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Green Grocer News Release

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Cambridge Piggly Wiggly Certified as a 'Green Grocer'

Fifth in state to be certified in the Green Grocer Program

Cambridge, WI – With state and world leaders meeting in Copenhagen to discuss climate change this week, the Cambridge Piggly Wiggly grocery store is the fifth grocery store in the state to achieve the 'Green Grocer' certification. They installed energy efficiency measures that will reduce CO2 emissions by 832,266 pounds next year and save \$50,844 a year once the new equipment is paid for. The 'Green Grocer' program assists grocery stores in achieving energy savings, sustainability and environmental standards.

"The Cambridge Piggly Wiggly and Wisconsin Grocers' Green Grocer Program show that businesses can reduce their costs, carbon emissions and improve service with energy efficiency," said Governor Jim Doyle. "This is a concrete way Wisconsin is leading to create green jobs and reduce greenhouse emissions." The WGA Green Grocer Program recently won the Governor's Award for Excellence in Energy Efficiency.

The pilot program is offered by the Wisconsin Grocers Association (WGA) to its members in the Wisconsin Power and Light (WP&L) Service Territory and is administered by Better Environmental Solutions, a Madison, Wisconsin-based environmental consulting firm. 'Green Grocers' also received energy efficiency and conservation programming support from WP&L, an Alliant Energy company.

"We are honored to be one of the first grocery stores in Wisconsin to be Green Grocer certified," said Mike Day, owner of Cambridge Piggly Wiggly. "We upgraded our refrigeration incorporating energy efficient features to reduce our carbon emissions and will save \$50,844 per year in energy costs." The project also employed 20 skilled workers for five months.

The Cambridge Piggly Wiggly upgraded refrigerators with a Digital Monitoring System on its compressors and fans to save 433,853 kilowatt hours of electricity and 10,246 therms of natural gas each year. This is enough energy to power 47 homes and equivalent to taking 70 cars off the road. An average 45,000-square-foot supermarket spends roughly \$18,000 a month on energy or about one-sixth of its overall budget.

"We are excited to expand our Green Grocer certification program by working with Cambridge Piggly Wiggly and other Wisconsin Grocer Association member grocery stores in Wisconsin," said Brandon Scholz, WGA President and CEO. "The Cambridge Piggly Wiggly has aggressively implemented energy-efficiency measures to save energy, money, and deserves recognition for their efforts."

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The WGA launched the Green Grocer certification pilot program working with 10 grocery stores within WPL's utility service territory with award-winning Shared Savings business energy-efficiency improvement financing program and its network of strategic account managers to help the grocery stores achieve WGA's Green Grocer certification. Shared Savings gives participants low interest financing to install energy efficient equipment. Customers save money and conserve energy with little to no upfront investment.

"Alliant Energy is delighted to work with the Cambridge Piggly Wiggly and nine other grocers in our service territory to become more energy-efficient," said Chris Schoenherr, Director – Sales and Strategic Accounts at WPL. "We applaud Piggly Wiggly and the Wisconsin Grocers Association's commitment to promoting energy conservation among its members and we are glad to support the new Green Grocer certification program."

The Cambridge Piggly Wiggly achieved 53 of 71 measures to reduce environmental impact, energy use, waste, water use and air pollution as well as promote local and organic food sales. The voluntary program is designed to reduce operating costs, conserve natural resources and recognize grocers making a commitment to increased environmental performance, but stores are required to conserve energy and recycle plastic bags.

"I commend the Cambridge Piggly Wiggly and the Wisconsin Grocers Association for taking the lead on common sense efforts to save money and energy," said Senate Republican Leader Scott Fitzgerald. "The savings generated through the reduction in energy usage will help to create additional jobs, which our state needs in these difficult economic times."

"The Green Grocer Program promotes buying and selling locally grown foods and products which helps Wisconsin farmers and our rural economy," said Rep. Andy Jorgensen, Chair of the Assembly Committee on Renewable Energy and Rural Affairs. "Green Grocers give us better jobs, better food, and better businesses and I applaud the Cambridge Piggly Wiggly and the Wisconsin Grocers Association for leading this effort."

Seven Wisconsin Green Grocer certified stores will save 3,986,000 pounds of CO2 emissions and 2,389,010 kilowatt hours of electricity next year, enough to power 158 homes, or equal to taking 328 cars off the road.

"Cambridge Piggly Wiggly and the Green Grocer Program show that going green saves jobs, our environment and companies money, which makes sense for everyone in these challenging economic times," said Brett Hulsey, President of Better Environmental Solutions, who created the Green Grocer Program.

According to the Environmental Protection Agency, grocery stores are the most intensive major energy consumer in the commercial sector in most communities spending more than \$6 billion for energy a year, and therefore provide an excellent opportunity for energy-efficiency efforts. "Focus on Energy works with the Wisconsin Grocers Association and WPL to promote energy savings in grocery stores," said Warren Graham, Focus on Energy Grocer Team Leader. "Investing energy efficiency money in groceries is one of the most cost effective ways to reduce our energy dependence and costs."

For more information on the Green Grocer certification program, call 608-238-6070 or you can visit www.wisconsin-grocers.com/memgreen.html.

***The Wisconsin Grocers Association**, founded in 1900, represents the state's grocery industry and provides a powerful voice for Wisconsin grocers, wholesalers, brokers, convenience stores, suppliers and manufacturers. It is committed to representing its membership in legislative and regulatory efforts and to providing added-value services for Wisconsin's grocery industry. For more information, visit the association's web site at www.wisconsin-grocers.com.*

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***Better Environmental Solutions** is an award-winning energy and environmental consulting firm with over 30 years experience working to implement practical, cost-effective solutions like the Green Grocer Program that save lives, jobs and money. For more information, go to www.BetterEnviro.Com.*

