



From VFDs to LEDs: How the American Farmer Can  
“Harvest” the Benefits of Energy Efficiency.  
September 22, 2015.

Entergy Arkansas  
Agricultural Energy Solutions Program.



# Why Offer an Agriculture Program?

- Great opportunity to fill a portfolio gap and influence an important, hard-to-reach customer sector often neglected by other efficiency programs.
- Opportunity to increase positive image for rural customers.
- Most states have a strong agriculture market.
- Promotes sustainability efforts.



# Agriculture Energy Solutions Offering.

- Provides agricultural customers access to upgrades of key energy consuming systems—lighting, pumps, and motor drive systems.
- Prescriptive energy efficiency measures.
  - High-efficiency lighting.
- Custom measures.
  - Pump tune-ups.
  - High-efficiency variable speed motors and motor controls (for pumps, fans, etc.).
  - Ventilation measures.
  - Grain bin management systems.



# How it Works.

- Collaborate to identify best target territory and best market (e.g., poultry, swine, dairy, irrigation).
- Account Manager outreach drives the program for this unique, hard-to-reach segment.
- Agriculture Energy Solutions requires both an individual approach and a strong trade ally network.
- Meet with customers and allies “where they are”.
- Marketing efforts must be timed with the Ag. seasons.



# How We Influence this Hard-to-Reach Sector.

- Know target audience.
- Program is Account Manager driven; important to have staff with agriculture background that can “talk the talk and walk the walk”.
- Trade Allies.
  - Trade Association, local Farm Bureau and state and federal agricultural agencies.
  - University Cooperative Extension Agencies.
  - Agricultural lenders.
- Leverage trade shows and public speaking opportunities.





# Success Stories—Entergy Arkansas.



2014 Gross Expanded MWh Goal	MWh Achieved	KW Achieved	Percent of Goal
2,636.247	3,677.31	799.67	139.49%

“We received our first bill after installing our LEDs. I had to do a double take at first, thinking this bill was from the smaller farm rather than the larger one. We have never seen an electric bill this low at this stage of the grow-out. The LEDs really worked. We cannot thank you enough for this wonderful program... The savings from the LEDs will help us gain ground financially.”

**Judy Crow**

Tyson Foods, Poultry Farmer  
Dardanelle, AR



# Summary.

- Keys to Success.
- Great way to fill portfolio gap.
- Increases positive image to rural customers.
- Promotes sustainability efforts.



## Keys to Success

- Personal outreach by knowledgeable Account Managers
- Flexible program offering a variety of solutions
- Strong trade ally and equipment supply network
- Educational tools
- Simple participation



# Questions?

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