



Don's Foodland

Birch Run, MI

The Challenge: Don's Foodland is a family-run small business with a big history. Tim Polzin's father bought the building and opened the grocery store in 1960. The 6,000-square-foot building burned down in 1977 and was reopened in the fall of 1978. Recently, Tim noticed there were opportunities to replace the store's aging equipment. He realized newer equipment would improve energy efficiency and reduce his costs.

The Solution: Consumers Energy performed a walk-through assessment of Don's Foodland to show them how much energy and money could be saved by completing some simple energy efficient projects. Don's Foodland decided to move forward with the recommendations to upgrade their exterior lighting and lighting in the store 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 numerous enhancements, Don's Foodland is ecstatic with saving 37,791 kWh and receiving an incentive check of \$7,916 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



“I wouldn’t have done it without somebody like Roger [Wiseley, Consumers Energy, Energy Advisor]. First of all, you got to trust people. I’m a skeptic. So 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.”

Tim Polzin, Owner
Don’s Foodland



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/findacontractor](https://www.consumersenergy.com/findacontractor) to find a preferred contractor or call us at **877-607-0737** to learn more.