



**APPI**  
ENERGY

## Case Study

# Grow West

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### OVERVIEW

Grow West is known for their hand trimmed, pesticide free, 100% naturally grown Cannabis flower. Grown in the mountains of Western Maryland, they believe in growing the best healing plants for patients, while changing the quality of life for people every day. In order for them to continue growing quality products, they needed assistance on managing their energy use and wanted to explore alternative energy solutions. APPI Energy was able to take a holistic approach to their energy consumption and look into renewable energy options, while simultaneously reducing their annual energy supply cost by \$125,000.

#### ▶ OPPORTUNITY

As an expanding and thriving Cannabis company, Grow West was eager to streamline their energy management with an aim to both reduce costs and meet their sustainability goals.

#### ▶ CHALLENGES

Over the course of several conversations with the team at Grow West, APPI Energy learned that Grow West was not currently working with an energy broker, nor were they actively shopping around for the most favorable supply contract to suit their needs. Like many Cannabis companies, they knew their energy procurement could be improved, but were not aware that they did not need to wait for the full 12-months of historical usage before making the move away from the utility into a competitive supply contract. Grow West was also eager to reach their goal of procuring 100% renewable energy in order to better align with their commitment to sustainable practices.

#### ▶ SOLUTION

The team at APPI Energy provided a comprehensive evaluation of Grow West's energy needs and goals, going to work on providing options for a more favorable supply contract. APPI Energy was able to secure a procurement strategy that would reduce Grow West's costs by \$125,000 per year for the first two years, totaling \$250,000 in estimated cost savings. Additionally, on top of reducing costs by a significant amount, APPI Energy also provided Grow West with a procurement strategy that included 100% renewable – specifically wind – energy at a nominal difference to fossil fuels.

#### ▶ OUTCOME

With estimated cost savings secured for the 2-year period, APPI Energy continued to evaluate, assess, and present additional avenues for streamlining Grow West's energy management. Those strategies included what are now ongoing conversations regarding combined heat and power and on-bill funding for future sustainability projects. APPI Energy also secured Grow West's renewal contract for their energy procurement at the end of the initial two-year contact, with pricing that matched their previous contract, despite a market increase. Today, APPI Energy is continually monitoring the markets for future cost and demand reduction strategies for Grow West, with specific strategies already underway for future sustainability and efficiency solutions.

### PROJECT SNAPSHOT

- ▶ Annual Energy Supply Cost Reduction:  
**\$125,000**
- ▶ 24 Month Contract Term Savings:  
**\$250,000**
- ▶ Procured 100% REC Certified Energy
- ▶ Funding Secured:  
**\$2 Million for build out**

# Testimonial

“Before partnering with APPI Energy, we knew we needed a more favorable supply contract, specifically one that would help us meet our energy efficiency goals, but were unsure of the best path in getting there. By helping us to formulate what our future energy profile would look like, we were able to not only lock in a more cost-effective supply contract, but also to gain a better understanding from a budgetary perspective. Since day one, Oliver and the entire team at APPI Energy have been operating as an extension of our team, putting our best interests first and providing on-going energy solutions that align with our goals and needs. We look forward to where the future takes us with APPI Energy.”

**William Valois**  
**Vice President**  
**Grow West MD, LLC**

## ABOUT US:

Founded in 1996, APPI Energy is a holistic energy consulting firm with clients in manufacturing, consumer goods, hospitality, healthcare, government entities, and more. Through their energy procurement services, their team of experts negotiates with suppliers to ensure each client is provided with ideal pricing and contract terms to fit their organizations' needs. APPI Energy's comprehensive energy services provide financially and functionally vetted solutions to decrease energy costs, reduce demand, and improve resiliency and sustainability. Technology and supplier agonistic, APPI Energy creates strategic alliances with their clients to provide customized, insightful energy solutions that save organizations time while reducing costs and minimizing budgetary risks. APPI Energy delivers unparalleled consulting, customized coordination of energy management strategies, and world-class customer service. Every day, APPI Energy identifies the wide range of energy supplier prices across the U.S., and utilizes that data to provide the lowest prices available among many vetted, competing suppliers. Unbiased and independent, APPI Energy has earned the endorsement of 160 trade associations and chambers of commerce to provide energy expertise to members.

To take advantage of these benefits and receive a complimentary energy assessment contact an APPI Energy consultant at 800-520-6685.

## PROJECT BENEFITS:

- ▶ \$250,000 energy supply saving over 24 month term.
- ▶ 100% REC certified green energy
- ▶ Solar power opportunities
- ▶ \$ 2 Million off balance sheet funding for build out
- ▶ Simple renewal process