

Herbruck's  
Where Eggs Happen

Locally produced in

Saranac  
Ionia  
Lake Odessa

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Herbrucks.com/Careers



# Herbruck's Poultry Ranch

## Freed up capital to reinvest in energy cost savings

**The Challenge:** Spanning four locations over a storied 63-year history, Herbruck's Poultry Ranch is the largest producer of eggs in Michigan and the 9th largest in the United States. From keeping the birds comfortable in climate-controlled environments to refrigeration of the finished product, producing eggs requires an enormous amount of energy. After taking on leadership of the company's energy management program in 2017, Senior Manager of Operations, Cody Herbruck began looking for ways to reduce their energy costs while achieving their sustainability goals.

**The Solution:** Cody reached out to Consumers Energy for help identifying potential energy efficiency projects and rebates. Herbruck's discovered it was eligible for more rebates than they previously thought! The cost savings and rebates would free up capital to reinvest in more efficiency measures, creating a cycle of energy innovation that delivers bottom line results.

**The Result:** Herbruck's introduced a multitude of new projects, including LED lighting, network lighting controls, integrated HVAC controls and 15 other energy efficiency projects. Not only did these projects save a total of 745,500 kWh, they also maximized bird comfort and promote the innovative spirit Herbruck's is known for.

### Project Details

• **Upgrades:**

- New LED lighting in all facilities
- Network lighting controls
- Integrated HVAC controls
- 15 energy efficiency projects, including four new chicken houses

• **Annual Electric Use Reduction:**  
745,500 kWh

• **Annual Natural Gas Savings:** 1,683 Mcf

• **Annual Cost Savings:** \$61,407

**Consumers Energy**

Count on Us®

## Cody Herbruck, Senior Manager of Operations Herbruck's Poultry Ranch

"Absolutely, I would recommend this service to any business. Even if you aren't doing a project and have an office or building, you can upgrade that facility and have rebates help with the cost. There isn't anybody I wouldn't recommend these opportunities to."

### Energy Savings Performance:

Herbruck's commitment to sustainability leadership earned the business an award in the Consumers Energy Project of the Year competition. Herbruck's ingenuity, innovation and dedication to creating an energy efficient environment lowered energy costs, saved thousands of dollars and led them to first place in the large commercial category, statewide recognition and a \$15,000 award.



### We're here to help

The biggest challenge in reducing energy use in your business is knowing where to start. Consumers Energy is here to help.

The Business Energy Efficiency team will guide you every step of the way to provide a simplified, hassle-free process.

### See how energy efficiency can save you thousands of dollars:

Visit [ConsumersEnergy.com/agricultureecs](https://ConsumersEnergy.com/agricultureecs) to fill out a rebate application or call **888-674-2770** to learn more.