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**Roecker's Rolling Acres, LLC Wins Focus on Energy Award for Excellence in Energy Efficiency**

*- Focus on Energy recognizes Roecker's Rolling Acres, LLC for energy efficiency improvements -*

**LOGANVILLE, Wis. (May 11, 2007)** – Roecker's Rolling Acres, LLC, a Loganville - based dairy farm, has received the Award for Excellence in Energy Efficiency given by Focus on Energy for the implementation of innovative energy efficiency projects within its business. With the help of Focus on Energy's Agricultural and Rural Business Program, part of Wisconsin's energy efficiency and renewable energy initiative, Roecker's Rolling Acres, LLC made significant energy efficiency improvements.

Faced with a decision to expand their dairy operation in order to be more profitable and sustainable over the long-term, Roecker's upgraded its barn, moved from a tie stall milking operation to a free stall parlor operation and grew its herd from 150 cows to 350 cows. Energy efficiency measures in the barn and milking parlor included: two scroll compressors, variable speed vacuum and milk pumps, a plate cooler, energy efficient lighting, an energy efficient boiler system, which provides in-floor radiant heat and water heating for the dairy operation, energy efficient ventilation fans, low-wattage livestock waterers, and a commercial towel washer and dryer system. A Focus on Energy financial incentive helped to offset the investment in the high efficiency equipment, which will ultimately save more than \$12,000 per year in energy costs for Roecker's.

"Thanks to the expert advice and financial incentive from Focus on Energy, we were able to think strategically about expanding our operation. The energy savings will move right to our bottom-line," said Randy Roecker, herd manager of the Roecker's Rolling Acres, LLC.

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“Although our current expansion is complete, we are planning on a future expansion and will certainly have Focus on Energy involved. Jennifer Hermans, energy advisor with Focus, was an invaluable asset as we did the last expansion.”

Since 2001, Focus on Energy has delivered cost effective energy solutions to Wisconsin residents, farms and businesses. The results for businesses have meant lower operating costs and an improved bottom line as holds true for Roecker's. In total, businesses in Wisconsin have saved about \$75,000,000 in energy costs annually.

“Helping farming operations such as the Roecker's, contributes to the profitability of the dairy industry in Wisconsin. Presenting the Focus on Energy Award for Excellence in Energy Efficiency to Roecker's Rolling Acres, LLC gives us a great sense of satisfaction,” said Rich Hackner, sector manager for Focus on Energy's Agricultural and Rural Business Program. “The Roecker's decision to incorporate energy efficiency in to every aspect of their operation will benefit not only their business, but also the environment, the community and other businesses. The energy efficiency measures incorporated will cut electricity and natural gas consumption, as well as increase the quality of milk and production.”

Dairy operations have numerous opportunities to save money through energy efficiency. Focus on Energy initiatives help agricultural customers identify and evaluate energy saving opportunities, provide a report of findings with specific recommendations, integrate elements from state programs to meet specific needs and find vendors and evaluate their proposals for efficiency improvements. In addition, Focus on Energy provides support for the greenhouse industry, irrigation, dairy goat operations, horse farms and bio-industry.

For more information about savings opportunities at other dairy operations or Focus on Energy's Business Programs, call Focus on Energy at (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).

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### **About Roecker's Rolling Acres, LLC**

The Roecker Farm was established in the 1930s by Roecker's grandparents. Their son, Gerald and his wife, Margaret Roecker, took over the farm in 1972. They increased the herd from 50 cows to 80 cows and then up to 185 cows while milking in a stanchion barn. Their son, Randy, his wife, Ruth, and their two children, Ross and Ryanne, are co-owners of Roecker's Rolling Acres, LLC also. A new facility with a free stall double twelve milking parlor was constructed this year and the Roecker's are currently milking 320 cows. They also farm 750 acres planted in corn, soybeans and alfalfa. Randy Roecker is very active in national and state dairy organizations, including the National Milk Producer Federation, National Dairy Promotion and Research Board, Dairy Business Association, Professional Dairy Producers of Wisconsin and the Farm Bureau.

### **About Focus on Energy**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state'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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