EVALUATION OF POTENTIAL E15 SALES IN CALIFORNIA

Edgeworth Economics

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I. Introduction

Blending ethanol into gasoline provides a variety of benefits for consumers, the environment, and the U.S. economy more generally. Domestically produced ethanol has largely replaced other fuel additives (which may be harmful to health, more expensive, and/or less effective), and further reduces the need for imported crude oil, reduces carbon emissions, and reduces the total costs to produce gasoline. Most gasoline sold at retail today is a blend known as "E10" which contains approximately 10 percent ethanol combined with petroleum-based gasoline blendstock.

These benefits, however, are not limited to a 10-percent ethanol blend. Increasing the share of ethanol in gasoline is a trend that has accelerated around the U.S. in recent years. Increasing the ethanol blend up to 15 percent ("E15") results in gasoline with comparable quality to E10, while providing proportionately more of the benefits noted above. In 2012, the U.S. Department of Energy (DOE) conducted a rigorous test of E15 across a range of engine types and found no adverse impact on any measure of performance, including fuel economy as well as maintenance, stating:[1]

> The Energy Department testing program was run on standard gasoline, E10, E15, and E20. The Energy Department test program was comprised of 86 vehicles operated up to 120,000 miles each using an industry-standard EPA-defined test cycle (called the Standard Road Cycle). *The resulting Energy Department data showed no statistically significant loss of vehicle performance (emissions, fuel economy, and maintenance issues) attributable to the use of E15 fuel compared to straight gasoline.*

Currently, E15 is offered for sale in 30 states. However, the largest market for gasoline in the U.S., California, has yet to approve E15 for retail sale. This paper analyzes trends in E15 sales across the U.S. and assesses the potential benefits for California consumers and retailers from the introduction of that fuel blend.

II. Cost-Related Benefits of E15 to Consumers and Gasoline Retailers

As noted above, in addition to benefits related to energy security and sustainability, the use of E15 provides potential savings for consumers and retailers based on the difference in the wholesale cost of the components of E15 relative to E10. In particular, ethanol generally sells for less, per gallon, than gasoline blendstock, and the generation of credits under the national Renewable Fuel Standard program (known as Renewable Identification Numbers or "RINS") when blending ethanol into gasoline provides additional value from increasing the proportion of ethanol in retail gasoline. In California, ethanol provides further benefits due to the Carbon Intensity ("CI") value under the Low Carbon Fuel Standard ("LCFS") program. The

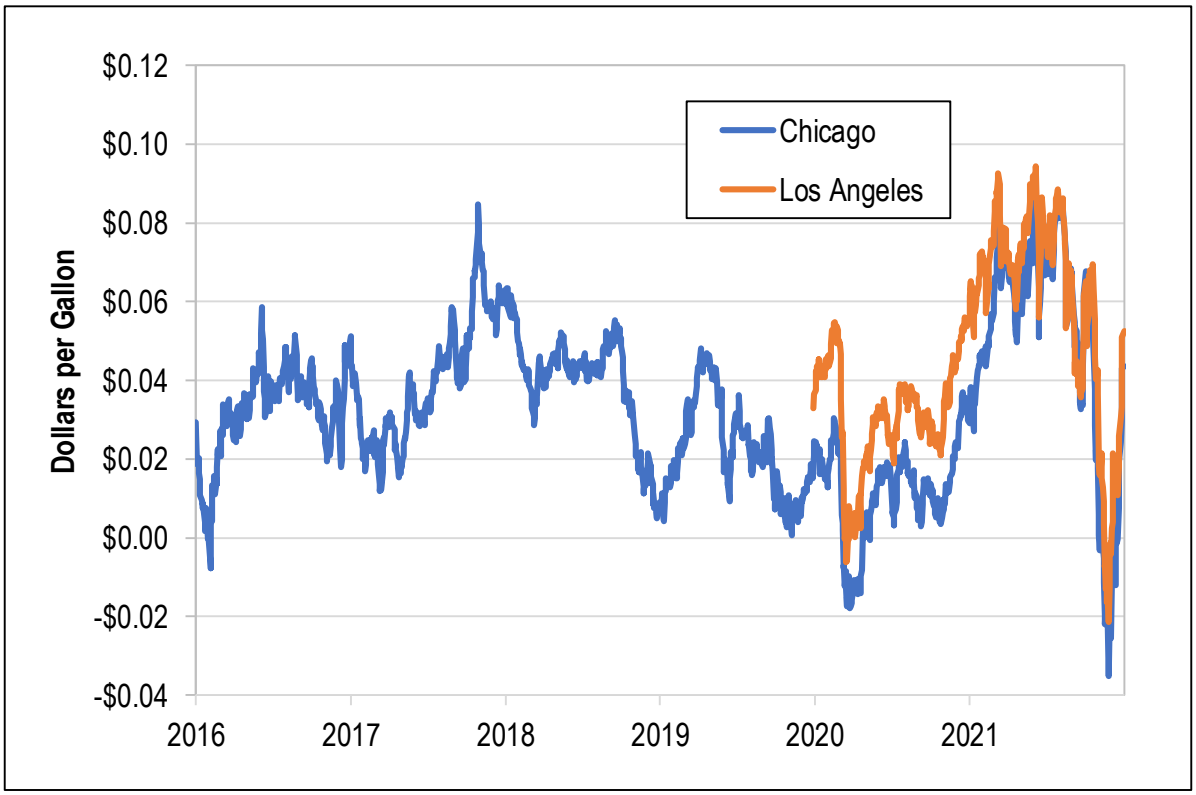
[1] DOE, "Getting It Right: Accurate Testing and Assessments Critical to Deploying the Next Generation of Auto Fuels," May 16, 2012 (emphasis added), available at www.energy.gov/articles/getting-it-right-accurate-testing-and-assessments-critical-deploying-next-generation-auto.

savings generated by E15 relative to E10 can be calculated from the wholesale prices of gasoline blendstock, ethanol, D6 (conventional) RINs, and (for California) CI value as follows:[2]

E15 Savings Relative to E10 per Gallon of Gasoline = (Blendstock Price - Ethanol Price + RIN Price + CI Value) × 5%

Using this formula, the savings as measured at Los Angeles and Chicago generally have fluctuated between zero and 8 cents per gallon over the last several years, as shown in Figure 1.[3] In 2021, the E15 discount averaged $0.051 per gallon using Chicago pricing and $0.060 per gallon using Los Angeles pricing combined with the CI value in California.

Figure 1
E15 Savings Relative to E10 (Wholesale), 2016 – 2021



Source: OPIS and Edgeworth Economics calculations (see text).

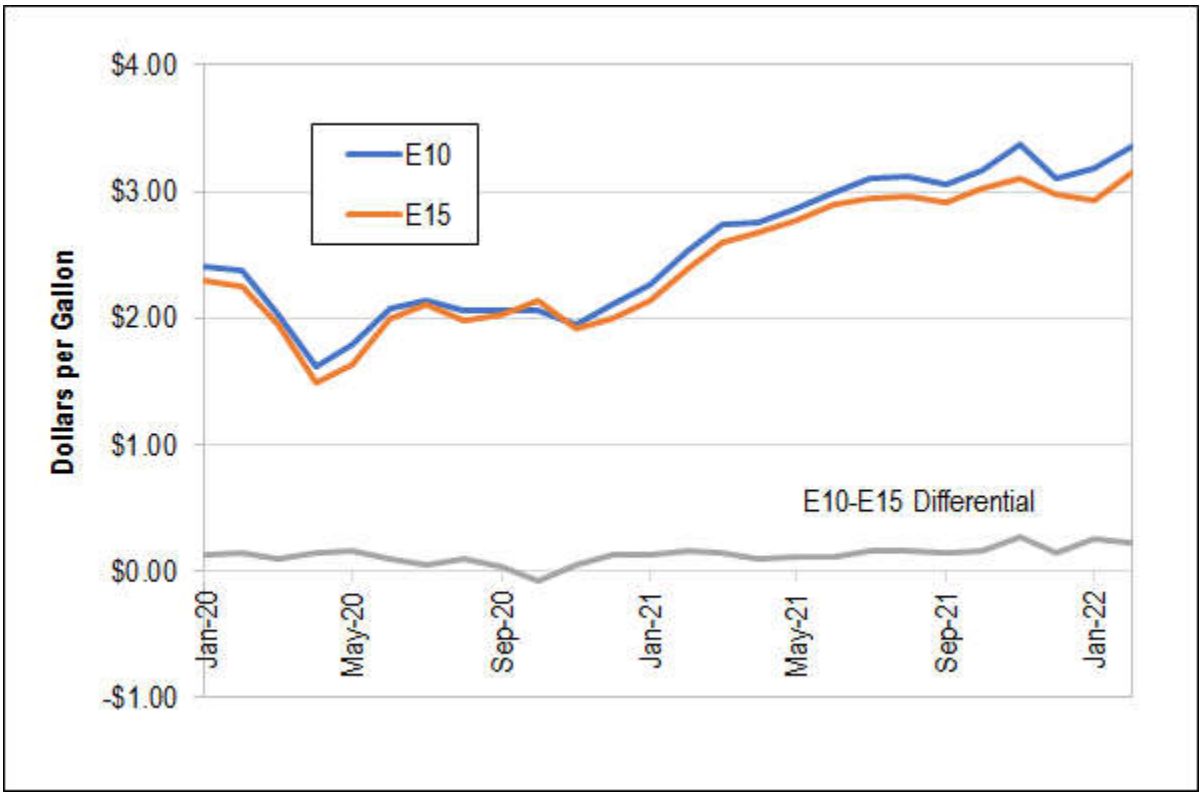
Moreover, these savings apparently are being passed on to consumers, as retail price differentials have generally equaled, if not exceeded, the wholesale differentials in recent months. As shown in Figure 2,

[2] For this calculation, the OPIS ethanol quote for Los Angeles is assumed to incorporate a CI score of 79.9. The average CI score for actual ethanol volumes in California is assumed to be 58.6, based on 2020 values. [RFA, "The California LCFS and Ethanol: A Decade of Reducing Greenhouse Gas Emissions," May 2021]

[3] As shown in Figure 1, for brief periods the discount for E15 relative to E10 has fallen below zero due to temporary increases in the prices of ethanol relative to gasoline blendstock, two fuels which otherwise generally move in similar directions. A variety of circumstances can lead to these conditions; but they usually last for short periods and usually are related to the higher volatility of gasoline prices relative to ethanol prices. For example, CBOB prices fell substantially in March-April 2020 due to conditions associated with the COVID pandemic, while ethanol prices were affected less significantly. The opposite circumstances occurred in late-2021, when CBOB prices rose significantly for about two months, while ethanol prices remained relatively flat.

according to data self-reported by certain stations to the Renewable Fuels Association ("RFA"), the discount for E15 relative to E10 has averaged approximately $0.12 per gallon since January 2020.[4]

Figure 2
Average E10/E15 Differential at Retail, January 2020 – February 2022



Source: RFA website, e85prices.com.
Note: These averages are based on self-reporting to RFA by dozens of stations across approximately 20 states.

III. E15 Sales/Station Growth

The experiences from a number of states across the U.S. demonstrate the potential for E15 growth in California. E15 was introduced in a few states in 2012, and growth in terms of the number of stations offering the product as well as sales per station began to accelerate around 2016/2017. While corn-producing states in the Midwest have led the industry, with some states now offering E15 at more than 5 percent and even more than 10 percent of all gas stations, significant gains have been seen in many other states, including large states distant from the corn-growing region such as Florida and Pennsylvania. Nationwide, there are now approximately 2,600 stations that offer E15 across 30 different states (see Table 1). This figure has more than doubled in just the last four years, as shown in Figure 3.

[4] There are a variety of reasons why retail discounts for E15 may exceed the wholesale values, as calculated above. For example, some stations may choose to price E15 below the notional spread from E10 as a loss leader. Other stations may expect different assessments by consumers regarding the octane value of ethanol-based fuels. Finally, the stations reporting E15 prices to RFA may not be representative of the entire industry due to regional factors or particular marketing strategies.

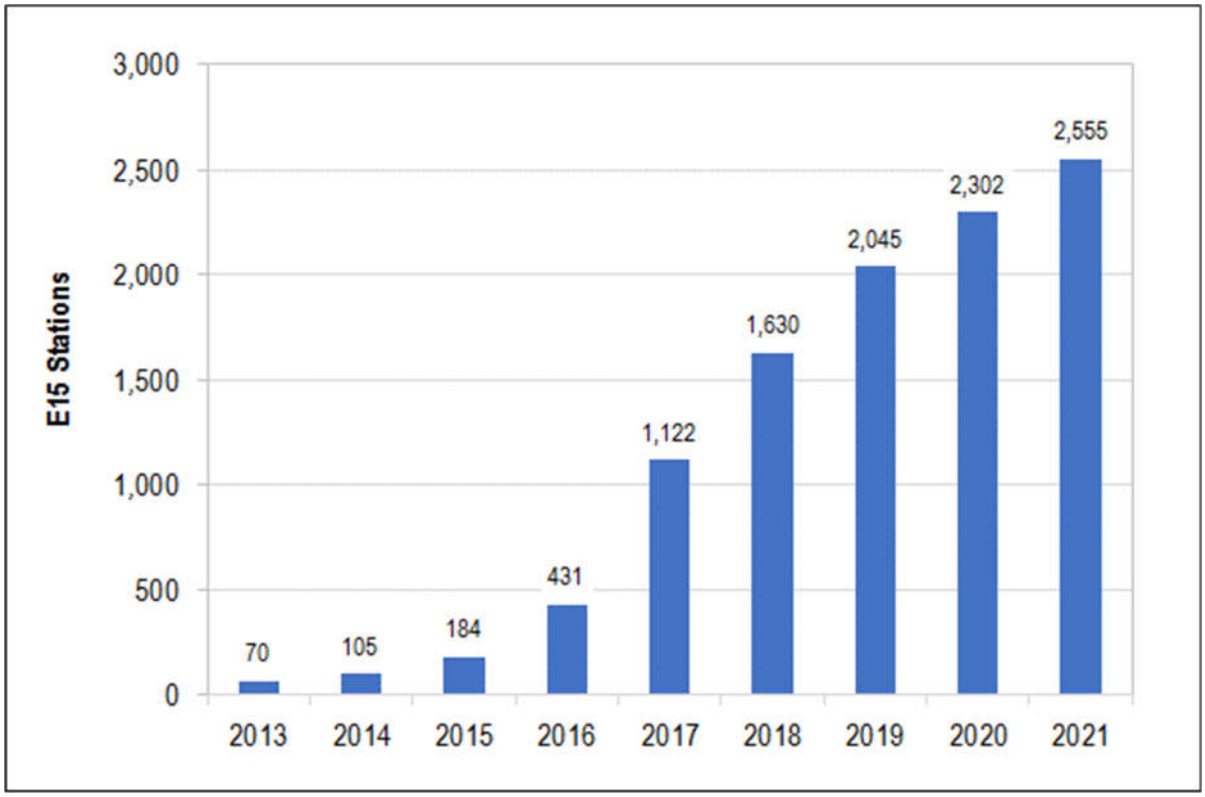
Table 1
Gas Stations Offering E15, by State, as of January 2022

State	Stations Offering E15	% of All Stations in the State
MN	372	14.4%
WI	302	9.1%
IA	274	12.6%
TX	196	1.6%
FL	186	2.3%
PA	155	3.7%
IL	135	3.8%
NE	110	7.8%
GA	95	1.2%
NC	85	1.5%
AL,AR,CO,IN,KS,KY,LA,MD,MI,MO,MS,ND,NM, OH,OK, SD,TN,VA,WV,WY	653	1.3%
AK,AZ,CA,CT,DC,DE,HI,ID,MA,ME,MT,NH,NJ, NV,NY, OR,RI,SC,UT,VT,WA	0	0.0%
U.S. Total	**2,563**	**1.8%**

Sources: RFA station list, as of January 2022; DOE website, afdc.energy.gov/files/u/data/data_source/10333/10333_gasoline_stations_year.xlsx.

Note: Total number of gas stations is based on 2012 data from the NACS, extrapolated to 2022 based on the 2007-2012 trend.

Figure 3
Total Number of Gas Stations in the U.S. Offering E15, 2013 – 2021



Source: RFA.

Two states, Iowa and Minnesota, have tracked E15 sales at the station level and publish data that allows a more granular assessment of these trends. As shown in Table 2, over the last few years, these two states have seen rapid increases in both the number of stations offering E15 as well as the volume of E15 sales per station, resulting in compound annual growth rates ("CAGR") for total E15 sales in the range of 80 to 90 percent annually over the 5-year period through 2020. Prior to the COVID pandemic in 2020, which caused substantial declines in nationwide gasoline consumption, E15 growth was even more rapid, with 4-year average growth rates in the two states exceeding 100 percent—*i.e.*, more than doubling each year. As of 2020, sales of E15 in each of these two states had reached approximately 4 to 5 percent of all gasoline sales.

Table 2
Gas Stations Offering E15 and Total E15 Sales in Iowa and Minnesota, 2016 – 2020

	Iowa				Minnesota			
	Number of Stations Selling E15	E15 Gallons per Station	Total E15 Gallons (Million)	E15 Share of All Gasoline Sales	Number of Stations Selling E15	E15 Gallons per Station	Total E15 Gallons (Million)	E15 Share of All Gasoline Sales
2016	160	34,588	5.5	0.3%	112	50,750	5.7	0.2%
2017	226	122,604	27.7	1.8%	257	74,149	19.1	0.8%
2018	220	161,203	35.5	2.3%	337	177,149	59.7	2.6%
2019	244	200,653	49.0	3.1%	363	217,420	78.9	3.4%
2020	251	241,387	60.6	4.5%	394	190,554	75.1	3.7%
2016-2019 CAGR	15.1%	79.7%	106.8%		48.0%	62.4%	140.3%	
2016-2020 CAGR	11.9%	62.5%	81.9%		37.0%	39.2%	90.6%	

Sources: Minnesota Commerce Department website, mn.gov/commerce/consumers/your-vehicle/clean-energy.jsp; Iowa Department of Revenue website, tax.iowa.gov/report-category/retailers-annual-gallons; and DOE website, www.eia.gov/dnav/pet/pet_cons_prim_a_EPM0_P00_Mgalpd_m.htm.
Note: Total gasoline sales in Minnesota are from DOE estimates of Prime Supplier Sales Volumes of Motor Gasoline.

Due to resistance from the integrated refiners[5], to date most of the growth in E15 sales nationwide has been generated by independent chains (*i.e.*, retailers without refinery/discovery operations) and owners of single stations or a small number of stations. Table 3 lists the major brands currently offering E15 across the U.S.

Table 3
Retail Gas Station Brands Offering E15, as of January 2022

Brand	E15 Stations	% of Total
Kwik Trip	451	17.6%
Casey's General Stores	398	15.5%
Sheetz	325	12.7%
Kum & Go	178	6.9%
RaceTrac	171	6.7%
Murphy USA	75	2.9%
Thorntons	75	2.9%
Kwik Star	73	2.8%
QuikTrip	70	2.7%
Holiday	56	2.2%
Integrated Refiners (e.g., Exxon, Chevron, Shell)	102	4.0%
Other	589	23.0%
Total	**2,563**	100.0%

Source: RFA.

[5] See, for example, American Petroleum Institute website, www.api.org/news-policy-and-issues/fuels-and-renewable-policy/truth-about-e15-fuel.

IV. Potential E15 Sales in California and Savings for Consumers

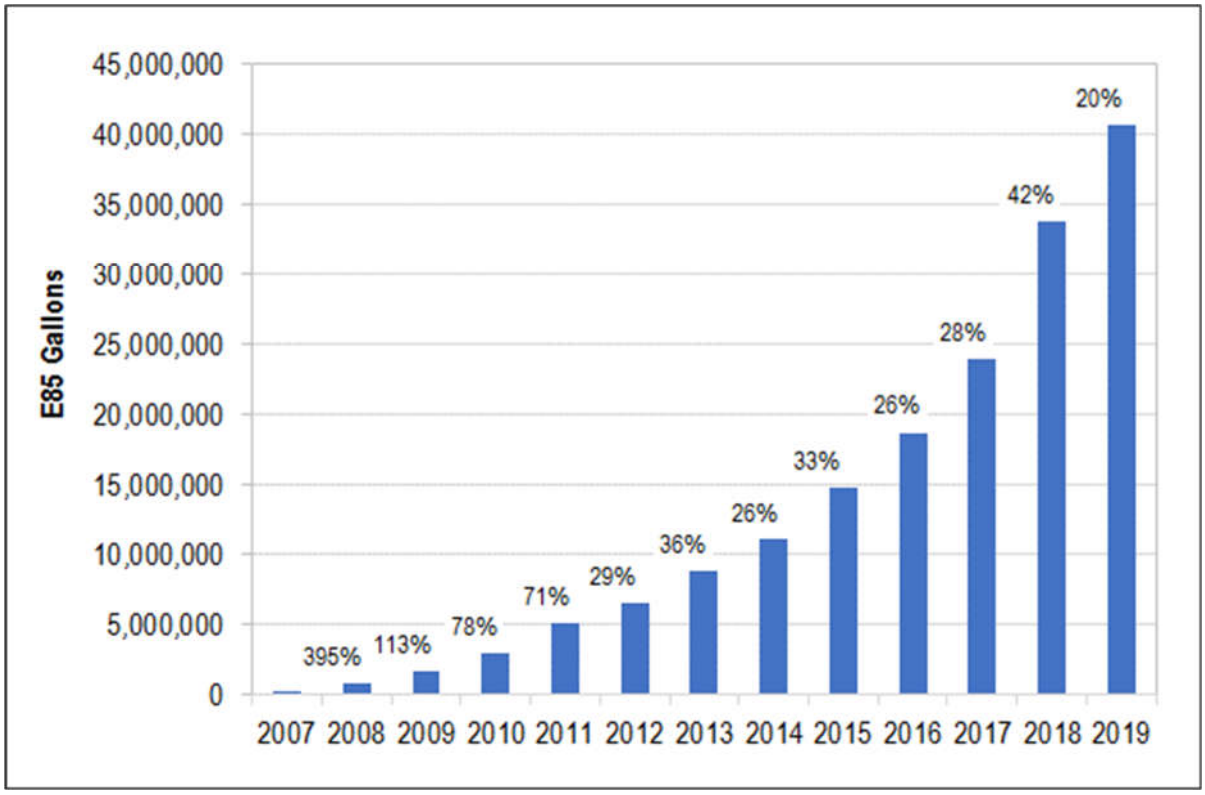
The pattern of growth evident in states that have allowed, and in some cases actively encouraged, the promotion of E15 provides evidence of the potential for E15 sales in California, as does California's own experience with other ethanol-based fuels, in particular E85.

California is home to a large number of independent retailers. Thus, continued resistance from the integrated refiners does not necessarily represent a limitation for the near-term expansion of E15 in California. According to the California Energy Commission, currently about 3,700 (43 percent) of California's approximately 8,700 gas stations are "unbranded" (*i.e.*, not affiliated with the integrated refiners) or operated by "hypermarts" (retailers whose primary business is unrelated to oil/gasoline such as Costco, Sam's Club, and Von's).[6]

This flexibility is evident from the expansion of E85 in California, which also has been led primarily by independent retailers. Currently, about 250 stations in California already offer E85, with total sales volumes exceeding 40,000,000 gallons in 2019. As shown in Figure 4, E85 volumes in California have grown steadily, with an average increase of 30 percent annually during the 5-year period through 2019.

[6] California Energy Commission, *Petroleum Watch*, July 2021, available at www.energy.ca.gov/sites/default/files/ 2021-07/2021-07_Petroleum_Watch.pdf. In addition to these two categories, the CEC notes that ARCO-branded stations, which represent an additional 10 percent of all California stations, purchase unbranded fuel from the rack. (See also, California Energy Commission, *Petroleum Watch*, January 2020, available at www.energy.ca.gov/sites/default/files/2020-02/2020-01_Petroleum_Watch.pdf.)

Figure 4
E85 Sales in California, 2007 – 2019 (with annual growth rate)



Source: California Air Resources Board website, ww2.arb.ca.gov/resources/documents/alternative-fuels-annual-e85-volumes.

If E15 is approved for sale in California, a growth pattern in line with California's own experience with E85 as well as the history of E15 sales in other states would represent a significant addition to California's overall fuel mix and could provide significant savings for consumers. For example, consider that over 13 percent of stations in Iowa and more than 22 percent of stations in Minnesota now offer E15, less than ten years after the first introduction of the product. Moreover, the bulk of that growth has occurred in just the last four years, with total E15 sales growing from less than 1 percent to 4-5 percent of total fuel sales during that period in the two states. If California could attain the same level of E15 penetration, that would represent savings of at least $34 million annually (potentially shared between consumers and retailers), based on recent wholesale fuel prices.[7] If California stations implement pricing strategies more representative of the stations assessed by RFA, as shown in Figure 2, above, then the savings to consumers could be much higher, reaching $67 million annually.[8] Such a transition actually would require

[7] This figure is equal to a price differential of $0.06 per gallon multiplied by 4 percent of California's annual fuel consumption (approximately 14 billion gallons, based on DOE's figure for 2019). [DOE website, www.eia.gov/dnav/pet/pet_cons_prim_a_EPM0_P00_Mgalpd_a.htm]

[8] This figure incorporates a price differential of $0.12 per gallon, based on the retail differential shown in Figure 2, above.

proportionately less participation from gas stations in California than in the Midwest states, since overall sales volumes tend to be significantly higher at California stations.[9]

Moreover, if any of the integrated refiners were to introduce E15 in California, the trend could accelerate even more rapidly. Recent events may indicate that some refiners are positioning themselves for that eventuality. For example, earlier this year Chevron announced that it was spending more than $3 billion to acquire Iowa-based Renewable Energy Group, a company specializing in biofuel production and marketing.[10] Renewable Energy Group currently sells both E15 and E85, and the company's website identifies the benefits of those fuels to include reduced emissions, improved engine performance, and other contributions to the U.S. economy.[11] Chevron operates more than 1,500 gas stations in California, representing about 20 percent of the total.[12] Thus, If Chevron were to introduce E15 in California, the expansion of that fuel's share of the market could increase even more rapidly than the historical trends in the other states, described above. For example, if, in addition to the growth at independent stations, one half of all Chevron stations in California introduced E15 and reached sales levels now experienced in the Midwest states described above (a modest target, given the higher overall gasoline throughput at California stations), savings for California consumers/retailers could reach approximately $43 million to $86 million annually.[13]

V. Transition Costs

The rapid growth in the number of stations offering E15 elsewhere in the U.S. indicates that transition costs are not likely to be a significant impediment to expansion in California. Adding a new fuel blend or replacing a previously sold blend, such as a mid-grade E10, are both feasible solutions for a gas station seeking to include E15 among its choices for retail customers.[14] Pre-blended E15 currently can be obtained from almost 300 terminals located primarily across the Midwest and southern and eastern U.S., an increase from only five terminals as of 2017.[15] If California approves E15 for retail sale, it is likely that wholesalers will begin to offer pre-blended E15 at terminals in California, as well.

Another option is for stations to blend on-site, using E85 and conventional E10. Blender pumps can be installed to replace pre-existing pumps or added in the normal course of expansion or upgrades over time. Blending on-site apparently is a common option for many stations today, as about 80 percent of the stations that currently offer E15 also offer E85.[16] Thus, the 250 gas stations in California that already offer

[9] Average fuel sales per station in California are approximately 1.9 million gallons annually, compared to about 0.7 million in Iowa and 1.1 million in Minnesota (based on DOE figures for 2019) [DOE websites, www.eia.gov/state/?sid=US and www.eia.gov/dnav/pet/pet_cons_prim_a_EPM0_P00_Mgalpd_a.htm]

[10] Renewable Energy Group press release, "Chevron Announces Agreement to Acquire Renewable Energy Group," February 28, 2022, available at www.regi.com/blogs/blog-details/resource-library/2022/02/28/chevron-announces-agreement-to-acquire-renewable-energy-group.

[11] Renewable Energy Group website, www.regi.com/products/transportation-fuels/reg-gasoline-ethanol-blends.

[12] See footnote 6.

[13] This range incorporates the figures calculated above plus additional E15 sales of 200,000 gallons per year at one half of Chevron's 1,559 stations in California (as of 2020).

[14] See, for example, Jerry Soverinsky, "The Case for E15," *NACS Magazine*, February 2018, available at www.nacsmagazine.com/issues/february-2018/case-e15.

[15] Based on data collected by Growth Energy.

[16] RFA station list as of January 2022.

E85 would be likely candidates for early adoption of E15.[17] The cost of a new blender pump, at about $30,000, could be recouped from the savings generated by E15 in no more than one to three years, based on the range of price differentials observed at wholesale and retail, described above.[18]

Moreover, there exist a variety of programs to assist station owners with the introduction of new biofuels. For example, USDA's Higher Blends Infrastructure Incentive Program has made available up to $100 million in grants to expand the availability of biofuels.[19] Some of these funds already have been used to install blender pumps and new tanks at gas stations seeking to offer E85 and/or E15.[20] Private initiatives, such as Growth Energy's "Prime the Pump" program also offer support, including marketing assistance and funding to help cover transition costs.[21]

[17] One company, Pearson Fuels, currently supplies E85 to more than 200 stations in California. [RFA station list and Pearson Fuels website, pearsonfuels.com/e85-gas-stations]

[18] At 200,000 gallons per year (approximately the average throughput for E15 experienced at the stations tracked in Iowa and Minnesota, as described above), savings from selling E15 could generate $10,000 to $20,000 in additional profits per year, based on current wholesale/retail differentials. Moreover, since California gas stations generally experience greater levels of throughput than stations in those Midwestern states, payback of an initial investment in pumps likely would occur even more quickly in California.

[19] USDA website, www.rd.usda.gov/hbiip.

[20] See, for example, Environmental and Energy Study Institute, "E15 Bill Attempts to Solve Ethanol Conundrum," June 16, 2017, available at www.eesi.org/articles/view/e15-bill-attempts-to-solve-ethanol-conundrum.

[21] Growth Energy website, growthenergy.org/wp-content/uploads/2019/11/MDEV-19022-PTP-Overview-2019-11-12.pdf.