



focus on energysm

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

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**Efficient Farm Tours: Join Focus on Energy and Xcel Energy on Aug. 18
to Learn About Energy Efficiency at Local Dairies**

- Two farm tours will be held, participation is free -

MADISON, Wis. (Aug. 5, 2010)— On Wednesday, Aug. 18, 2010 join Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, and Xcel Energy to see firsthand how two local dairies are implementing energy efficiency into their dairy operations. The tours will be held at PfaffsPrarie Dairy in Melrose, Wis., from 10:00–11:30 a.m., and the Janke Farm in Hixton, Wis., from 12:30–2:00 p.m. The tours are free and snacks will be served.

What does being energy efficient mean for farmers? Focus on Energy has helped more than 3,000 Wisconsin farms save thousands of dollars on their energy bills. Saving energy isn't the only benefit; energy efficiency can also increase productivity and boost profits.

The tours will focus on modernizing dairy operations. You will learn about the benefits of energy efficiency projects that have been implemented including fans, heat-recovery systems, energy-efficient water heaters, and more. Each producer will share their story of why modernizing for the future is important.

Who: Anyone interested in learning about energy efficiency and saving energy on the farm

What: Two free farm tours sponsored by Focus on Energy and Xcel Energy

When: Wednesday, August 18 from 10:00–11:30 a.m., and 12:30–2:00 p.m.

Where: The first farm tour will be held at PfaffsPrarie Dairy at N1497 State Road, Melrose, Wis., at 10:00 a.m. and the second tour will be held at Janke Farm at W13695 Janke Road, Hixton, Wis., at 12:30 p.m.

For additional information or directions to PfaffsPrarie Dairy or the Janke Farm, contact Focus on Energy at 800.762.7077 or visit focusonenergy.com/farmtour.

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EFFICIENT FARM TOURS: JOIN FOCUS ON ENERGY AND XCEL ENERGY ON AUG. 18 TO LEARN ABOUT ENERGY EFFICIENCY AT LOCAL DAIRIES

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About PfaffsPrarie Dairy

PfaffsPrairie Dairy is owned by Tom Pfaff and his family—wife, Sara; daughters, Brittany (attending college at Marquette), Jamie (attending college at UW-River Falls), Macie (in high school); and his son, Colin (in fourth grade). The Pfaffs milk approximately 420 cows and have a total herd of 450 cows. The farm was originally owned by Pfaff's father, Tom L. Pfaff who started milking cows in 1961. The children and grandfather stay involved in the farm by feeding the calves and cropping.

About Janke Farm

The Janke Farm is located in Hixton, Wis. and they are expanding to ensure their son has a place in the family business. Ted and Lori Janke are strategically expanding their Holstein dairy operation from 75 milking heads to 135. This will enable their son, Corey, to transition into the operation. The first step was to add a free-stall facility, which allowed them to add cow numbers while at the same time building infrastructure into the operation. In addition to the free stall, the Jankes plan to add a new bulk tank and compressor system in the near future, accommodating for future expansion and reducing energy costs by cooling more efficiency and reducing run time. The Janke's took advantage of the Xcel Energy's Rewire Program which helped with transition construction and expansion.

Xcel Energy

Xcel Energy is the fifth-largest combination natural gas and electric company in the nation with regulated operations in eight Western and Midwestern states. The company is a founding reporter of the Climate Registry, a nonprofit organization established to measure and publicly report greenhouse gas emissions. Xcel Energy is the nation's leading purchaser of wind energy and the largest renewable energy provider in Wisconsin. It provides a variety of economic development resources for businesses looking to relocate or expand to its service territory in Wisconsin, including five industrial park partnerships. Xcel Energy's Wisconsin headquarters is located in Eau Claire and the company serves 248,000 electric and 104,000 natural gas customers in the state. More information is available at xcelenergy.com.

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 be 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.

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