A photograph of a large white building with a solar panel array on its roof, situated behind a vineyard. The vineyard has bare, dark grapevines in the foreground, and a white wooden fence runs across the middle ground. The background shows a misty, hazy landscape with trees and hills.

FETZER VINEYARDS CASE STUDY

with
GREEN POWER
comes
GREAT SAVINGS

“At Fetzer Vineyards, we’re constantly looking for new ways to minimize our environmental footprint”, said Josh Prigge, Director of Regenerative Development. “We’ve found that when we can do the right thing and save money, like we have with 3 Phases Renewables, those solutions emerge as the most impactful for our business”.

In 1968, the wine industry was ripe for change. Barney Fetzer, founder of Fetzer Vineyards, realized then that companies could craft award-winning wines, produce solid returns for stakeholders **and** be on the forefront of environmental sustainability and stewardship. In his mind, the decision was not a mutually exclusive one. Based on this philosophy, he started his winery in Hopland, California that year, and it has guided Fetzer Vineyards throughout its history.

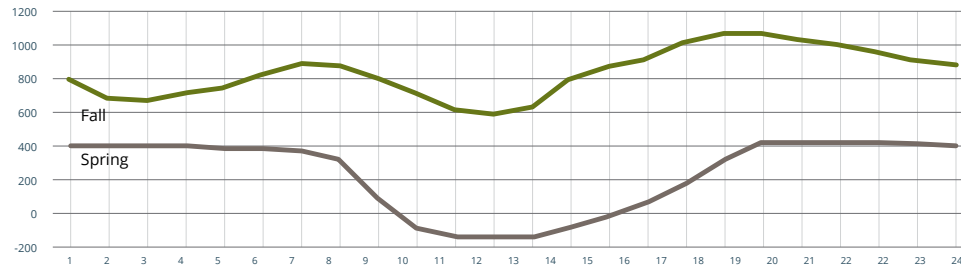
Wineries and their associated vineyards, like most forms of production, require significant amounts of power to keep them running. Moreover, the sheer cost of power to run a production business can have a large impact on a company's profitability. Fetzer Vineyards selected 3 Phases Renewables to provide green energy to its numerous California locations. Operating with 100% renewable energy has aligned with its core mission of sustainability. However, this was not only a clean choice for the environment, it was also a clear choice for the bottom line. By signing a renewable electricity agreement with 3 Phases Renewables, Fetzer Vineyards fixed its electricity rate at a lower level than the conventional utility's tariff. Additionally, the electricity agreement offers a fixed and predictable energy rate, which was a departure from the variable rates Fetzer previously experienced with its conventional utility. The power supplied by 3 Phases Renewables has provided significant cost savings over the years. Currently, Fetzer is saving over 20% versus what they would otherwise be paying to the utility. The cost savings was one of the clear advantages of purchasing renewable power as opposed to paying extra for just Renewable Energy Certificates (RECs).

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3 Phases Renewables provides a mix of energy that includes a minimum of 50% renewable energy and many of its customers, Fetzer included, choose to purchase 100% renewable energy. Depending on customer size, the clean energy mix can be customized. For example, a percentage of the power could originate from local sources. This predictably priced, clean energy requires no installation costs and no operations or maintenance demands and the implementation time is minimal.

Net Demand (kW)



Fetzer was an early adopter of on-site solar energy, which provides much needed renewable power during the middle of the day. The above charts show Fetzer’s net energy requirements after its on-site solar energy was applied to its electric load. During the Spring, Fetzer typically generates more solar power in the middle of the day than its total aggregated energy requirements. By contrast, during the Fall harvest season Fetzer has much higher net demand. During all hours and regardless of seasonal variability, 3 Phases provides renewable energy to meet Fetzer’s net energy requirements.

Fetzer Vineyards’ commitment to renewable energy and smart business practices, in partnership with 3 Phases Renewables, allowed it to procure clean, reliable, renewable energy without the burden of construction and upfront capital costs. It fulfills Fetzer’s company goals to support renewable resources and avoid the environmental problems associated with carbon-based sources of power. For Fetzer Vineyards, this is a triumph worth toasting.

Clean, reliable,
renewable energy
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Learn more about Fetzer Vineyards by visiting Fetzer.com

Learn more about 3 Phases Renewables by visiting 3PhasesRenewables.com

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