

# Agricultural Energy Efficiency

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# Public perception of agriculture



Truth is somewhere in the middle...

# Know your marketplace

Type of agriculture in your market

Number of farms, ranchers or producers

Types of technologies or resources used

Potential energy savings



# Know your marketplace

- Seasonal nature of farming
- Farmers don't work 9 to 5 – must meet their schedule
- Average age of U.S. farmers is 57 years old
- Farmers have established relationships with trade allies / equipment dealers

# Just a few issues affecting agriculture

- Climate change
- Feed and fertilizer costs
- Environmental regulations
- Energy costs
- Corporate and consumer pressure
- Fluctuating market prices

# Changing Landscape of Agricultural Energy Efficiency



- Rural Energy for America Program (REAP)
- Environmental Quality Incentives Program (EQIP)
  - How do utilities work with these programs?
  - Why is it important?



# Industry Efforts



Working across the entire value chain—  
“from grass to glass”

Industry-wide commitment to reduce  
GHG emissions 25% by 2020

# Some challenges working with agriculture

## Hard to reach



- Geography
- Limited energy savings – need to aggregate
- Limited time – no facility managers
- Unlikely to participate without active engagement



# How to reach farmers

Engage three key stakeholder groups -

- Equipment manufacturers
- Equipment dealers
- Extended agricultural community
  - Farm Bureau, USDA, University Extension, Conservation Districts, milk cooperatives, commodity organizations, utilities, state energy offices, and others

# If you've done your job well. . .

Farmers will have heard about the program  
from those they already know and trust



# Marketing & Outreach

- Phone calls and/or outreach reps
- Direct mail
- Leverage opportunities through the extended agricultural community
- Best practice guides
- Agricultural events and farm shows
- Coordinate with federal programs
- Advertisements in agricultural press

# Program design elements

- Robust measure mix
- Incentive structure- prescriptive, hybrid, custom
- Leveraging federal opportunities, USDA RD, NRCS
- Energy audits (ASABE S612)
- Direct install
- Education- best practices guides

# Conclusion

- Reaching the extended agricultural community is key
- Must know the farm sector, and back it up with technical expertise
- Follow up and follow through with the farmer – nobody likes surprises
- Develop long-term program that incorporates multiple tracks– education, technical assistance, energy audits and incentives
- Have fun: You're working with the best people in the world - farmers!!!

# Thank you!

Please contact me for any questions:

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