Agricultural Commodity Commission for Propane

Proposed Modifications to the Marketing Order

The commission met on August 15, 2022 and developed the following modifications to the marketing order. After the September 12 hearing, these modifications will be available for public comment for 30 days on the commission’s website, [www.gapropanecommisson.org](http://www.gapropanecommisson.org). A referendum will be held after the comment period for the industry to either approve or disapprove the proposed modifications.

1. The commission will award “scholarships” to pay for up to 10 individuals for each of three sessions per year for CETP 4.1 & 4.2 education, training, and certification. Dealers applying for scholarship are limited to two attendees. Attendees must pay a registration fee which is to be fully refunded once the course is successfully completed. Attendees must also pay living expenses during the course. Estimated cost to the commission for the program is $72,000.00 per year.
2. A marketing program designed to educate and encourage participation of dealers regarding the rebate program is proposed. The estimated cost is $45,400.00.
3. Dealer Awareness – Warm Thoughts, our marketing agency, will design a customer facing brochure with the program details as well as a small foam board display sign to be placed in dealer showrooms. We will send the brochures (25/50) and display boards out to relevant parties.
4. Targeted Digital Display Advertising Campaign - Using methods such as search retargeting, categorical retargeting, contextual and keyword contextual targeting we will run display ads about propane appliances and rebates to the audience of the email campaign.
5. YouTube Campaign – Warm Thoughts will create a short video promoting propane appliances and the rebate program to run as YouTube Pre-roll to our target audience.
6. The rebate program will be enhanced by changing the following values: storage water heaters and tankless water heaters will increase from $150.00 to $200.00, new furnace or gas pack rebates for consumers will increase from $250.00 to $300.00, new furnace or gas pack rebates for installers will increase from $250.00 to $500.00. If rebate volume stays the same as this year to date the estimated cost is $55,500.00
7. The commission has the discretion to add, change, or delete values or elements of the rebate program, marketing program, or the scholarship program if there is no modification to the assessment for the marketing order