



Massachusetts Farm Energy Program January, 2015

Why Contact the Massachusetts Farm Energy Program this Winter?



Paul's Sugarhouse in Williamsburg - reverse osmosis upgrade and new wood gasification evaporator

The Massachusetts Farm Energy Program provides up to \$5,000 in technical and financial assistance, and information and referrals to help you evaluate and install energy efficient and renewable energy measures that can help you:

- Save money
- Replace your old, inefficient heating system
- Install energy efficient lighting, fans, or refrigeration
- Insulate your building
- Use solar energy for your hot water or electricity
- Find funding to help with improvements

CONTACT the Massachusetts Farm Energy Program staff TODAY! We'll walk you through the steps to get EXPERT ASSISTANCE and FUNDING too!

Call 413-727-3090

E-mail us at info@massfarmenergy.com

OR

Visit our website: www.massfarmenergy.com, submit a Request Form and **WE will contact YOU.**

**Have You Heard?
Upcoming Deadlines**

Rural Energy for America Program (REAP) Grant and

Loan Deadlines

USDA REAP has announced funding guidelines and deadlines to help farms and rural businesses install energy efficient and renewable energy equipment.

- First deadline: April 30, 2015 - Farms wishing to compete for \$20,000 or less set-aside funding must apply by April 30, 2015
- Second deadline: June 30, 2015

REAP RES/EEI Guaranteed Loan Applications: reviewed and processed on a monthly basis, the first business day of each month.

Renewable Energy Development Assistance (REDA)/Energy Audit Grant Application deadline: February 12, 2015

Please use [this link](#) for the most up to date revised application templates.

NRCS Deadlines: The next deadline for farms applying for an Agricultural Energy Management Plan from the National Resources Conservation Service is Feb 20, 2015.

Applications should be submitted to your local NRCS office prior to this date, as the listed deadline is when all the paperwork must be submitted to the main NRCS office.

Questions? [Contact your local NRCS field office.](#)

Workshops and Events

REAP Information Session and Grant Writing Workshops:

**February 11 (snow date February 12) -
Amherst, MA**

**February 18 (snow date February 19) -
Wareham, MA**

Anne Correia of the USDA will lead a two-part information session about the Rural Energy for America Program (REAP) grant and loan programs.

Part 1 - Information Session: 10am-12pm. An overview of REAP grant guidelines and application requirements for farms interested in applying for assistance with installing energy efficiency and renewable energy improvements.

Part 2 - Grant Writing Workshop: 1-3pm. Training to enable interested individuals and organizations to provide REAP grant-writing services for farms.

Locations

Amherst:

Massachusetts Department of Agricultural Resources
101 University Dr, Suite C4, Amherst, MA

Wareham:

UMass Cranberry Station
1 State Bog Rd. East Wareham

To pre-register or receive further information, please contact Megan Denardo at 413-727-3090 or megan.denardo@cetonline.org

CISA EVENTS

Winter Workshop Series: Introduction to Brand Communications

January 28, 5:30-8:30pm

The Kittredge Center, 303 Homestead Ave, Room KC303, Holyoke

Learn the concept of marketing and branding agricultural businesses, and talk about the importance of developing and embodying a brand that works for the farm. Rachael Colacino from Colacino Communications will help you develop your farm "story" – an important piece that is used when speaking to the public. Michael Kilpatrick of Kilpatrick Family Farm and Caroline Pam of The Kitchen Garden will share their farm story and branding best practices.

See more and sign up at [this page](#).

Media Communications: Creating a Press Release & Farm Story

February 4, 5:30-8:30pm

The Kittredge Center, 303 Homestead Ave, Room KC303, Holyoke

Learn the value of developing relationships with the media. Rachael Colacino from Colacino Communications will walk you through press release development and 'pitching.' She will use some of this time to critique sample press releases and to develop farm 'boiler plates' to add to the end of each press release. You will also work toward creating a first draft of a press release for your farm/business and be provided with a media contact list to get you started.

See more and sign up at [this page](#).

Local Hero member cost for the above two workshops is \$80 for the complete series or \$15 for individual sessions. Non-Local Hero rates are \$100 for the complete series or \$18 per individual session.

Advanced Evaluating Market Channels and Setting Prices

February 11, 6-9pm

The Food Bank of Western Mass, 97 North Hatfield Rd, Hatfield

Farmers will learn how to evaluate market opportunities in different marketing channels and develop product pricing for each channel. Matt LeRoux from Cornell Cooperative Extension will cover practical methods to set the right pricing for your farm and market. Farmers will be better prepared to make informed decisions about setting and adjusting prices for different markets. Other topics include whether loss leaders or special sales are a good idea for your farm, and

how to manage promotions.

Local hero members receive a discounted rate of \$35 for the three-part series, or \$15 for each individual session. The cost for non-members for all three sessions is \$45, or \$18 for individual sessions. Each class includes dinner. For more information contact Devon Whitney-Deal at 413-665-7100, ext. 22 or sign up at [this page](#).

See all upcoming CISA events [here](#).

Tips for Saving Energy and Money: Higher Efficiency Heating Systems for Your Greenhouse



Cider Hill Greenhouse in Amesbury

According to greenhouse energy expert John Bartok, P.E. **heating your greenhouse typically accounts for about 75% of your energy budget**, and significant savings can be achieved by installing – and maintaining - energy efficient heating equipment. **Heating equipment with efficiency ratings greater than 90% are available for systems using natural gas, oil, or propane.**

Take Steps TODAY to Save Energy and Money!

Here's how:

1. Learn about best practices – and what's most applicable to your operation. Check out our [Best Management Practices](#) online.
2. Have an energy audit to determine the best, most cost-effective measures for your growing operation – based on existing conditions and equipment. An energy audit is especially recommended for older systems and seasonal operations to determine potential savings and worthwhile investments.
3. Install recommended measures. Begin with low and no-cost measures, and don't forget annual maintenance. Install efficient, cost effective equipment to meet your needs
4. Get funding. Before you install measures, be sure to [get](#)

... [get information](#) about grants and financial incentives available to help with cost effective improvements, including renewable energy. There is funding available to help pay for an energy audit and energy efficiency improvements!

5. Enjoy your savings!



Efficient heater replacement at Dutchie's Greenhouse in Plymouth

Visit the [Technical Resources section of our website](#) for more details about energy efficient heating. Visit the [Energy Efficiency Tips for Farms](#) section for lots of other good information about ways to save energy (and money!)

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[Read](#) the VerticalResponse marketing policy.

