

BUSINESS ENERGY SOLUTIONS

ENERGY EFFICIENCY CASE STUDY:

White Flower Farm,
Litchfield and
Torrington, CT



This program provides cost-effective, turnkey, energy-saving products and services for small business customers. Benefits include financial incentives to offset the premium costs associated with energy-efficient technology.

This program is one of several innovative solutions offered by Energize Connecticut and administered by Eversource.

To find energy solutions for your business, call 877-WISE-USE (877-947-3873) or visit: EnergizeCT.com

Eversource helped White Flower Farm:

- Save approximately \$85,000 and 380,000 kilowatt-hours of electricity annually.
- Save more than \$16,000 and 13,000 CCF* of natural gas annually.
- Defray their investment with a \$242,589 incentive.
- Achieve a lifetime of savings of more than 4.9 million kilowatt-hours.

* One CCF equals 100 cubic feet

The electricity and natural gas saved on this project over the lifetime of the measures is the equivalent of approximately:

- 267 tons of carbon dioxide (CO₂) emission avoided, or
- 45 homes provided with electricity for one year, or
- 33 cars taken off the roads for one year.

Background

White Flower Farm is a family-owned, regional destination for horticulturists and gardening enthusiasts. An international plant importer and retail nursery, this iconic farm is headquartered in Litchfield with a warehouse in Torrington.

In 1950, the farm transitioned from private gardens to a gardening retailer and was purchased in 1976 by Eliot Wadsworth.

"I never dreamed our company would be able to complete a project this size so quickly with minimal out-of-pocket. Eversource and JK Energy Solutions helped make the process seamless with no disruption to our day-to-day tasks, and identified great equipment and solutions that are perfect for our business."

- Lorraine Calder, President of White Flower Farm



Empowering you to make
smart energy choices



The Challenge

Some of White Flower Farm's buildings and equipment had not been upgraded in over 35 years. With lighting, HVAC and water pumps representing the farm's largest electrical draw (an industry norm), its management team recognized the need to make improvements that would lower annual operating costs, increase productivity, and ensure the farm's sustainability and longevity.

To achieve these objectives, White Flower Farm's management team knew it had to make energy efficiency a top priority, but needed help with funding and identifying the right solutions.

The Eversource Solution:

White Flower Farm collaborated and consulted with the CT Farm Energy Program and the United States Department of Agriculture (USDA) on programs that would help them achieve their goals. Upon learning about Small Business Energy Advantage (SBEA) offered by Eversource, it seemed like the perfect fit for the farm's needs.

Through SBEA, White Flower Farm was able to secure two interest-free loans to finance projects at the Litchfield and Torrington locations, and worked with Eversource and JK Energy Solutions (an authorized SBEA contractor) to develop a customized solution.

This, along with a USDA grant, made it possible for White Flower Farm to invest in energy-saving improvements, such as:

- More advanced grow lights at the Litchfield location
- New light fixtures throughout the Torrington warehouse
- A HVAC system featuring a dual enthalpy economizer allowing the unit to use outdoor air for cooling and lessen the amount of energy needed to run air compressors
- A variable-frequency drive (VFD) water pump that provides better control of water distribution systems, and can reduce energy use by 50 percent

Benefits

- SBEA offers a variety of incentive structures to offset the cost of installing energy-efficient equipment.
- To cover the customer's share of the costs, SBEA offers a zero-percent financing option to qualifying customers with a maximum loan term of 48 months.
- Energy upgrades translate into customer savings on monthly energy bills for the life of the measures.
- Eversource provides oversight and inspection.

(Small business customers with an average 12-month peak demand between 10 kilowatts (kW) and up to 200 kW are eligible.)

The Bottom Line

Total cost for all project upgrade measures:	\$628,463
Energize Connecticut incentive paid to White Flower Farm:	\$242,589
Net cost:	\$385,874
Annual estimated electric and gas savings	\$85,342 - Electric \$16,614 - Gas
Estimated payback time for White Flower Farm's investment:	3.8 years

Program measures subject to change without notice.

**Based on the rates at the time of this project.*

"Working with Eversource, we were able to complete this comprehensive project quickly and help White Flower Farm achieve significant energy and cost savings."

- Rich Cardita of JK Energy Solution



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