



# FOCUS ON DAIRY NEW CONSTRUCTION

## The Background

Peterson's Dairy LLC is a full-service dairy operation located in Lena, Wisconsin. Arnie and Judy Peterson founded their 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 adding a new milking parlor and free-stall barn to accommodate their increasing herd size.

## The Approach

Peterson's Dairy is committed to creating a modern, sustainable, and environmentally-friendly facility focused on cow comfort. Peterson's Dairy understand the importance of reducing their environmental footprint and knew they wanted to incorporate energy-efficient technologies throughout their new facilities to provide a resilient business operation for future generations.

Peterson's Dairy contacted their FOCUS ON ENERGY® Advisor during the planning stages of the project. The Energy Advisor worked with Trade Ally contractors to gather and review equipment proposals, ensure equipment qualified to maximize energy savings, and determine estimated incentive amounts.

## The Solution

Peterson's Dairy completed their new construction project in the summer of 2017. Their new facility includes a parlor, holding area, utility room, freestall barn, and offices to support their 1,100 cow operation. The farm also received additional incentives for LED lights installed in another existing barn. In total, the farm received \$28,202 in Focus on Energy incentives and will save over \$52,000 each year on energy costs! Peterson's Dairy is enjoying the increased energy efficiency over the entire facility.

Peterson's Dairy received the 2018 Excellence in Energy Efficiency Award honoring their 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 delivering a critical product. With the help of Focus on Energy, Peterson's Dairy has achieved their sustainability goals!

## 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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## 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.  
Lena, WI



**focus on energy®**

Partnering with Wisconsin utilities