



FOCUS ON CASE STUDIES: DAIRY NEW CONSTRUCTION

The Background

Peterson's Dairy LLC is a full-service dairy operation located in Lena, Wisconsin. Arnie and Judy Peterson founded this family-owned business in 1973 with 55 cows. In 1991, they built their first free-stall barn with 600 milking cows. Twenty-three years later, after numerous maintenance upgrades, it was time for a bigger change. Peterson's Dairy wanted to take the next step by incorporating a new parlor and free-stall barn to accommodate its increasing herd size.

The Approach

Peterson's Dairy is committed to creating a modern, sustainable, and environmentally-friendly facility that is focused on cow comfort. The farm understands the importance of lessening its environmental footprint and knew right away it wanted to incorporate energy-efficient technologies throughout the new facility to provide viable business options for future generations.

Peterson's Dairy first contacted its Focus on Energy Advisor during the planning stages of the project. The Energy Advisor worked with Trade Ally contractors to review proposed equipment upgrades, gather proposals, ensure equipment qualified to maximize energy savings, and determine estimated incentive amounts.

The Solution

Peterson's Dairy completed its new construction project in the summer of 2017. Eleven hundred cows later, this new facility includes a parlor, holding area, utility room, freestall barn, and offices. The farm also received additional incentives for LED lights installed in its other existing barn. In total, the farm received \$28,202 in Focus on Energy incentives and will save over \$52,000 each year on energy bills! Peterson's Dairy is enjoying the increased energy efficiency that gives it complete control over the entire facility.

Peterson's Dairy is also the recipient of the 2018 Excellence in Energy Efficiency Award that honors 2017 Focus on Energy projects and individual contributions toward outstanding energy efficiency dedication and performance. Peterson's Dairy supports practices that make economic sense, help the environment, and are socially responsible for the community and world by reducing energy use while producing a nutritious product. With the help of Focus on Energy, it has achieved its sustainability goals!

Project Breakdown:

- **Equipment Installed:**
 - LED lighting
 - Variable frequency drives (VFDs)
 - Circulation and ventilation fans controlled by VFDs
 - Plate coolers
 - Energy free livestock waterers
- **Estimated Project Cost:** \$215,837
- **Annual Energy Cost Savings:** \$52,444
- **Focus on Energy Incentive:** \$28,202
- **Payback:** 3.6 Years

“The ultimate goal of our business is to provide high-quality milk. We are thankful to have Focus on Energy incentives available that allow us to carry out this mission and focus on our farm.”

John Peterson
Peterson's Dairy LLC.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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