

# Agriculture Utilities Group

May 21, 2019

Call in: 415-527-5035

Meeting number: 900 945 256



# Agenda

- Sprinkler packages
- New marketing collateral
- Variable Frequency Drive calculators
- Guidance for Hemp Producers
- Demand Response at RTF

# Sprinkler Packages

- New measures
  - LESA/LEPA/MDI Upgrade and Sprinkler Package
  - MESA Upgrade and Sprinkler Package
  - High Pressure Sprinkler Package
- All components required for sprinkler package measures
- Irrigation Measure Tool Walk-through
- BPA team available to help!



# New Collateral Discussion

- Full Portfolio Brochure
- Target Market Pieces
  - Irrigators
  - Dairies
  - Wineries
  - VFD vendors
- Cross-Sector Promotion
  - Livestock waterers
  - Thermostatic Pump House Controls



# Marketing Pieces Online

- Customizable on the Marketing Portal
- Agricultural Marketing Toolkit [page](#)
- Let us know!
  - Other target markets
  - Interest in bill stuffers
  - You have images or case studies



CONTACT **Your Favorite Utility** TO GET STARTED.



# VFD Calculator Feedback

- On Ag Sector Page [here](#)
- BPA team available to help!
- Question:
  - Do you have VFD measures in the pipeline for FY20?
  - How has the simplified process worked?



# Guidance for Hemp Producers

- Recent legislation has legalized production
- The legal treatment of EE measures is in review
- Until otherwise noticed, treat hemp as marijuana
  - Can be reported as self-funded EE
  - Not eligible for EEI
  - BPA cannot provide resources for project development or implementation support

# Demand Response in Irrigation

- DR Analysis: Irrigation Pump Controls Maximum Technical Potential
- On the RTF agenda today 1:30 pm
- Agenda and meeting info posted [online](#)

# Don't forget!

- Share your images and case studies
- Consider calling in to RTF meeting
- Contact us for bill stuffers
- Provide feedback on irrigation measure tool

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