

Herbruck's Poultry Ranch

Freed up capital to reinvest in energy efficient programs

The Challenge: Spanning four locations over a storied 63-year history, Herbruck's Poultry Ranch is the largest producer of eggs in Michigan and the 9th largest in the United States. From keeping the birds comfortable in climate-controlled environments to refrigeration of the finished product, producing eggs requires an enormous amount of energy. After taking over the energy program in 2017, Senior Manager of Operations Cody Herbruck began looking for opportunities to achieve its sustainability goals while reducing the cost burden of energy usage.

The Solution: Consumers Energy spent a day at Herbruck's Poultry Ranch performing a walk-through at every facility to identify energy efficiency projects. Within days, Herbruck's Poultry Ranch discovered it was eligible for more rebates than they previously thought! The savings freed up more capital to reinvest in energy efficiency programs and innovations, such as a timed heating and lighting schedule that mimics the best egg-laying conditions.

The Result: After the walk-through, Herbruck's Poultry Ranch introduced a multitude of new projects, such as LED lighting, network lighting controls, integrated HVAC controls and 15 energy efficiency projects. Not only did these projects save a total of 745,500 kWh, but they also maximized and promoted bird comfort and promote the innovative spirit for which Herbruck's Poultry Ranch is known.

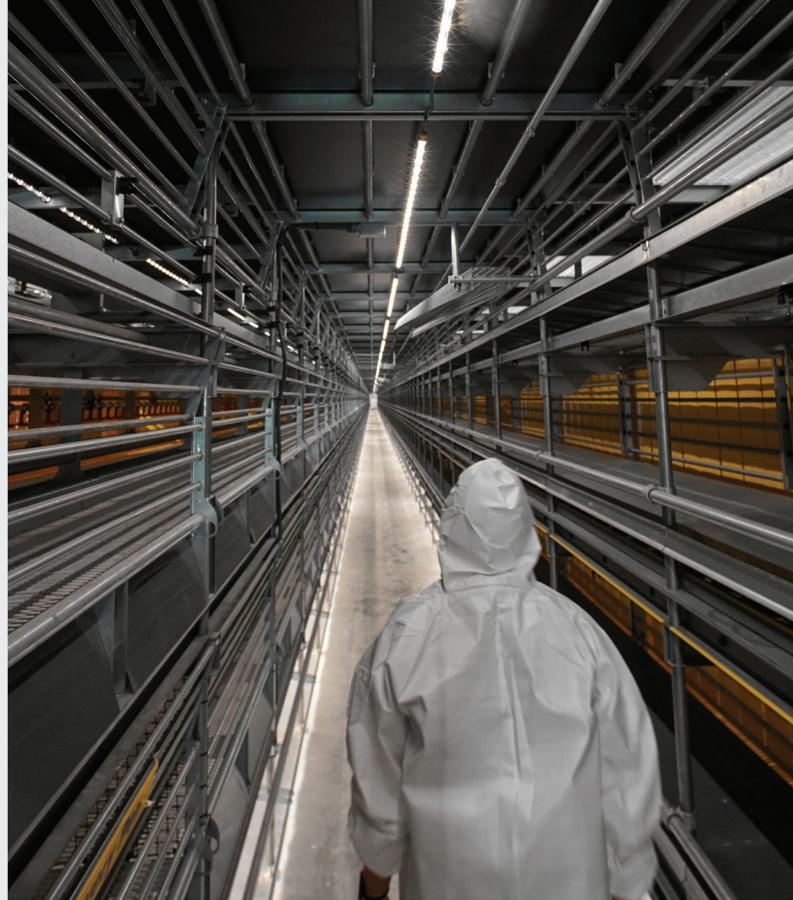
Project Details

- **Upgrades:**
 - New LED lighting in all facilities
 - Network lighting controls
 - Integrated HVAC controls
 - 15 energy efficiency projects, including four new chicken houses
- **Annual Electric Use Reduction:** 745,500 kWh
- **Annual Natural Gas Savings:** 1,683 Mcf
- **Annual Cost Savings:** \$61,407



“Absolutely, I would recommend this service to any business. Even if you aren’t doing a project and have an office or building, you can upgrade that facility and have rebates help with the cost. There isn’t anybody I wouldn’t recommend these opportunities to.”

- Cody Herbruck,
Senior Manager of Operations
Herbruck’s Poultry Ranch



Energy Savings in Action:

Herbruck's commitment to sustainability leadership earned the business an award in the Consumers Energy Project of the Year competition. Herbruck's ingenuity, innovation and dedication to creating an energy efficient environment lowered energy costs and saved thousands of dollars primed it to win first place in the large commercial category, which included statewide recognition and a \$15,000 award.

We are here to help

The biggest challenge in reducing energy use in your business is knowing where to start. Consumers Energy is here to help.

The Business Energy Efficiency Programs team will guide you every step of the way to provide a simplified, hassle-free process.

See how energy efficiency can save you thousands of dollars:

Visit ConsumersEnergy.com/startssaving and download the application or call **877-607-0737** to learn more.