

# NOW NEWS

## Heartland Farms Shines a Light on LED Safety and Efficiency

### Projected \$88,959 Savings Annually

On July 9, 2015, Adams-Columbia Electric Cooperative and Focus on Energy (Wisconsin's statewide program for energy efficiency and renewable energy), presented Heartland Farms, Hancock, WI with a check for \$35,442 after installing LED lights in their storage facilities.

Heartland Farms' potato storage facilities were using incandescent and high-pressure sodium lights throughout their operation. Many of the lights had a long turn-on delay after workers flipped the light switch, thus creating a safety hazard when entering the dark storage bins. The lighting also made it difficult to see to the far corners of the bin, providing less than ideal monitoring conditions.

After hearing about Focus on Energy's incentive programs, Heartland Farms' storage manager contacted the program officials, hoping to garner advice on how to solve these issues and possibly save money on their energy bill by installing LED lights.

Heartland Farms then installed LED lights throughout the entire storage facility, thereby creating safer working conditions. Due to the improved lighting quality, the workers were also better able to monitor the potatoes in storage.

By completing this project, Heartland Farms will save more than six million kilowatt-hours of electricity—enough energy to power 69 Wisconsin homes for a year. The farm will also benefit from an \$88,959 savings on its energy



Shown (L-R): Laura Dachel, Focus on Energy; Erik Johnston, Heartland Farms Storage Maintenance; Alicia and Jeremie Pavelski, Heartland Farms; Dan Wysocky, Adams-Columbia Electric Cooperative and Patrick Gatterman, Adams Columbia Electric Cooperative.

bills each year.

"The programs available through Focus on Energy are a great way to embrace our farm's philosophy on sustainability. Working with Focus on Energy has been a great experience with beneficial results in energy conservation and pursuing our goals. We would definitely recommend their programs to other farms and small businesses," said Alicia Pavelski, co-owner of Heartland Farms.

Not only do these upgrades save energy and money, but also they are also environmentally friendly. The annual environmental benefits are equivalent to offsetting the burning of 1,345 barrels of oil – eliminating

more than 1,157,836 pounds of carbon dioxide (CO<sub>2</sub>) from being released into the atmosphere.

"Heartland Farms has a strong commitment to sustainability, environmental stewardship and smart cost control, so this LED lighting project came as no surprise. They have implemented many projects to save energy and water in their operations," said Dan Wysocky, Key Accounts Executive, Adams-Columbia Electric Cooperative.

Focus on Energy helps businesses and residents across the state identify and evaluate energy-saving opportunities, provide specific recommendations, develop energy management plans and arrange technical training

opportunities about energy conservation. For more information, call toll-free (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com) to see what incentive programs are available.

#### Heartland Farms, Inc.

Heartland Farms, Inc. is a fifth generation family-owned and operated potato and vegetable farm located in Central Wisconsin. Since 1873, when the first homestead was established, their mission has been to produce a healthy and safe food product, maintain good ethical values and ensure the viability of the farm for the next generations. Sustainability has been a key factor in both their farming practices and utility consumption. They pride themselves in implementing the latest technologies, which contribute to their sustainability goals. To learn more about the farm, please visit their website at [hfinc.biz](http://hfinc.biz).

#### Adams-Columbia Electric Cooperative

Adams-Columbia Electric Cooperative (ACEC) headquartered in Friendship, Wisconsin, is a rural electric distribution cooperative serving approximately 36,000 member/owners in parts of 12 Central Wisconsin counties. As such, it is the largest rural electric cooperative in Wisconsin and the largest in Region Five of the National Rural Electric Cooperative Association. ACEC's geographic service area includes approximately 2,500 square miles in the central Wisconsin counties of Adams, Columbia, Dane, Dodge, Green Lake, Jefferson, Marquette, Portage, Sauk, Waupaca, Waushara and Wood.

#### Focus on Energy

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy information, resources and financial incentives help to implement projects that otherwise would not be completed. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control Wisconsin's growing demand for electricity and natural gas. For more information call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

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