E15 Retailer Checklist

**Business Considerations**
- Check to make sure E15 is an eligible fuel to be sold under any loan covenants.
- Check any branding agreement for restrictions.
- E15 Market Analysis (including summertime blending options).
- Contact your insurance provider(s) to verify that your general liability and environmental insurance covers the sale of E15.
- Review Iowa ethanol and E15 retailer incentives and grants.
- Evaluate branding E15 as Unleaded 88.
- Contact IRFA for consumer education materials.

**State Regulations**
- Have a licensed equipment installer complete the Iowa DNR checklist to ensure that the equipment and UST are compatible with E15. **Note:** Blenders with E85 have already met this requirement.
- Follow IDALS Weights and Measures requirements for E15.
- Follow Fire Marshal guidelines for E15 dispensers. (Fire Marshal has approved existing pumps for E15.)
- Review Iowa’s misfueling liability protection for retailers.

**Federal Regulations**
- Submit a letter to EPA seeking approval to sell E15 as a registered fuel. IRFA has a sample letter for your use and will assist in preparing your letter of submission.
- Register with RFGSA to participate in Survey Program Plan. IRFA will assist with this registration.
- Pay fee for Survey Program Plan (if applicable).
- Post mandatory federal E15 label on dispensers. The IRFA will provide the appropriate label(s).
- Check PTDs to assure supplier is meeting requirements for E15.