

Largest Biofuels Plant In Australia Opened

A new label that assures the performance of Australian-made vehicles running on ethanol-blended (E10) fuel has been officially launched by Federal Industry Minister Ian Macfarlane.

Macfarlane said the initiative was an important step towards restoring consumer confidence in ethanol-blended fuels. The black-and-yellow label, designed to fit near vehicles' fuel caps, was developed after the Minister secured an agreement from major car producers last year to include an ethanol-safe label on their vehicles.

It is currently being rolled out on cars such as Falcons, Territories, Commodores, and

Mitsubishi 380s and will eventually feature on all new Australian-made vehicles suitable for ethanol-blended fuel.

"The sticker by the fuel cap is a simple but effective reminder that ethanol-blended fuels are a safe option for consumers", Macfarlane said. "It's a visual reassurance to motorists at the bowser and a vote of confidence from Australian car manufacturers in the suitability of E10 fuel for their cars."

Macfarlane said the roll-out of the "E10 suitable" labels continued a string of positive developments for Australia's ethanol industry,

which in the last six months of 2005 posted a 44% jump in ethanol production.

"The Australian government has invested more than \$37 million in biofuel capital grants and \$44 million in ethanol production grants to support expansion in Australia's ethanol production capacity", he said. "The challenge now is to build up the demand side of the equation by increasing consumer awareness and confidence in ethanol products."

"These labels are an important step towards this goal – the onus is now on the industry to build on these efforts and develop a strong and sustainable Australian ethanol market." ■