punted.

“Farmers want real, sustainable markets for their crops,” said Chris Gibbs, Board Chairman of Rural Voices USA. “Year-round E15 would help boost the farm economy by increasing corn demand by over 2 billion bushels each year. Every year that Congress drags its feet, it becomes more and more difficult for rural communities to survive.”

The campaign, which includes programmatic digital advertising, digital billboards in targeted congressional districts, and public opinion polling, calls on Congress to “Stop the Stall” and pass E15 legislation. The ads highlight the growing farm crisis, the economic impact on rural communities, and the role of Big Oil in blocking a fuel that saves American drivers up to 30 cents per gallon at the pump.

Year-round, nationwide E15 would support over 128,000 new jobs, add \$25.8 billion to the country’s GDP, and save American consumers \$20.6 billion in fuel costs. Ethanol currently displaces approximately 630 million barrels of imported crude oil, reducing America’s dependence on foreign energy sources.

“For too long, a handful of oil refiners have tipped the scales against American farmers and consumers,” said Gibbs. “Rural Americans are done waiting. If Congress won’t deliver on E15, farmers are going to hold their elected officials accountable at the ballot box.”

With a record corn yield of 186.5 bushels per acre in 2025, American farmers need new domestic demand now more than ever. Rural Voices USA is calling on Congress to stop protecting Big Oil profits and start standing up for the men and women who feed this country.

About Rural Voices USA

Rural Voices USA is a nonpartisan organization dedicated to advocating for the interests of rural Americans and farm families. Learn more at ruralvoices.us/stopthestall

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