



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



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

*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.

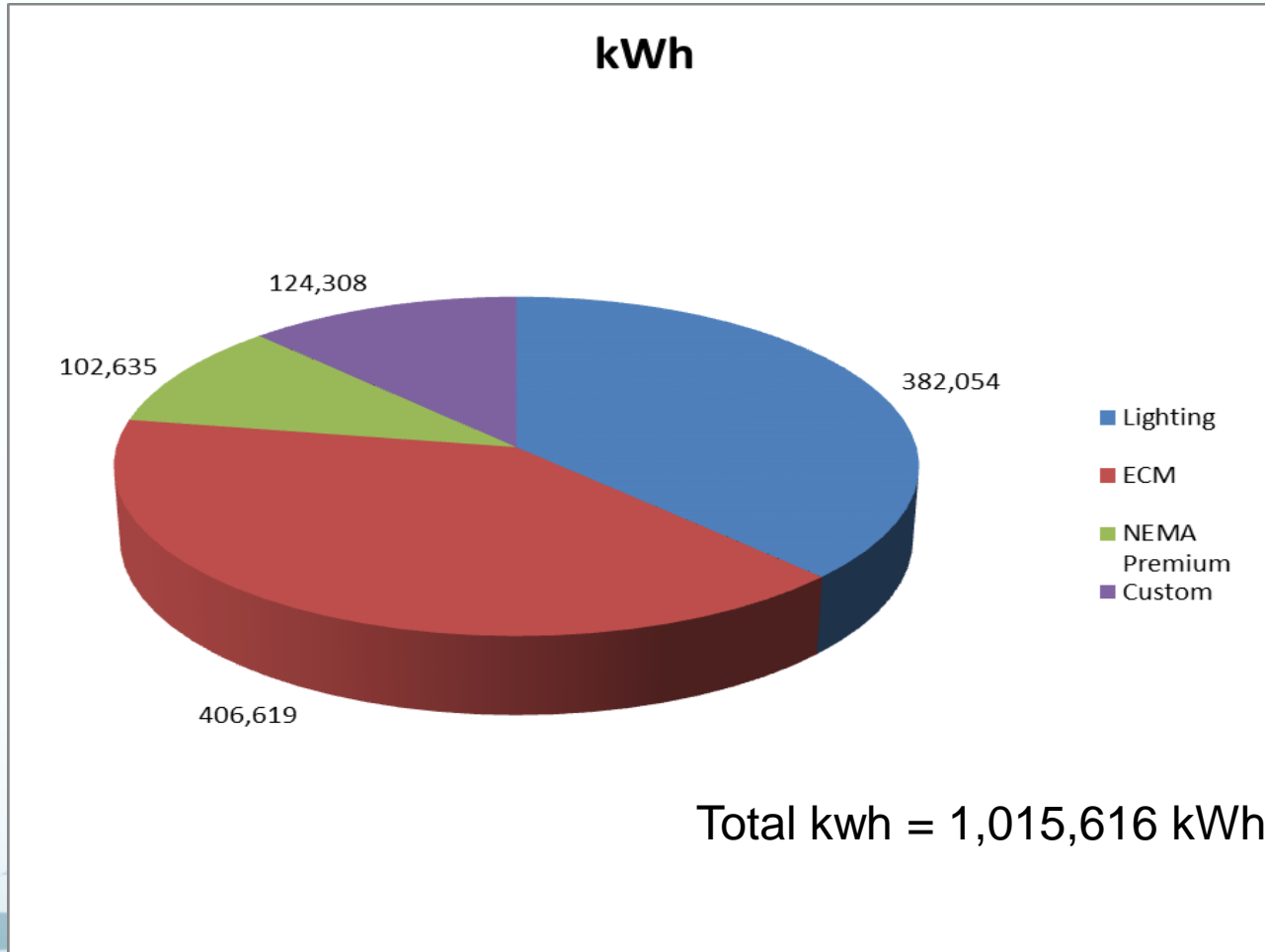


Campaign results

- Fifteen producers
 - Poultry
 - Dairy
 - Swine
 - Cash crop/grain
- Single ag processing facility
 - Large grain handling facility/fertilizer plant.



Efficiency opportunities



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

