



Don's Foodland

Birch Run, MI

The Challenge: Bringing fresh food to the Birch Run area since 1960, Don's Foodland is a family-run small business with a big history. Recently, while looking for new ways to reduce operating costs, owner Tim Polzin turned his focus to energy efficiency and his store's aging lights and refrigeration system.

The Solution: Consumers Energy performed a walk-through assessment of Don's Foodland to show them how much energy and money could be saved with some simple energy efficient projects. Don's Foodland decided to move forward with the recommendations to upgrade their exterior lighting and lighting in the cooler cases to LED. They also installed evaporator motors, EC motors and anti-sweat door heat controllers on the freezer and cooler cases.

The Result: After upgrading, Don's Foodland is saving 37,791 kWh and over \$4,000 each year. They also offset a portion

of their upgrade costs with \$7,916 in incentives from Consumers Energy. Customers immediately noticed the store appeared bigger and brighter and Tim thinks all the products look new and fresh.

Project Details

- **Upgrades:**
 - LED lighting for the cooler cases
 - Outdoor lighting and LED lights in the doorways
 - Evaporator motors and anti-sweat door heat controllers on the freezer cases
 - EC motors on the cooler cases and walk-ins
- **Overall Incentive:** \$7,916
- **Annual Electric Savings:** 37,791 kWh
- **Annual Cost Savings:** \$4,157

Consumers Energy

Count on Us®

Tim Polzin, Owner Don's Foodland

"I wouldn't have done it without somebody like Roger [Wiseley, Consumers Energy, Energy Advisor]. He built and gained my trust, got the ball rolling, did all the right things and flipped all the right switches. I have a lot of respect for Roger."

Energy Savings in Action:

By partnering with the Consumers Energy, Don's Foodland put \$7,916 of incentives to good use by making the store brighter and more energy efficient.



Start your Energy Efficiency Journey

The Small Business Trade Ally Program is an energy efficiency program specifically tailored for Consumers Energy electric business owners with an annual use of less than 1.2 million kWh. Small business owners can receive an energy efficiency plan to upgrade lighting and refrigeration

technology at an affordable price by working with a strong network of preferred contractors, called Trade Allies. The program offers quick project completion with minimal disruption to your business accompanied by attractive incentives. Trade Allies handle everything from start to finish, so participation is easy.

Get Started Today

Visit [ConsumersEnergy.com/grocerccs](https://www.consumersenergy.com/grocerccs) or call us at (888) 674-2770 to learn more.