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Rural Voices USA: As Congress misses self-imposed E15 deadline, billboards go up across farm country

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Digital billboards and advertising campaign intensifies across Iowa, Michigan, Minnesota, Nebraska, and Wisconsin as Rural Domestic Energy Council fails to deliver on February 15 deadline

Farmers pay the price for
FOREIGN OIL PROFITS
Stop the stall
CONGRESS MUST PASS E15
PAID FOR BY RURAL VOICES USA
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WASHINGTON, D.C. — As the congressional Rural Domestic Energy Council missed its self-imposed February 15 deadline to deliver a legislative proposal for year-round E15, Rural Voices USA's "Stop the Stall" billboard and digital advertising campaign is going up across farm country, a visible reminder that farmers are watching and waiting for Congress to act.

The billboards, part of a six-figure multi-channel pressure campaign launched by Rural Voices USA, are now live on digital boards in key congressional districts across five states. The campaign targets districts represented by Republican champions of E15 legislation who have been unable to move the bill through congressional leadership.

Billboard locations include:

Iowa:

- Cedar Rapids — 1201 Blairs Ferry Rd NE

- Des Moines — SE 14th Street
- Des Moines — Court Avenue
- Davenport — 53rd Street & Tremont

Michigan:

- Lansing — Cedar Street & Miller Road

Minnesota:

- Otsego — Highway 169
- Austin — US Highway 218

Nebraska:

- Lincoln — 3700 N 27th Street

Wisconsin:

- Eau Claire — 1432 Clairemont Avenue

The billboard campaign, which runs through March 12, is accompanied by programmatic digital advertising across 10 congressional districts in Iowa, Michigan, Minnesota, Nebraska, and Wisconsin. Both the billboard and digital campaigns will continue as Congress works to meet its remaining deadlines on E15.

"As our billboards say, it's time to stop the stall," **said Chris Gibbs, Board Chairman of Rural Voices USA.** "*Farmers have been patient. They've watched Congress punt on E15 again and again. The February 15 deadline came and went without a deal, and now we need to see real urgency, not more delays. Spring planting is around the corner, farm income is falling, and rural communities need Congress to deliver. Farmers are watching, and they won't forget.*"

The Rural Domestic Energy Council was established in January as part of the fiscal year 2026 appropriations package after House leadership declined to include year-round E15 legislation in the spending bill. The council was charged with developing a legislative proposal by February 15 and bringing legislation for consideration by February 25. The February 15 deadline passed without a deal, as mid-sized oil refiners continued to oppose expanded E15 access despite broad support from the agriculture industry, fuel retailers, and major oil companies.

American agriculture and farm families are confronting 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. Year-round E15 would increase corn demand by over 2 billion bushels each year, providing an immediate boost to the farm economy.

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.

To view the Rural Voices USA E15 campaign landing page, including a live farm bankruptcy counter tracking family farms lost since Congress punted on E15 in December 2024, visit **ruralvoices.us/stopthestall**.

contact: info@ruralvoices.us

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.