

ACEEE'S 3rd Forum on Energy Efficiency in Agriculture

The Monona Terrace • Madison, Wisconsin • February 7- 9 2010

Sunday, February 7		Hilton Madison Monona Terrace
5:00 pm to 8:00 pm	Registration	14th Floor Capital Club
6:00 pm to 8:00 pm	Opening Reception	14th Floor Capital Club
Monday, February 8		Monona Terrace
8:00 am to 9:00 am	Breakfast	Grand Terrace
8:00 am to 7:00 pm	Registration	Capitol Promenade
9:00 am to 10:30 am	Welcome Introductions and Opening Comments	Hall of Ideas EFHI
<p><i>Welcome:</i> Neal Elliott, Associate Director for Research, American Council for an Energy-Efficient Economy (ACEEE), and</p> <p><i>Co-Chairs:</i></p> <p>Rich Hackner, Sector Lead - Agriculture and Rural Business, Focus on Energy Mike Morris, National Center for Appropriate Technology (NCAT) Amelia Gulkis, Program Development Manager, EnSave</p> <p><i>Speakers:</i> Randy Romanski, Wisconsin Deputy Secretary of Agriculture</p> <p>Randy has a wealth of broad government and senior administrative experience including agricultural, rural, and consumer issues. Prior to joining the department, Romanski served as the Executive Assistant for the Wisconsin Department of Natural Resources, Deputy Chief of Staff for Governor Jim Doyle; Executive Assistant for the Department of Transportation; and spokesperson and policy analyst for the Wisconsin Department of Justice. Randy also has strong experience in the state legislature, having held staff positions in both the Senate and the Assembly, working directly on agricultural, rural affairs, and natural resources issues. Romanski is a graduate of UW-River Falls and has a master's degree in public administration from the UW-Madison's Robert M. La Follette School of Public Affairs.</p> <p>Martin Heller, Center for Sustainable Systems, University of Michigan</p> <p>The Whole Enchilada: a Life Cycle Perspective on Food System Sustainability</p> <p>Martin Heller grew up on a traditional livestock farm in southeast Michigan. He received a BS in chemical engineering from Michigan State and a PhD, also in chemical engineering, from the University of Colorado at Boulder. He has worked as a researcher with the Center for Sustainable Systems (CSS) at University of Michigan and the C.S. Mott Group for Sustainable Food Systems at Michigan State University. He is currently managing, through CSS, a life cycle assessment study of a large-scale, vertically integrated U.S. organic dairy. Marty has spent much of the past 10 years growing organic vegetables and starting and managing market farms based on the Community Supported Agriculture (CSA) model. He spent the 2006 growing season visiting 31 Michigan CSAs by bicycle, producing a video documentary on the CSA movement.</p> <p>Tom Potter, Director of Rural Programs, Southwest Energy Efficiency Project (SWEET)</p> <p>The CEDAR Protocol: New Prospects for Energy Supply and Demand on the Farm</p> <p>Tom Potter, Director of Rural Programs for the Southwest Energy Efficiency Project (SWEET) has worked in the fields of efficiency and renewables for over thirty years, at Public Service Company of Colorado, the National Renewable Energy Laboratory, and most recently with SWEET. His consulting and contract work in rural applications over the past ten years has included achievements in conservation, efficiency, demand peak reduction, photovoltaics, wind power, vehicle energy savings, and biodiesel.</p>		
10:30 am to 10:50 am	Break	Grand Terrace

10:50 am to 12:30 pm

Keynote Plenary Session

Hall of Ideas EFHI

Agriculture and Global Warming: Challenges and Opportunities

Speakers: **Roger Johnson**, *President, National Farmers Union*

Family Farm Perspectives on Global Warming and Clean Energy

Roger Johnson was elected National Farmers Union's 14th president in 2009. Prior to leading the family farm organization, Johnson, a third-generation family farmer from Turtle Lake, N.D., served as North Dakota Agriculture Commissioner, a position he was first elected to in 1996. While Agriculture Commissioner, Johnson served on the State Industrial Commission, the North Dakota Trade Office Advisory Board, and the State Board of Agricultural Research and Education, among many other boards and commissions. From 2007-2008, Johnson served as president of the National Association of State Departments of Agriculture (NASDA), where he played a key role in crafting the 2008 Farm Bill, pressing for provisions that benefit agricultural producers, such as a permanent disaster program, ending the ban on interstate shipment of state-inspected meat, the re-balancing of loan rates for program crops, and farm-based renewable energy. Johnson graduated from North Dakota State University with a degree in agricultural economics.

Rick Tolman, *CEO, National Corn Growers Association*

Corn Growers Perspective on Global Warming and Clean Energy

Rick Tolman joined the National Corn Growers Association (NCGA) in September 2000. He previously served as executive director for the U.S. Grains Council, a non-profit organization that promotes the use of U.S. barley, corn, and sorghum and related products worldwide. In addition, Tolman has served as marketing planning manager for the Advanced Harvesting Systems Group at International Harvester Company, and market research analyst for the Gehl Company, an equipment manufacturer. Tolman has served on the USDA Agricultural Trade Advisory Committee (ATAC) for grains and oilseeds and was recognized as the 2008 Agribusiness Leader of the Year by the National Agri-Marketing Association.

Mike Bowman, 25 x '25

Impact of Climate Change Legislation on U.S. Agriculture

Michael Bowman is a fifth-generation native of Colorado, hailing from the small town of Wray (pop. 2,000). Throughout his adult life he has been active in the rural development initiatives nationwide. He serves on the National Steering Committee for "25x'25", served as Chair of Colorado's New Energy Future in 2006 and was co-chair of Governor-elect Bill Ritter's transition team for energy policy. He was a member of the 2005 Trans-Atlantic Dialogue on Climate Change and served as a steering committee member for the Colorado Apollo Alliance. Michael is also a founding board member of the Sustainable Biodiesel Alliance and served as a steering committee member for Colorado's Climate Action Plan where his efforts there are centered on creating public policy encouraging low carbon biofuels and sustainable methods of production.

Mary Knigge, *Manager, Government Relations, National Association of Milk Producers Federation*

Energy Policy and the Dairy Industry

Mary Knigge is the Government Relations Manager for the National Milk Producers Federation. Her primary issue areas are Environment, Energy, Conservation, and Sustainability. Mary's responsibilities include representing NMPF with government agencies, Congress, and other agriculture associations, working with the Political Action Committee events as well as grassroots efforts. Mary was raised on a dairy and cash crop farm in Omro, Wisconsin. Her family installed the first robotic milkers in United States in July 2000, where her brother and parents milk 120 cows with 2 robotic units. Mary graduated from University of Wisconsin-Madison with a double major in Agricultural and Applied Economics and Agricultural Journalism.

Moderator: **Andy Olsen**, *Environmental Law and Policy Center (ELPC)*

12:30 pm to 1:30 pm

Lunch

Grand Terrace

Introduction: **Mike Morris**, National Center for Appropriate Technology (NCAT)

Speaker: **Dr. Michael Bomford**, Fellow in Agriculture and Energy, Kentucky State University

Farming with Less Fossil Fuel

Dr. Bomford is a research scientist and extension specialist at Kentucky State University and an adjunct faculty member in the Dept. of Horticulture at the University of Kentucky. His work focuses on practical organic and sustainable agriculture systems suitable for adoption by small farms operating with limited resources. Michael has a MA of Pest Management from Simon Fraser University, and a Ph.D in Plant and Soil Sciences from West Virginia University, where he conducted research on one of the nation's first land grant university farms operated entirely according to national organic standards.

1:30 pm to 3:00 pm

Breakout Sessions 1

[Hall of Ideas EFH](#)

Panel 1A: Going Green....Making the Choice

Presenters: **Mike Ontrop**, Orion Energy Systems
Lighting the Way: Effective Farming through Energy Efficiency

John Vrieze, Vrieze Farms

Rick Adamski, Owner & Operator, Full Circle Farm, Wisconsin
Dairy Sustainability...A Long-Term Commitment

Moderator: **Rich Hackner**, Sector Lead - Agriculture and Rural Business, Focus on Energy

[Hall of Ideas G](#)

Panel 1B: Energy-Efficient Farming Systems

Presenters: **Stefanie Aschmann**, Energy Team Leader, USDA-NRCS
Energy Use and Energy Savings on U.S. Farms

Dr. Dennis Buffington, Professor of Agricultural and Biological Engineering, Penn State University
Optimizing Energy Use to Increase Farm Profitability

Dr. Pamela Martin, Department of Geophysical Sciences, University of Chicago
Feeding the City: Energy Efficiency and Greenhouse Gas Emissions of Small-Scale Diversified Farms

Moderator: **Mike Morris**, National Center for Appropriate Technology (NCAT)

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Panel 1C: Regional Strategies for Energy Efficiency in Agriculture

Presenters: Midwest: **Amanda Bilek**, Energy Policy Specialist, Great Plains Institute
Southeast: **John Bonitz**, Southern Alliance for Clean Energy (SACE)
Northwest: **Ted Light**, Energy Trust of Oregon
Northeast: **Craig Metz**, EnSave
Southwest: **Tom Potter**, Director of Rural Programs, Southwest Energy Efficiency Project (SWEEP)

Moderator: **Suzanne Watson**, Policy Director, American Council for an Energy-Efficient Economy (ACEEE)

3:00 pm to 3:30 pm

Break

Grand Terrace

3:30 pm to 5:00 pm

Breakout Sessions 2

[Hall of Ideas EFHI](#)

Panel 2A: Reducing Stress on the Rural Grid

- Presenters:* **Johnathan Hladik and Matthew Stern**, *Institute for Energy and the Environment, Vermont Law School*
Efficiency: Good for the Farm, Good for the Grid
- Jennifer Osgood**, *Efficiency Vermont*
Reducing Stress on the Rural Grid: Efficiency Vermont's Geo-Targeted Farm Services
- Dr. Steffen Mueller**, *Principal Economist, Energy Resources Center, University of Illinois at Chicago*
Complementary Relationships between Dairy Farms and Ethanol Plants Can Provide Opportunities to Relieve Rural Energy Grid Problems
- Moderator:* **Michael Dworkin**, *Director, Institute for Energy and the Environment, Vermont Law School*

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Panel 2B: Reaching Rural Audiences

- Presenters:* **Mike Morris**, *National Center for Appropriate Technology (NCAT)*
House Calls in the Boondocks: The Trouble with Farm Energy Audits
- Amelia Gulkis**, *Program Development Manager, EnSave*
Skeptics to True Believers: What Makes a Successful Farm Energy Efficiency Program
- Kenny Corscadden**, *Industry Research Chair, Farm Energy Conservation, Nova Scotia Agricultural College*
Strategies for Improving Energy Efficiency in Rural Nova Scotia
- Moderator:* **Neal Elliott**, *Associate Director for Research, American Council for an Energy-Efficient Economy (ACEEE)*

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Panel 2C: Networking and Collaboration: Keys to Success for Iowa Agricultural Energy Working Groups

- Presenters:* **Rich Dana**, *Energy Specialist, National Center for Appropriate Technology (NCAT), Iowa Farm Energy Workgroup member*
Demonstrating Energy Strategies for Small and Mid-Sized Farms
- Brian Heithoff**, *CEO/General Manager, Consumers Energy, Marshalltown, Iowa*
Cooperation in Bringing Whole Farm Energy Audits to Farmers
- Dr. W. Mark Hanna**, *Iowa State Extension Ag & Biosystems Engineer, Farm Energy Conservation & Efficiency Task Force*
Building Capacity in Farm Energy Conservation and Efficiency
- Moderator:* **Claudia Smith**, *Central Iowa Power Cooperative (CIPCO)*

6:00 pm to 8:00 pm

Reception with Hors d'oeuvres and Wisconsin Beer & Wine

Grand Terrace

Tuesday, February 9

Monona Terrace

8:00 am to 9:00 am

Breakfast

Grand Terrace

8:00 am to 4:30 pm

Registration

Capitol Promenade

9:00 am to 10:30 am

Plenary Session

[Hall of Ideas EFHI](#)

Energy Efficiency as a Business Model: Rural Electric Cooperatives

- Speakers:* **Gary Pfann, P.E.**, *Director, Executive and Staff Education, National Rural Electric Cooperative Association (NRECA)*
Members as a Resource—A Cooperative Opportunity

Gary Pfann is a registered professional engineer with 24 years of cooperative work experience at distribution and G&T cooperatives as well as the statewide association in Iowa. Job duties have included cost of service and rate analysis, load management, member service, energy auditing, forecasting, resource planning, competitive analysis, budgeting, technology implementation, and strategic planning. He is currently a member of the education and training staff for NRECA, where he has worked for 12 years. Current duties focus his efforts on intensive educational programs at the University of Wisconsin – Madison.

Regi Goodale, Director of Regulatory Affairs, Iowa Association of Electric Cooperatives

Energy Efficiency and the Iowa RECs

Regi has worked in the industry since 1985, addressing issues related to renewable energy, energy efficiency, interconnection of generation to the grid, reliability, green pricing programs, disconnection policies, and many other policies for the RECs related to providing safe, reliable, affordable, and environmentally responsible electric service.

Paul Gillis, Energy Management Engineer, GEN-SYS Energy

Cultivating Energy Efficiency in the Ag Community: A Look at How Local Cooperatives Approach Agriculture Energy Efficiency

Paul Gillis is a Certified Energy Manager with over twenty years of experience in the electric utility industry. His areas of expertise include energy auditing, standby generation, and economic analysis of energy alternatives. Paul is a member of the Agricultural Society of Engineers and the Association of Energy Engineers.

Moderator: Brian Rude, Vice President, External and Member Relations, Dairyland Power Cooperative

Brian Rude joined Dairyland Power Cooperative in May of 2000 and is currently the Vice President of External and Member Relations. Prior to joining Dairyland Rude served as a Wisconsin State Senator for 16 years and as a member of the legislative leadership, serving as Wisconsin Senate President for several years.

10:30 am to 11:00 am

Break

Grand Terrace

11:00 am to 12:30 pm

Breakout Sessions 3

[Hall of Ideas EFH](#)

Panel 3A: The Dairy Industry's Sustainability Initiative: A Model for Food Systems

*Presenters: Ying Wang, Director, Life Cycle Analyst for Dairy Management Inc.
The U.S. Dairy Sustainability Commitment*

*David Darr, Vice President of Sustainability and Public Affairs, Dairy Farmers of America
A Cooperative Strategy Toward Energy Efficiency*

*Craig Metz, CEO, EnSave
The Farm Energy Audit Program: Bringing Energy Efficiency to Dairy Farms*

Moderator: Amelia Gulkis, Program Development Manager, EnSave

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Panel 3B: Funding and Incentives: USDA & Other Opportunities

Panel Participants:

*Bob Riding, Sr. Program Manager, Ag & Food Processing Customer Energy Efficiency, Pacific Gas & Electric Company
Funding Opportunities for Energy Efficiency, a California Perspective*

*Steve Bertjens, RC&D Coordinator, USDA-NRCS, Wisconsin
2008 Farm Bill: Energy and NRCS*

*Brenda Heinen, Rural Energy Coordinator for the State of Wisconsin, USDA-Rural Development
Rural Energy for America Loans and Grants*

*Mark Kingland, Technical Sales Support Project Manager, Alliant Energy
Efficiency Project Funding and Incentives: Putting the Pieces together – A Project Manager's Perspective*

Moderator: Stefanie Aschmann, Energy Team Leader, USDA-NRCS

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Panel 3C: Reducing Nitrogen Fertilizer Inputs with Biochar and Bioenergy

*Presenters: Dr. Keri Cantrell, Agricultural Engineer, USDA-ARS
Making the Most of Manure: Future in Biochar*

*Dr. Kurt Spokas, Research Soil Scientist, USDA-ARS
Biochar: Impacts on Soil Microbes and the Nitrogen Cycle*

Moderator: John Bonitz, Southern Alliance for Clean Energy (SACE)

12:30 pm to 1:30 pm

Lunch

Grand Terrace

1:30 pm to 4:45 pm

Afternoon Activities

[Monona Terrace: Hall of Ideas EFHI](#)**Audit Workshop: Self-Assessment Tools**

An overview of how to conduct a farm energy audit and an introduction to assessment tools available on the USDA/NRCS Web site as well as other audit tools.

Featuring: Scott Sanford, Sr. Outreach Specialist, Rural Energy Program, University of Wisconsin

Jennifer Brinker, Energy Advisor, GDS Associates/Wisconsin Focus on Energy

Joseph Schultz, Energy Advisor, GDS Associates/Wisconsin Focus on Energy

Scott Sanford conducts applied research coordinates outreach programs for energy conservation in agriculture and provides technical support for Wisconsin Focus on Energy, a state-wide energy conservation and renewable energy program. Areas of interest include irrigation, crop storage, grain drying, dairy farms, and greenhouses. His work involves looking for new methods and equipment for conserving energy and conducting literature reviews and research to determine energy usage and potential economic benefits of equipment.

Jennifer Brinker, an analyst for GDS Associates, has served as an energy advisor for Focus on Energy since November 2005. Jennifer completes building energy site visits to evaluate lighting and HVAC opportunities and supports productive and sustainable agriculture for the agriculture sector, providing profitable energy saving advice for dairy, livestock, greenhouse, and grain farms.

Joseph Schultz is an energy analyst/waste management specialist with GDS Associates, Inc. His agricultural background and collegiate experiences provide farmers, agricultural professionals, farm credit financiers, and regulatory overseers with consultation on the latest and most innovative agricultural environmental control systems.

[Site Visits](#)**Tours: Cedar Grove and the Crave Brothers Dairy Farm***

Cedar Grove makes traditional and specialty cheeses using milk from over 30 Wisconsin farmers – without artificial growth hormones or genetically modified ingredients. We'll be touring their cheese factory as well as their "Living Machine," a greenhouse which cleans the factory wastewater. See their Web site for more information: <http://my.execpc.com/~cgcheese/EnvironmentalPolicy.html>.

The **Crave Brothers Dairy Farm** is a sustainable family farm operation and a winner of numerous awards. They practice sustainable agriculture methods, including minimum tillage, and use a manure digester that produces sufficient electricity to power the farm and cheese factory as well as area homes. Read more about the Crave Brothers sustainable dairy on their Web site: <http://www.cravecheese.com/sustainable-story/>.

*Attendees can choose to participate in ONE of the site visits only, due to time and location constraints. Please sign up by emailing your preference to agforum@aceee.org.

6:30 pm to 8:30 pm

Reception

Grand Terrace

ACEEE and the Dairy Business Innovation Center (DBIC) are holding a joint Reception, featuring local Wisconsin cheese, beer, and wine. The reception marks the formal end of the ACEEE Ag Forum and the beginning of the DBIC event, *Profitability and Environmental Sustainability in the Dairy Industry*. At 7:00 pm during the reception, DBIC will be presenting the **DBIC Annual Innovation Zone Awards**. This is the fifth year that these awards have been presented. This year's winners are:

Tera Johnson, Founder of teraswhey & CEO, Wisconsin Specialty Protein and

Chris Roelli, Cheesemaker & Owner, Roelli Cheese.

End of Conference

Notes:

Thank You Conference Funders!



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