



News Release

For Immediate Release

Announcing Launch of Energy Productivity, a Conservation and Efficiency Program

December 9, 2008 (Guelph, Ontario) - This week marks the official start of Energy Productivity, a program offered by Ag Energy Services, a division of Ag Energy Co-operative. This program is a full-service energy conservation & efficiency program aimed to help growers, farmers and producers increase sustainability through energy improvement and management. The program identified approximately \$80 Million in potential savings available to the agriculture sector through reductions in energy use and improved energy efficiency.

The program has four major modules:

- **Energy analysis and auditing** – to understand the customer’s energy use, benchmark performance and identify the improvements
- **Energy action plans** – to align energy conservation and improvement projects into the business plans of the customer, arrange financing and secure government conservation incentives
- **Implementation** – to ensure equipment upgrades and operational changes are implemented according to customer’s needs and government certifications
- **Carbon Management** – will provide a potential revenue stream back to the customers through the sale or trading of carbon credits where customers reduce their carbon footprint

“We are very excited about this program,” states Mike Bouk, Executive Director of Ag Energy Co-operative. “The economic challenges we all face hit agriculture especially hard. This program will help farmers capture a portion of the \$80 Million by energy cost reductions or avoided costs and improve their own sustainability.”

Flexibility is key. The modular design of the program allows customers to implement the full program of all four modules or have the modules customized one module at a time to suit their needs. In either case, Ag Energy Services handles the headaches and collaborates with the customer to ensure they are pleased with the results.

“Energy Productivity will enable farmers to get the most from their energy dollar by investing in their own efficiency projects that make business sense. The program is not a hand out to farmers” relays Chris Hanlon, Director of Ag Energy Services. Ag Energy Services will help farmers source applicable rebates, obtain project financing if required, and will undertake initiatives that make economic sense.

Initially the program will help greenhouses and will continue to roll out across Ontario to every sector of agriculture over the next year.

Funding for this project was provided in part by Agriculture and Agri-Food Canada’s (AAFC) Advancing Agriculture and Agri-Food Program through the Agricultural Adaptation Council’s CanAdvance Program, and also in part by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).

Ag Energy Services is a division of Ag Energy Co-operative offering a full range of energy and environmental management programs. This division will lead Ontario agricultural and agri-food to develop energy strategies to optimize their energy costs.

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