#SIA2017: BIOETHANOL IN THE THICK OF "L'ODYSSEE VEGETALE"

Paris, 15 February – The "sugar-beet-bioethanol" industry has secured a centrally-located stand within L'Odyssée Végétale, the Crops and Plant sector at the Paris International Agricultural Show (SIA) scheduled from 25 February to 5 March this year. It will take this great opportunity to raise visitor awareness of the diverse applications of sugar beet and bioethanol fuel via edutaining activities.

Spread over 900 sq.m in Hall 2.2, L'Odyssée Végétale features 10 different agricultural industries, promoting popular crops and their uses. This "green lung" within the Paris Agricultural Show will be playing host to the "sugar-beet-bioethanol" industry.

At this major show, farmers and event managers will guide the public through L'Odyssée Végétale on a 4-part circuit focussing on planting, protecting, harvesting and processing.

This year, the stand is mainly acting as a platform for farmers to explain to visitors what their job involves, describing their daily lives and the various end uses of their produce, such as bioethanol made from beet and cereal.

THE "SUGAR-BEET-BIOETHANOL" INDUSTRY LEVERAGING THE SHOW TO RAISE PUBLIC AWARENESS OF BIOETHANOL FUEL

The "sugar-beet-bioethanol" stand will be used to tell the public all about the environmental and economic advantages of SP95-E10 and Superethanol-E85.

Throughout the day, activities geared around the industry will be held at a kiosk, looking at themes such as bioethanol and sugar. Visitors can take a quiz to test their knowledge of ethanol fuel.

A VW Golf fitted with a multi-fuel engine will be on display at the stand, illustrating the many advantages of Superethanol-E85.

As in previous years, the beet industry's muse *Miss Better* will be at the stand every day for photo ops with her fans. She will also be sharing photos, information, fun and games with subscribers on social media (Facebook and Twitter)!

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