Community-Driven
Clean Energy

“Utility Programs for On-Farm Efficiency”
Topics

- Otter Tail Power Company
- MN CIP
- 2014 Ag Process Efficiency Program
Otter Tail Power Company

- 130,200 customers
  - 60,700 in MN
- 780 employees
- 70,000 square mile service area
- 422 communities
- 1,444 MN “Farm” customers
### Minnesota Conservation Improvement Program

<table>
<thead>
<tr>
<th>2014</th>
<th>Commercial/Industrial</th>
<th>Residential</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td>$3,256,900</td>
<td>$1,519,600</td>
<td>$5,491,500*</td>
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<tr>
<td>kWh savings goal</td>
<td>21,064,635</td>
<td>10,086,201</td>
<td>31,405,290</td>
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<tr>
<td>Participants</td>
<td>128,804</td>
<td>4,870</td>
<td>133,834</td>
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</table>

*Total budget includes $715,000 for low-income program, development, assessments, R&D, and other.
2014 CIP
Advertising & Education

- Refrigeration
  - Grocery, liquor, convenience stores;
  - Refrigerated storage

- Agriculture
  - Ag processors—crop drying, handling; elevators; fertilizer plants.
  - Ag producers—poultry, swine, dairy, and cash crop operations.
Ag Process Efficiency

Otter Tail Process

1. Identify market segments.

2. Develop target customer lists based on geography, NAICS code, and energy usage.

3. Forward lists to field reps.

4. Field reps contact customers and schedule assessments with third party auditor.
Campaign results

- Fifteen producers
  - Poultry
  - Dairy
  - Swine
  - Cash crop/grain

- Single ag processing facility
  - Large grain handling facility/fertilizer plant.
Efficiency opportunities

Total kWh = 1,015,616 kWh
Lessons learned

- More opportunities with livestock operations
- Need for specific auditing expertise
  - Livestock operations
  - Grain handling/drying
- Customers are receptive to audits
  - Scheduling by season and operation is critical
  - Customers appear to be willing to implement recommendations
  - Keep incentives simple