



# FOCUS ON GREENHOUSE LIGHTING

## The Background

Heidi A. Heath Farms, Inc. is a full-service wholesale greenhouse located in central Wisconsin. Since 1997, Heidi Heath Farms has provided wholesale plants and services to more than 100 independent garden centers, florists, and landscapers throughout the state. Their 50+ greenhouses cover over two acres, allowing them to grow a variety of plants, vegetables, and flowering crops. Heidi A. Heath Farms' commitment to growing a modern, sustainable, and environmentally-friendly facility allows it to produce quality products for customers to enjoy.

## The Approach

Heidi A. Heath Farms wanted to supplement the lack of lighting in one of their greenhouses during the winter months. Most importantly, they were focused on finding lighting options beneficial to the health and yield of its plants while also reducing energy usage and utility costs. Having worked with Focus on Energy on a previous heating system upgrade, Heidi A. Heath Farms sought out Focus on Energy for assistance on their lighting upgrade

Focus on Energy recommended installing LED grow lights because of the multitude of benefits it offers, including:

- Lower energy costs, as much as 70% less than traditional HID lighting options.
- Flexibility over light levels and lighting control strategies.
- Lower installation costs due to smaller wire size.
- Reduced maintenance from longer lasting lighting systems.
- Minimal canopy shadowing for greater plant growth.

## The Solution

A year after installing LED grow lights in one greenhouse, Heidi A. Heath Farms decided to upgrade lighting in another greenhouse lacking supplemental lighting. In total, they received \$2,532 in Focus on Energy incentives and will save over \$18,000 in annual energy costs.

## Project Breakdown:

- **Equipment Installed:**  
LED grow lights
- **Estimated Project Cost:**  
\$18,808
- **Annual Energy Cost Savings:**  
\$18,148
- **Focus on Energy Incentive:**  
\$2,532
- **Payback:**  
<1 Year

“ It was extremely helpful to have Focus on Energy's expertise guiding us in all the areas of growth we could explore with our greenhouse. There are many opportunities even beyond heating and lighting farms of all sizes can utilize for additional energy savings. We will continue to be a repeat customer of the program. ”

Debbie Hagedorn  
Heidi A. Heath Farms  
Coloma, WI

## 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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