



focus on energysm

The power is within you.

..... **for immediate release**

Media Contacts: Rebecca Ehlers/Tim Wirtz
Hoffman York
(414) 225-9568 / (414) 225-9522
rehlers@hyc.com
twirtz@hyc.com

.....

Oregon Farm Center Wins Focus on Energy Award for Excellence in Energy Efficiency
-Focus on Energy recognizes Oregon Farm for energy efficiency improvements-

OREGON, Wis. (May 14, 2007) – Oregon Farm Center, an Oregon, Wisconsin-based grain drying and farm supply business, 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 Agriculture and Rural Business Program, part of Wisconsin’s energy efficiency and renewable energy initiative, Oregon Farm Center considered many energy efficiency options before deciding to build a new energy efficient facility, which resulted in a significant reduction in energy use for its grain drying operation. “In 2006, the energy cost for the grain drying season decreased greatly compared to the cost before we upgraded our new facility with energy efficient technology. I can’t believe the difference the new drying system has made,” said Maureen Martin, secretary-treasurer for the Oregon Farm Center.

The Oregon Farm Center was continually fixing and maintaining the old facility. After working with Rich Hasselman, an energy advisor for Focus on Energy, the Oregon Farm Center decided to investigate a new grain drying system. “We wish we would have made the decision to change to a more energy efficient system sooner. Not only has our energy use decreased, but we have the opportunity to expand the amount of grain drying we do to one million bushels,” said Larry Roosli, general manager. “This last season we dried over 600,000 bushels, our second best season ever.”

The new system has saved more than 31,000 therms of gas to date, and as the amount of bushels of grain dried increases, energy savings will increase as well. “The new system can dry twice the bushels with one third of the natural gas the old system used,” said Jeff McCarthy, Alliant Energy strategic account manager.

-more-

“Whether building a new grain drying operation or upgrading, businesses have the opportunity to reap large energy savings by upgrading to new technologies. Energy efficient systems can have a short payback period with a financial incentive from the Focus on Energy program. Grain drying operations will see a reduction in their energy bills immediately,” said Rich Hasselman, assistant sector manager for Focus on Energy’s Agriculture and Rural Business Program. “Grain drying operations should look at using the most energy efficient system possible when upgrading an existing or building a new one. When grain drying equipment begins to wear out and needs constant maintenance, this creates an opportunity to multiply your benefits.”

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 through decreased energy use and an improved bottom line. In total, businesses in Wisconsin have saved about \$75,000,000 in energy costs annually.

“Knowing that the Focus on Energy program is helping businesses be more cost effective and energy efficient makes all of us working on the program proud. Oregon Farm Center is a vital cog in the agricultural industry and with the new system should be sustainable for many years. Presenting the Focus on Energy Award for Excellence in Energy Efficiency to the Oregon Farm Center gives us a great sense of satisfaction,” said Rich Hackner, sector manager for Focus on Energy’s Agriculture and Rural Business Program.

Grain drying 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.

For more information about savings opportunities at other grain drying operations or Focus on Energy’s Business Programs, call Focus on Energy at (800) 762-7077 or visit focusonenergy.com.

-more-

About the Oregon Farm Center

Oregon Farm Center was started in 1984 in the heart of Oregon. With its move to Highway 138 on the outskirts of Oregon, the grain drying operation was expanded along with a retail store, warehouses, offices and the grain system control office. The retail operation has greatly increased its lines of horse feed, pet foods and birdseed. The new location is served by two major state highways, 138 and 14. Hours of operation are:
Monday thru Friday, 9:00 a.m. to 5:30 p.m.; Saturday, 9:00 a.m. to 4:00 p.m.

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.

###