



Star of the West Milling Company Growing Business with Energy Management

Frankenmuth, MI

About Star of the West

As the ninth-largest flour milling company in the United States, Star of the West has grown into a diverse agribusiness producing multiple products across several daily production lines. With that growth comes a need for smarter, more innovative operations.

The Challenge

To maintain reliability, control energy costs and advance ambitious sustainability goals, including lowering inputs and reducing their overall carbon footprint, they needed a comprehensive approach to understanding and optimizing how energy moves through their facilities.



The Solution

Consumers Energy began with a deep analysis of Star of the West's energy use, rate structure and operational patterns. From there, they helped build a custom energy management strategy leveraging multiple programs and services, including:

- **Demand Response Program** to reduce peak demand while earning incentives.
- **Energy Efficiency Rebate Programs** that support upgrades to more efficient equipment and systems.
- **Renewable energy solutions** aligned with long-term sustainability and carbon-reduction goals.

This tailored plan addressed the complexity of their operations while supporting both production needs and future growth.

Consumers Energy

Count on Us®

“Energy management is very important to Star of the West. It helps us ensure reliability, provides cost savings to us and also helps us manage our overall energy usage.”

— Mike Fassezke, President, Star of the West Milling Co.

The Results

With Consumers Energy’s guidance, Star of the West strengthened operational reliability, improved efficiency and reduced overall energy costs. The partnership continues to support their sustainability journey while helping them operate more productively every day.



Count on Us to Power Your Business Forward

Consumers Energy helps Michigan businesses cut costs, boost efficiency and meet goals through flexible, high-impact energy management programs.

Visit ConsumersEnergy.com/SomethingBigger to connect with an Energy Solutions Manager.