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Focus on Energy's Agriculture and Rural Business Program Receives National Honor From The American Council for an Energy-Efficient Economy

MADISON, Wis. (October 10, 2007) — Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, is pleased to announce that the American Council for an Energy-Efficient Economy (ACEEE), a nonprofit research group based in Washington, D.C., has recognized its Agriculture and Rural Business Program as part of a national awards program to honor America's leading energy efficiency programs.

Programs selected for this honor were judged especially for their effectiveness and innovation in helping customers achieve greater levels of energy efficiency in their homes and business facilities. "These programs are delivering energy savings that are critical in helping customers cope with today's high energy costs, plus they make an important environmental contribution because they help reduce greenhouse gas emissions," noted Martin Kushler, Ph.D., ACEEE's Utilities Program Director. He added, "This is truly a 'win-win' situation."

Focus on Energy's Agriculture and Rural Business Program serves approximately 59,000 farms and rural businesses in Wisconsin with the help of partnering utilities, associations, the UW-Extension, trade allies and industry leaders. The program is designed to help them become more energy efficient, which ultimately results in increased profits, reduced energy use and improved productivity. The program provides expert advice, technical training and financial incentives to help farmers and rural businesses take the steps necessary to achieve these results whether it be installing energy efficient equipment or doing something as simple as making lighting upgrades. In its last fiscal year alone, the Agriculture and Rural Business Program helped implement 34,683 energy-saving measures at 4,464 farms and rural businesses statewide.

"The state of Wisconsin continues to set an example in adopting energy efficiency and renewable practices and is leading the nation towards energy independence," said Public Service Commission of Wisconsin Chairperson Dan Ebert. "We are honored to receive these awards and to be recognized at the national level. The real honor comes from being able to help Wisconsin's agricultural community reduce their energy consumption, reduce their energy costs and essentially improve their bottom lines."

For more information about Focus on Energy's Business Programs, call (800) 762-7077 or visit focusonenergy.com.

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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.

About The American Council for an Energy-Efficient Economy

ACEEE is a nonprofit organization dedicated to research and policy development to advance energy efficiency as a means of promoting both economic prosperity and environmental protection. For more information, visit aceee.org.

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