

The Farm Fuel Additive Buying Guide



The Six Critical Signs of Good (and Bad) Fuel Additives
for Farms & Agriculture [#4 should be familiar]



Introduction

There are lots of fuel additives on the market and a lot of confusion about all the claims they make. Claims targeted at both "consumers" (like the average driver) and businesses like farm and agriculture operations. Everybody claims to be the best, so people don't know what to believe. They're all trying to make money, so everyone tries to one-up the other guy by claiming bigger and better things to set themselves apart. *He says 15%? Heck, I'll make it 20%. No, I can do better, I'll guarantee everyone 25% better gas mileage. No wait, I'll guarantee 30%, PLUS I'll throw in a second bottle for free (just pay "separate processing and handling").*

It's enough to make you think twice about the whole thing. If everyone is the best, then nobody is the best.

How do you tell the good from the bad? You're not an industry expert, you've got a business to run and you're just trying to make a good decision.

You need a source of information you can trust, and that's where we come in. We've been around since 1909 – that's going on 112 years if you're counting (and reading this in 2021). We know that there are things you can and cannot do when it comes to both to changing or improving the properties of fuel and preventing the common business problems that can be linked to "fuel issues".

Think of us as your guide to navigating the murky minefield that is the fuel additive landscape. One wrong step and your budget blows up. We're here to help make sure that doesn't happen.

In here, you'll find the straight talk on what you need to know to buy the best additive for what you need for your farm or business, by paying attention to six critical points to measure against. We'll tell you what to look for and what to avoid, so you can make the best decision and not feel the disappointment that comes from feeling like you threw money down the drain on something that claims the world but delivers nothing.





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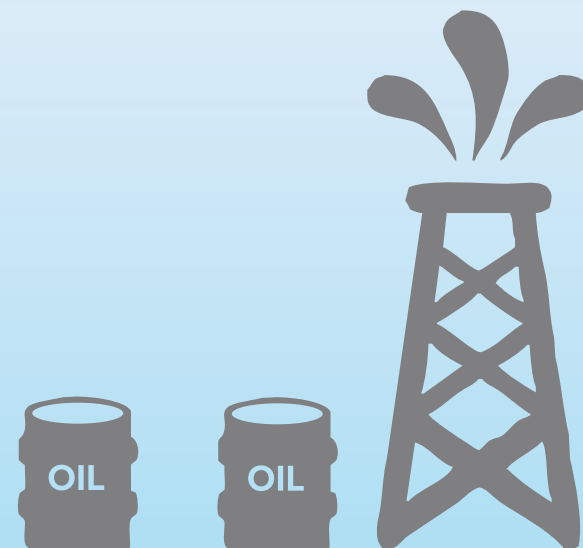
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Tip 1

No Alcohol (You Don't Solve An Alcohol Problem With More Alcohol)



Makers of additives for farm fuel ethanol blends know that water is a big problem. It makes the fuel go bad a lot more quickly in storage and contributes to both corrosion of storage tanks and small engine damage. Because of this, many fuel treatments for agriculture gas will claim some kind of water controlling effect along with claims about helping ward off phase separation (when the alcohol separates from the gasoline because of too much water)

The easiest way to do this, if you're putting together some kind of additive that you can claim will do something, is to just use more ethanol or more alcohol to the formulation. But if you're looking into a fuel treatment to treat ag gas, you want to solve ethanol problems, not contribute to them. And you can't solve an alcohol problem by adding more.

So our tip is – **in an additive for farm gasoline, look for something that controls water but without alcohol.** There are formulations out there that will do that, and do it well. Make sure you don't see anything that looks like alcohol on the label. These can be anything like methanol, propanol, ethanol, anything with an ending of “-ol”.



Tip 2

Reasonable Cost Per Dose (You Have To Save More Than You Pay)

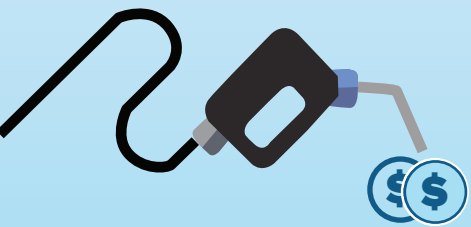


You don't buy a fuel additive just for the pleasure of spending money. The ROI has to justify the expense. Otherwise, what's the point?

There are two main classes of fuel additives – the one-shot ones and the concentrated ones. The concentrates are the ones that are usually the best value. Surprisingly, many people don't think about things in that way. They look at total cost without considering the cost to treat each gallon of fuel. It's fine to spend \$6 or \$8 on a single bottle of fuel treatment, but if that only treats one tank of gas that could be 15 or 20 gallons, you'll be spending 40 or 50 cents a gallon to treat. Can you expect to recoup the cost?

In our experience, it's doubtful. Especially if you're expecting the major benefit to be better gas mileage. If gas is \$2.50 a gallon and you're spending 50 cents a gallon on fuel treatment, you'd need 20% better mileage *just to break even*. And nobody spends money just to break even, right? Is it reasonable to expect that level of benefit all the time? Not really, no.

So our tip is to **look for a concentrated fuel treatment that will treat more fuel at a lower cost per gallon**. Luckily, many of the common fuel storage treatments, like stabilizers and biocides, have concentrated treat rates (and low cost to treat) by necessity. It's a lot easier to come out ahead if you're spending 10 cents a gallon vs. 50.



Tip 3

Clean The Engine and Make It More Efficient (It Has To Do Both)



There are plenty of “magic potions” out there that make big claims about raising fuel efficiency. In reality, we know that it’s possible to achieve better gas mileage, but it’s primarily done by cleaning out injectors and combustion chambers. Contrary to claims about magic “combustion bullets”, making an engine clean is the best thing you can do.



Cleaning the engine is essential to the benefits that a good fuel additive is going to give you. A new engine is going to give you the best performance you will ever get over the life of that piece of equipment. It’s virtually impossible to significantly make a new engine perform better, because there’s nowhere to go but down. Engines lose peak performance over time because they get dirty and move away from their new condition. A legitimate fuel additive is going to help by cleaning out the engine and moving it back to the condition it was in when it was new and at its peak. A clean engine: that’s how you save money on fuel and make your performance better.

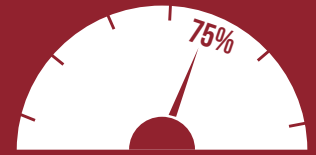
How do you know an additive is working? If it’s better mileage you’re looking at, here are a few tips:

- Don’t rely on the mileage readout from the computer readout. That’s more likely to be an average figure calculated from a period before you started using whatever you’re putting in your engine.
- Keep a manual mileage record instead, being careful to measure before/after mileage under the same conditions and same kind of trips both times, as much as you can control that.
- When you first use a detergent additive, you will actually notice the mileage decrease for a short time. If this happens, you know the additive IS working. The detergents will be cleaning the carbon deposits out from where they are, and these deposits would normally be burned along with the fuel. They don’t burn as seamlessly as pure fuel, hence this “cleaning cycle” gives you a small drop in mileage.
- Once the cleaning cycle is complete, you will see (if you are tracking the data) the mileage rise again, and continue to rise until it settles out at whatever benefit you are going to get. How long does a cleaning cycle take? It depends how dirty your engine is.



Tip 4

No Outrageous Claims (If It Seems Too Good To Be True.....)



Outrageous benefit claims are what catch people's eye. They're also what cause disappointment and turn people off about fuel additives, making them think all fuel additives are snake oil.

This is an especially big problem with farm fuel additives on the stored fuel side. Additives that claim to "solve microbe" problems, but that don't really work because they don't have the right chemistries to do that.



There are fuel additives out there that do what they claim. One of the keys to finding them is to have reasonable expectations. Yeah, it would be great if there was a magic potion that doubled your gas mileage instantaneously, but if one of those really existed, everyone would be using it. There really aren't any "magic bullets" out there.

Some examples you may have already come across (the names have been withheld to protect the guilty):

- Up to 25% fuel economy increase (So if you get no increase, they can still say their claim is true because 0% is still technically 'up to')
- Dramatically improve your fuel economy by reducing friction or magnets in your fuel system (fuel drag isn't a factor in fuel economy)
- Get rid of microbe problems by controlling water - it's good to control water but it won't kill microbes. Only a biocide will do that.



So our advice on buying good fuel treatments is **not to get sucked in by claims that seem too good to be true**. Especially when it comes to microbes and to gas mileage. Is it reasonable to expect 6 or 8 or 10 percent better mileage? A lot more so than expecting 50%

Tip 5

Know Your Farm Fuel Needs

(Some Things Are Important While Others Aren't)



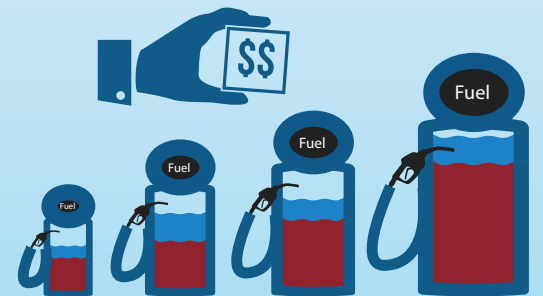
Farming and agriculture don't need the same things consumer drivers need. While fuel efficiency is important, fuel reliability and problem prevention come into play much more often for these kinds of essential businesses.

Farms and agricultural operations need good gasoline and diesel fuel treatments that they can use on a regular basis to keep their various kind of engines and equipment running their best.

But they also need problem-preventing and problem-solving chemistries that keep whatever fuel they store healthy, and which preserve the life of their equipment. Saving pennies on fuel efficiency is nice, but preventing the need to spend thousands on repairs is a bigger concern.

What does this look like for farms and agriculture?

Fuel Stabilizers and Biocides - chemistries that keep stored farm diesel fuel fresher, longer, are essential. As are treatments to solve microbial problems (which water controllers cannot really do).



Tip 6

A Name You Can Trust (Longevity In The Marketplace Isn't Something You Can Buy)



It's easy to throw together a product and "make an appearance in the marketplace". But it's not so easy to gain the trust of consumers, businesses and farms, and stick around for the long haul. That's even more true today when everyone talks to everyone else.

Someone that's been in business for a long time is a lot more likely to have hit upon something that works. Those are the people you want to go with. So our final recommendation is to make sure to buy from someone who has a few decades or more of experience in the industry.

Final Thoughts

There's a lot of competition for your money when it comes to farm fuel additives. Because people want to believe that they make good decisions, unscrupulous companies make a lot of money selling worthless or unnecessary snake oil to unsuspecting buyers. It ruins the playing field for the legitimate companies that know what farms and agricultural operations need, and know the kinds of proven chemistries that deliver.

If you follow our recommendations here, you'll be a lot more likely to get what you need without being disappointed.

