

2024 SUMMARY OF SERVICES AND INCENTIVES FOR AGRIBUSINESS

FOCUS ON ENERGY® has been helping farmers grow their profitability since 2001. Energy efficiency projects not only save money – they also have the potential to generate **\$762 MILLION in economic benefits** by the year 2040. Find out how your agribusiness can get in on energy efficiency.

Start Saving Today!



Work with registered Trade Allies to ensure you select qualifying equipment to maximize energy savings. Find a registered Trade Ally at focusonenergy.com/findatradeally.



Utilize your Energy Efficiency Best Practices Guidebook or recommendations to reduce energy use and operating costs. Visit focusonenergy.com/guidebooks.



Consult with your Energy Advisor (see map on the last page) to determine your facility's energy-savings potential.

Prescriptive Incentives

- Prescriptive incentives are available for products purchased and installed in 2024.
- Pre-approval is encouraged for all prescriptive incentives >\$10,000 to guarantee funding.
- A summary of incentive amounts are listed on pages 2-3. Visit focusonenergy.com/catalogs for current catalog and information regarding additional incentive offerings.
- Submit your prescriptive application within 60 days of installation, no later than January 31, 2025.

Custom Incentive Requirements

Custom incentives are for energy efficient and renewable energy upgrades not found in the Focus on Energy Incentive Catalogs. These incentives are for non-standard technologies or for projects which do not include a 1-for-1 replacement.

Pre-approval is required prior to ordering equipment, issuing purchase orders or contracting labor for all **CUSTOM** incentives.

Custom incentives are based on estimated first year energy savings achieved from an energy efficiency or renewable energy upgrade. Renewable technologies eligible for custom incentives include biogas, biomass, solar thermal, and wind. The calculated savings are multiplied by the custom incentive rates found in the table on the right.

Custom Incentive Rates

Energy Efficiency	Renewable Energy
\$0.05 per kWh saved	\$0.10 per kWh saved or generated
\$100 per peak kW reduced*	\$100 per peak kW reduced or generated*
\$0.95 per Therm saved	\$1.25 per Therm saved or generated

*Peak kW reduction is determined by the average kW load reduction occurring between 2 p.m. and 6 p.m. on weekdays during June, July, August, and September.

Save Energy and Money for Your Business!
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focus on energy®
Partnering with Wisconsin utilities

Refer to the **AGRIBUSINESS INCENTIVE CATALOG** for a comprehensive list of incentives.

SPECIALTY EQUIPMENT		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Well Water Plate Heat Exchanger	(<135 milking cows)	\$400.00/Pre-Cooler	\$400.00/Pre-Cooler	11
	(≥135 milking cows)	\$3.00/Milking Cow ¹	\$3.00/Milking Cow ¹	11
Variable-Speed Control Vacuum Pump, <500 milking cows (Dairy Farm, Parlor, Milk House)		\$7.00/Milking Cow ¹	\$7.00/Milking Cow ¹	11
Variable-Speed Control Vacuum Pump, 500-2,000 milking cows (Dairy Farm, Parlor, Milk House)		\$5.00/Milking Cow ¹	\$5.00/Milking Cow ¹	11
Variable-Speed Control Milk Pump (Dairy Farm, Parlor, Milk House)		\$3.00/Milking Cow ¹	\$3.00/Milking Cow ¹	11
ECM Compressor/Condenser/Condensing Unit Fan Motor		\$35.00/Motor	\$35.00/Motor	12
Low-Energy Livestock Waterer (Heating Element Maximum of 250W)		\$50.00/Waterer	Not Eligible	13
Zero-Energy Livestock Waterer		\$60.00/Waterer	\$60.00/Waterer	13
Swine Farrowing Crate Heater	Single	\$20.00/Heater	\$20.00/Heater	13
	Double	\$40.00/Heater	\$40.00/Heater	13
Efficient Natural Gas Grain Dryer		\$16.00 per Bushel/Hr Drying Capacity	Not Eligible	14
Pump Motor Horsepower (HP) Reduction		\$65.00/Reduced Horsepower	Not Eligible	15
LIGHTING		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Lighting (Interior, Exterior, Controls)		Varies - See Lighting Incentive Catalog for more incentives	Varies - See Lighting Incentive Catalog for more incentives	16-26
LED High/Low Bay Lighting		\$55.00-\$90.00/Fixture	\$55.00-\$75.00/Fixture	18
LED High/Low Bay Mogul Screw-Base (E39) Lamp		\$25.00/Lamp	Not Eligible	19
Lighting Power Density (LPD) better than baseline requirements		Not Eligible	\$0.04/kWh Reduced	21
Horticultural Lighting	<700W LED replacing 1,000W HID, Non-Stacked Indoor Farm	\$120.00/Fixture	Not Eligible	26
	<400W LED replacing 600W HID, Non-Stacked Indoor Farm	\$80.00/Fixture	Not Eligible	26
	<700W LED replacing 1,000W HID, Supplemented Greenhouse	\$80.00/Fixture	Not Eligible	26
	<400W LED replacing 600W HID, Supplemented Greenhouse	\$60.00/Fixture	Not Eligible	26
	<250W LED replacing 400W HID, Supplemented Greenhouse	\$50.00/Fixture	Not Eligible	26
	Grow Light System, Non-Stacked Indoor Farm	\$0.06/kWh Saved	\$0.06/kWh Saved	26
	Grow Light System, Supplemented Greenhouse	\$0.06/kWh Saved	\$0.06/kWh Saved	26

¹Average number of cows being milked daily.

Refer to the **AGRIBUSINESS INCENTIVE CATALOG** for a comprehensive list of incentives.

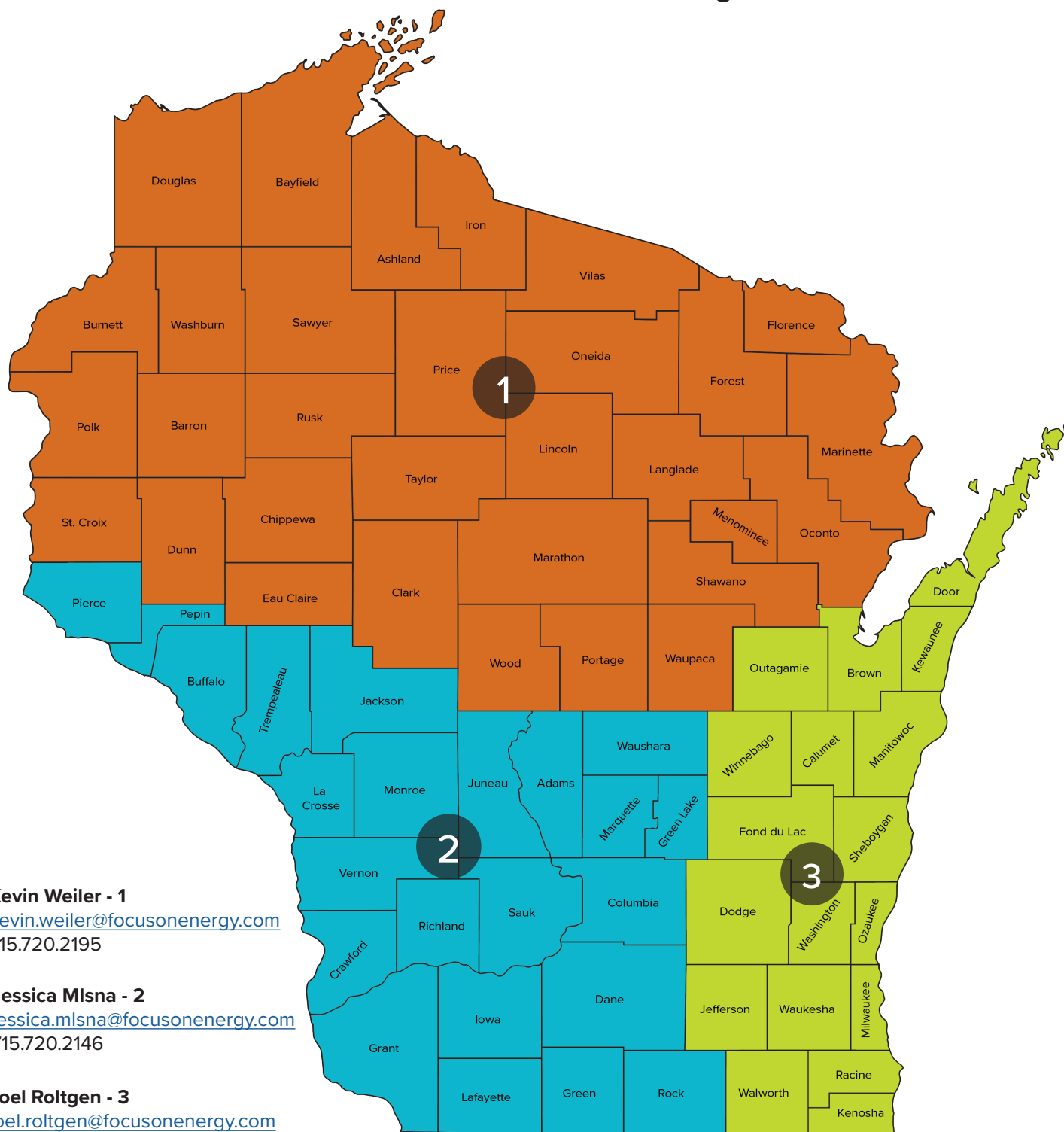
FANS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Fan	High-Volume Low-Speed (HVLS)	\$50.00/Fan Diameter (feet)	\$50.00/Fan Diameter (feet)	27
	Ventilation/Exhaust	\$75.00-\$250.00/Fan	\$75.00-\$250.00/Fan	27-28
	Circulation	\$25.00-\$50.00/Fan	\$25.00-\$50.00/Fan	28-29
VARIABLE FREQUENCY DRIVES (VFD) AND COMPRESSED AIR		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
VFD, Agriculture Primary Use Water System		\$90.00/HP	\$55.00/HP	30
VFD, Agriculture Secondary Use Water System		\$50.00-\$90.00/HP	\$30.00-\$55.00/HP	30
VFD, Irrigation Well Pump		\$50.00/HP	\$30.00/HP	30
VFD, Ventilation/Circulation Fan		\$50.00-\$90.00/HP	\$30.00-\$55.00/HP	30
VFD, Process Pump		\$50.00-\$90.00/HP	\$30.00-\$55.00/HP	30
VFD, Constant Torque		\$30.00-\$45.00/HP	\$20.00-\$40.00/HP	31
Variable Speed Drive Air Compressor		\$50.00/HP	\$50.00/HP	32
No Air-Loss Condensate Drain		\$100.00/Drain	\$100.00/Drain	32
Compressed Air and Vacuum System Heat Recovery		\$60.00/HP	\$60.00/HP	33
SPACE HEATING EQUIPMENT		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Hot Water Boilers		\$5.00/Input MBh	\$5.00/Input MBh	34
Infrared Heater		\$4.50/MBh	\$3.00/MBh	34
Furnace		\$120.00-\$270.00/Furnace	\$100.00-\$220.00/Furnace	35
Unit Heater		\$2.50/Input MBh	\$1.25/Input MBh	35
Direct-Fired Make-Up Air Unit	Constant Air Volume	\$0.25/CFM	\$0.15/CFM	36
	Variable Air Volume	\$0.35/CFM	\$0.25/CFM	
WATER HEATING EQUIPMENT		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Refrigeration Heat Recovery (RHR) Unit		\$750.00/RHR Unit	\$750.00/RHR Unit	37
Commercial Water Heater (Dairy Milk House)		\$500.00/Water Heater	\$500.00/Water Heater	37

Solar PV Incentives

Businesses are eligible for up to \$60,000 in incentives. Visit focusonenergy.com/business/renewables to reserve your rebate funds.

2024 ENERGY ADVISOR TERRITORY MAP ASSIGNMENTS

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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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