



SHARE THE ENERGY SAVINGS AND GROW THE REWARDS

FOCUS ON ENERGY® is offering a new way for farmers to help friends save energy and earn a cash reward. When you promote energy efficiency to another farmer and encourage them to schedule an on-site energy assessment, you will receive **\$100**. If your fellow farmer completes an energy-saving project after their assessment, they will receive a **\$500 bonus** in addition to the other rebates they qualify for.

How it Works

Participant	Action	Reward	Payment
Referring Farmer	Submits referral form with farm details and their own contact information.	\$100	Paid once the assessment is scheduled.
New Farmer (Friend)	Works with their Energy Advisor to schedule an on-site energy assessment. Installs energy-saving equipment recommended during their assessment.	\$500	Paid after equipment installation.

Fill out the online **Farmer to Friend Bonus form**, providing details about the friend's farm where the assessment will take place, as well as the referring farmer's information. An Energy Advisor will follow up to schedule an on-site energy assessment. After the assessment is completed, your friend will receive a letter containing a bonus code for a follow-up project. Bonus funds will be paid after installing energy-saving equipment.

Reward Eligibility

Available to all agribusiness customers. Tune-ups and no-cost improvements are not eligible for the **Farmer to Friend Bonus**.

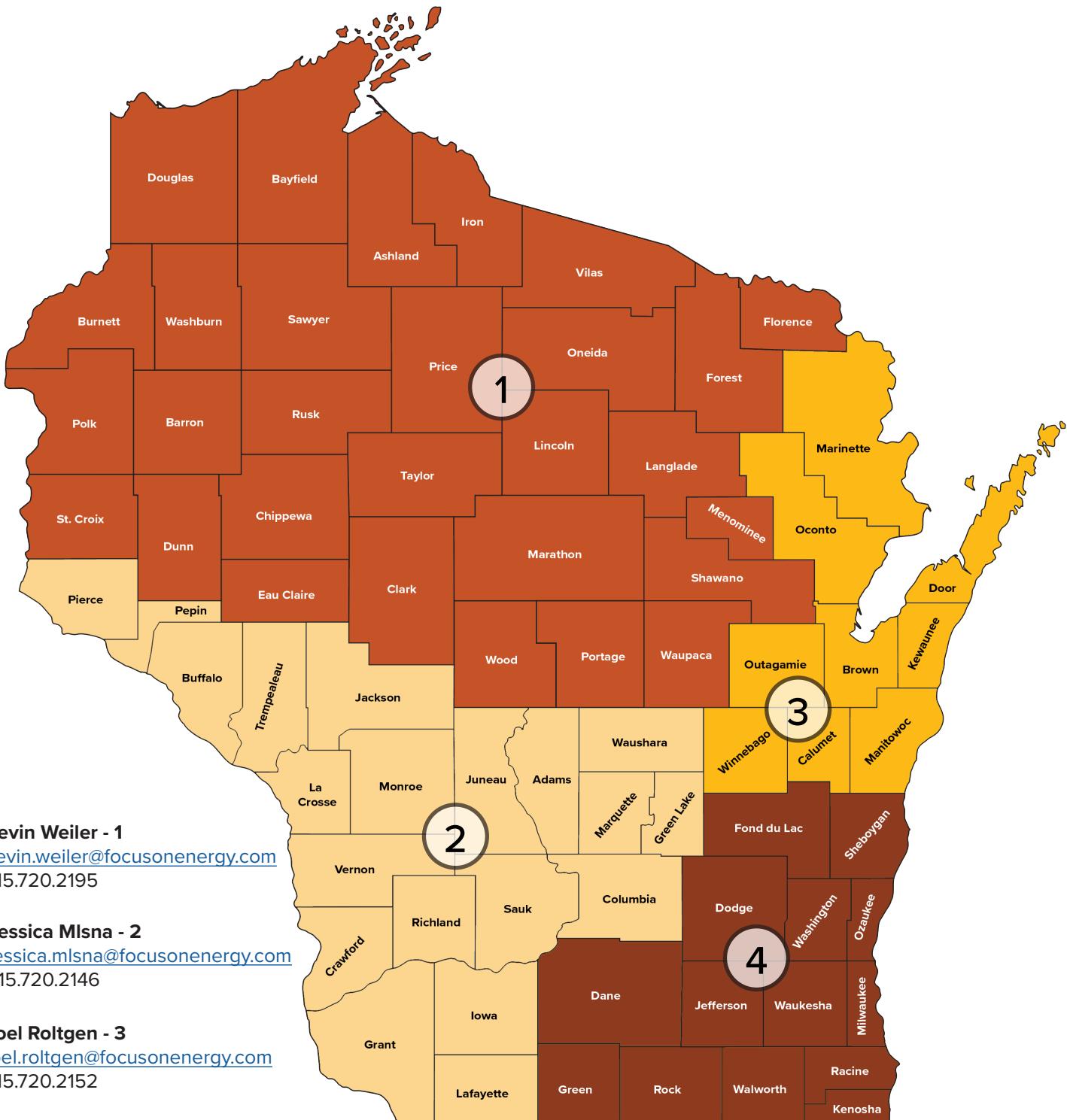
For additional questions, contact your local Energy Advisor (see reverse side).

Ready to refer a friend?

800.762.7077 • focusonenergy.com/farmerbonus

2026 ENERGY ADVISOR TERRITORY MAP ASSIGNMENTS

Agribusiness Customers



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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Partnering with Wisconsin utilities