

wattsmart® Business Case Study – Idaho

Golden Valley Natural

At a glance

Golden Valley Natural
Shelley, Idaho

Projects:

New facility includes increased insulation, efficient lighting and controls, high-efficiency rooftop units, and a cool roof. Several high-efficiency systems were also built into production processes.

Annual energy savings:

\$58,600 (890,500 kWh/year)

Project cost:

\$248,450 before incentives

\$100,790 incentive payments

\$147,660 after incentives

Simple payback:

4.2 years before incentives

2.5 years after incentives

Other benefits:

- More consistent temperatures
- Longer equipment life
- Reduced maintenance

“We do have plans for expanding. When we do that, we’ll make sure we continue with energy efficiency and with Rocky Mountain Power. They’re in it with us.”

Tom Marshall

Owner

Golden Valley Natural



Golden Valley Natural is saving nearly 890,500 kilowatt-hours of electricity annually with help from Rocky Mountain Power incentives. Above from left: Vaughn Rasmussen, Rocky Mountain Power regional business manager; Bryce Esplin, Golden Valley Natural CEO; Tom Marshall and Ben Ball, Golden Valley Natural owners.

Program encourages energy-efficient design

Golden Valley Natural in Shelley, Idaho, specializes in all-natural meat snacks – beef, turkey, chicken, pork and even buffalo jerky. Founded in 1968, the family-owned business primarily produces for national and international private label distribution. Consumers also can order Golden Valley Natural-brand products, including a line of gluten free snacks, from the company’s website.

Tom Marshall, one of the owners of Golden Valley Natural said while the company’s focus on saving energy is good for their bottom line, he sees an environmental benefit that connects with their business philosophy, too.

“We have a good emphasis on natural and organic. I think energy efficiency goes with the products we make.”

Marshall recently served as project manager when Golden Valley Natural constructed a new jerky processing facility in Shelley. He and his engineering team took advantage of Rocky Mountain Power’s wattsmart Business program to build in high-efficiency measures to both the building and its systems.

“Because Rocky Mountain Power has a longstanding policy of offering incentives for energy-saving equipment, my engineering firm automatically started designing with that in mind,” Marshall said.

With an energy study paid for by Rocky Mountain Power’s program, Golden Valley Natural added increased insulation, efficient lighting and controls, high-efficiency packaged rooftop units for cooling and a “cool roof” to lower energy usage at the new plant.

continued



Rocky Mountain Power named Golden Valley Natural as a 2016 wattsmart Business Partner of the Year in Idaho for outstanding achievements and leadership in energy efficiency. Cindy Crane, Rocky Mountain Power president and CEO presented the award to Tom Marshall, Golden Valley Natural owner.

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The company also selected several high-efficiency systems for their production processes that qualified for Rocky Mountain Power incentives, including refrigeration compressor variable frequency drives, energy recovery ventilators and exhaust fan controls.

Marshall said working with the energy company “was quite easy really. There was some data we needed to give them and it required some work, but still I thought it was an enjoyable experience.”

Golden Valley honored

Rocky Mountain Power named Golden Valley Natural as a 2016 wattsmart Business Partner of the Year in Idaho for outstanding achievements and leadership in energy efficiency at its new Shelley facility. Through Rocky Mountain Power’s program, Golden Valley Natural is saving nearly 890,500 kilowatt-hours of electricity and \$58,600 in energy costs per year.

“Rocky Mountain Power recognizes the hard work we put in,” said Marshall. “We appreciate that.”

Incentives help speed payback

Golden Valley Natural earned more than \$100,790 from Rocky Mountain Power’s wattsmart Business program for the energy-efficient upgrades at its facility. The incentives helped lower the simple payback of the projects by more than six years.

According to Marshall, the company has its sight on energy savings into the future.

“We do have plans for expanding. When we do that, we’ll make sure we continue with energy efficiency and with Rocky Mountain Power,” he said. “They’re in it with us.”

About Rocky Mountain Power’s wattsmart Business program

Rocky Mountain Power offers a variety of options to help our commercial, industrial and agricultural customers in Idaho, Utah and Wyoming build energy efficiency into new construction and retrofit projects. wattsmart Business offers technical expertise and cash incentives for lighting, HVAC, industrial processes and more.

Let us help you get started

For more information on how we can assist your facility:

- Visit wattsmart.com and inquire online.
- Email wattsmartbusiness@rockymountainpower.net.
- Call our energy experts toll free at **1-800-222-4335**.

Because there are requirements to qualify for an incentive, it is important to call us **before** you start your project.

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