

**Company profile**

**Anchor Warehouse Services, Porterville, Calif., is a large commercial cold storage provider serving growers in California's Central Valley. Anchor processes large quantities of perishable produce and operates three state-of-the-art warehouses, including a 10-room, 100,000-square-foot facility that includes enclosed docks and hallways for environmental control, rapid cooling capabilities and certified rooms for organic produce.**

**Contacts**

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**Customer viewpoint:****Cold storage customer takes plunge into demand response**

Stringent storage requirements coupled with antiquated equipment and rising energy costs compelled Porterville, Calif.-based Anchor Warehouse Services to seek help in managing the company's energy load. As a highly specialized food storage facility, Anchor needed solutions that would maintain the integrity of the storage process while lowering energy use.

The answer for Anchor was twofold. The company – a cold storage provider for perishable produce in California's Central Valley – deployed intelligent energy management technology from Powerit Solutions, Seattle. Powerit Solutions is a technology company that focuses on state-of-the-art smart energy and demand management solutions for U.S. manufacturers.

Anchor also teamed with a demand response aggregator, EnerNOC, which provides energy solutions to commercial, institutional and industrial customers as well as electric power grid operators and utilities. EnerNOC uses its Network Operations Center, or NOC, to remotely manage and reduce electricity consumption across a network of customer sites.

EnerNOC aggregated Anchor's load and brought the produce processor into the local utility's demand response program.

Along the way, Anchor qualified for the utility's incentive programs that brought an instantaneous payback for capital expenditures. Anchor was able to lower its energy costs without compromising production quality, which has always been a concern for manufacturers. The energy and cost savings were significant:

- Peak power demand was reduced by 35%.
- Demand response capacity was maximized by reducing overall demand by 84%.
- Overall efficiencies contributed to monthly energy cost savings of 17% – while production increased by 15%.
- The cost of the demand response system was paid for in full by the utility; the project provided an immediate ROI for Anchor.

Anchor's energy reductions and savings are astonishing, considering the short time frame of the project – about two months from start to finish – and the impact of the results. President of Anchor, Garth Ramseier, tells Chartwell the company's electric bill immediately dropped by \$40,000 to \$50,000 a year. And then there were the savings on rebates – which basically paid for the Powerit demand response system – and the peak demand savings, which could shave off another \$40,000 a year in electricity costs.

**Why do large energy users decide to participate in demand response programs and what steps do they take? The president of a large food storage facility tells Chartwell his impressions of the utility's programs, how he worked through the vendor maze and the ultimate outcome of his foray into demand response. Interestingly, while the local utility provides a great deal of customized and detailed communication, he still felt confused about the rebates and program parameters and turned to a vendor to help him navigate through these issues.**