



AESAP Agricultural Incentive Program

Presented to: ET Summit

September 17, 2025



What is AESAP?



TRC's **Agriculture Energy Savings Action Plan (AESAP)** offers prescriptive rebates, custom incentives and financing for energy-saving projects involving the retrofit or installation of energy consuming equipment in PG&E territory.

AESAP:

- Third party contract through PG&E for the Ag Sector (2021-2027)
- Comprehensively serves all segments within PG&E's Agricultural sector
- Offers services to calculate savings and process incentives
- Program services at **no-cost**



Crop Production



Controlled Environment
Horticulture



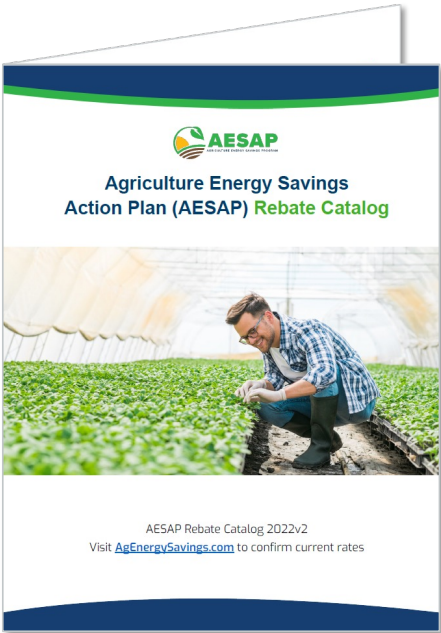
Wineries & Breweries




Dairy & Livestock



AESAP Deemed Rebate Catalog




Program Overview





Savings for Agriculture Customers. The agricultural industry is extremely energy and water-intensive, and that's why Pacific Gas and Electric Company (PG&E) offers a variety of rebates, incentives, and financing options to help your operation reduce energy usage and costs. Using solar, ventilation, irrigation, and other critical systems with more energy-efficient options is one way to reduce your overhead, improve production, and preserve natural resources.


Rebates do not require pre-installation approval. Simply submit invoices with supporting documentation as outlined in the requirements and TRC will process and deliver the rebate to you. If you have an energy savings measure not listed on the rebate list, contact TRC to see if it would qualify as a customized incentive.

Ag sectors served

 Crop Production

 Controlled Environment Horticulture

 Wineries & Breweries

 Dairy & Livestock

Eligibility

Customer eligibility and qualifying terms and conditions are found on the AESAP Program Application which must be signed and submitted to receive rebate. To receive a rebate, customer must submit an application with itemized invoice for equipment purchased within 60 days from purchase date, installation date, or account establishment date (SAG activated) whichever is latest. Products purchased and installed in adherence to these terms and meet all individual measure requirements are eligible for a rebate, provided rebate funding is still available. Rebate offerings, qualifying products and rebate amounts may change without notice during the term. (Eligible agriculture customers must already pay the Public Purpose Program (PPP) charge on their energy bill).

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Dust Collection Fan VFD

Measure Code	Measure Description	Rebate	Green House	Irrigation	Livestock/Dairy	Process	Winery
PR008	VFD on 10 hp motor	\$100/unit				*	
PR009	VFD on 15 hp motor	\$1,200/unit				*	
PR010	VFD on 20 hp motor	\$1,700/unit				*	
PR011	VFD on 25 hp motor	\$3,500/unit				*	
PR012	VFD on 30 hp motor	\$3,500/unit				*	
PR013	VFD on 40 hp motor	\$4,000/unit				*	
PR014	VFD on 50 hp motor	\$4,000/unit				*	
PR015	VFD on 60 hp motor	\$5,500/unit				*	
PR016	VFD on 75 hp motor	\$8,000/unit				*	
PR017	VFD on 100 hp motor	\$11,000/unit				*	
PR018	VFD on 125 hp motor	\$15,500/unit				*	
PR019	VFD on 150 hp motor	\$16,000/unit				*	

hp = horsepower

Requirements:

- Applicable to customers in the following NACS Code: 11000 to 12990, 15114, 31200, 31210 and 31240 in all PG&E climate zones - for 60 hp to 150 hp NACS Code: 11000 to 12990
- Customer must have an existing electrically operated fixed-speed fan installed on site or plans to install a new electrically operated fixed-speed fan
- Existing baghouse, fan, and motor must be in proper operating condition and compatible with a VFD
- Installed VFD must be controlled based on static pressure, airflow rate (cfm), or velocity at the lowest required rate to keep particulates suspended in the air stream
- Fan/blower must not be a designed high-pressure blower. High pressure blowers have designed capacities of less than 150 cfm per rated horsepower. (Applicable only to fan motors larger than 50 hp.)
- Measure cannot be used for the following applications:
 1. HVAC fan
 2. Individual fan motor rated less than 12hp or higher than 150hp
 3. Two-speed fan motor
 4. Fan motor with an existing VFD or failed VFD
- VFD is recommended, but not required, to meet requirements as specified by IEEE Standard 519-2014

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www.agenergysavings.com – Rebate Catalog



AESAP Deemed Rebate Process



1. Equipment Purchase

You purchase the equipment, making sure it complies with all [requirements](#) (TRC can help)



2. Submit Application

You send AESAP documentation with, a paid invoice, install and operational date



3. Application Review

Program team reviews and completes the paperwork



4. Signature Stage

Paperwork will be sent to you for final signature



5. Rebate Issuing

Rebate check will be issued and sent to you



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Pump VFD Rebate

Example Ag Well and Booster Pump VFD's

Measure Code	Measure Description	Rebate	Green House	Irrigation	Livestock/Dairy	Processing	Winery
SWWP002	C (IR017) Efficient VFD Ag Pumps Well, NC (25 hp to 300 hp)	\$9/rated hp	●	●			●
	D (IR019) Efficient VFD Ag Pumps Booster, NC (25 hp to 150 hp)	\$15/rated hp	●	●			●
	A (IR036) VFD on Ag Pumps Well, AOE (25 hp to 300 hp)	\$9/rated hp	●	●			●
	B (IR037) VFD on Ag Pumps Booster, AOE (25 hp to 150 hp)	\$15/rated hp	●	●			●
	A (IR020) Tier 2 VFD Pump Well, NC (≤ 75 hp)	\$11/rated hp	●	●			●
	B (IR021) Tier 2 VFD Pump Well, NC (> 75 to ≤ 600 hp)	\$8/rated hp	●	●			●

Rebate example for customer using well pump:

A facility in California with a VFD on a 150 HP well pump, reduces energy usage by 38,700 kWh. Annual cost savings are \$8,466. Project would receive cash rebate of \$1,350. Customer benefits with project payback of approximately 3 years.



Dairy Measures



Ag Ventilation Fans and VFDs continue to be popular accounting for approximately 15% of program savings

Measure Code	Measure Description	Rebate
SWPR001	A Efficient Ag Ventilation Fans 22-30 in	Rebate varies by CZ contact us
	B Efficient Ag Ventilation Fans 31-40 in	
	C Efficient Ag Ventilation Fans 41-49 in	\$60/unit
	D Efficient Ag Ventilation Fans 50-62 in	\$80/unit
	E Efficient Ag Ventilation Fans 63-76 in	\$80/unit
	F Efficient Ag Ventilation Fans 77-86 in	\$80/unit

Measure Code	Measure Description	Rebate
SWPR006	B Ag Ventilation Fan VFD (1 to 5 hp)	\$80/rated hp



Recent Success for Dairy Customer:

A dairy near Fresno worked with TRC to install (600) 36" and reduced energy usage by 455,400 kWh and reduced demand by 209 kW. Annual cost savings were approximately \$100,000 and capital cost was \$290,000. Customer benefitted with payback of 1.7 years.

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Greenhouse Heat Curtain Rebate

Example Heat Curtain installation at Greenhouse

Measure Code	Measure Description	Rebate	Green House	Irrigation	Livestock/ Dairy	Process	Winery
SWBE001	A (HV654) Double layer polyethylene with IR greenhouse with overhead gas furnace	50.50/ ft ² of building area	●				
	A (HV655) Double layer polyethylene with IR greenhouse with radiant heat furnace		●				
	B (HV656) Single layer polycarbonate greenhouse with overhead gas furnace		●				
	B (HV657) Single layer polycarbonate greenhouse with radiant heat furnace		●				

Program success for customer installing heat curtain:

A facility in Salinas Valley worked with TRC to install a heat curtain at a 200,000 sq ft natural gas heated greenhouse and reduced energy usage by 130,000 therms. Annual cost savings were \$97,500 and capital cost was \$175,000. Project received cash rebate of \$104,000. Customer benefitted with project payback of 9 months.



Custom Savings Platform



Summary



- Measures where the customer energy savings are determined using a site-specific analysis (calculations) and are finalized at project completion
- Pre-approval needed prior to purchasing equipment or starting work on project
- Incentives typically paid on a per-benefits basis

Requirements & Eligibility



- Requires documented proof of *Program Influence*
- Subject to statewide guidance and decisions
- Cost Effectiveness and Benefits Requirements (AESAP will perform CET run to evaluate)

Integrated Demand-Side Management Offering



Customer barriers to demand response (DR)

- Often not aware of DR program offerings due to the isolated nature of the customer base
- The sector face capital limitations that often stall or inhibit project implementation.
- Customers are interested in opportunities to reduce costs and earn incentives but do not have clear information on those programs and the quantitative benefits.



Integrating DR incentives to an Energy Efficiency project will help educate and communicate the services and resources available.

DR Incentives



Enrollment Incentive:

AESAP customers are eligible to receive a one-time signing bonus for enrolling in a PG&E DR program. The incentive will be paid at a rate of **\$50 per kW** of committed load in the DR program, **up to a maximum of \$5,000**.


Equipment Incentive:

By upgrading and installing qualifying equipment, customers can modify the operations of their equipment during peak periods in the summer.

By enrolling in a DR program, customers can earn a one-time additional **\$200 per kilowatt (kW)**, **up to 100 percent of the project cost or \$50,000**, whichever is less.

DR Layered Incentive Example



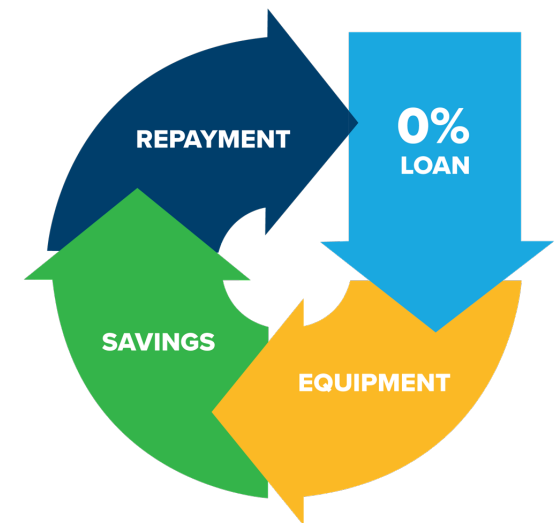
	200hp Irrigation Pump VFD (estimated project cost: \$50,000) 200 horsepower (hp) irrigation pump \approx 150 kW demand
Enrollment bonus	One-time signing bonus for enrolling in a PG&E Demand Response program. $\$50 \times 150 \text{ kW} = \text{\$5,000 (capped)}$
AESAP energy efficiency incentive	Installing a VFD on the pump would also be eligible for \$9/hp or \\$1,800 rebate
Demand response technology incentive	\$200/kW of Load Shed capped at the project cost after AESAP Energy Efficiency Incentive = \\$30,000
Total incentives earned	$\$5,000 \text{ enrollment bonus} + \$30,000 \text{ demand response technology incentive} + \$1,800 \text{ AESAP energy efficiency rebate}$ =\\$36,800 of incentives

Financing Options – On Bill Financing



OBF offers 0% interest loans for energy efficient retrofit projects that result in savings at the meter

- Loans range between \$5,000 and \$4,000,000 per premise
- Loan periods of up to 120 months
- Loan repayment amount will be in line with the monthly energy savings from the upgrade
- Energy bill shouldn't increase due to equipment investment
- Once loan is paid off, savings on your bill will be realized



Marketing Activities



Keep your cows cool and costs low with dairy ventilation fans

Estimate your savings with our new calculator

California summers can make it difficult to keep dairy cows from experiencing heat stress. High-efficiency dairy ventilation fans and variable frequency drives (VFDs) can help regulate temperatures for cows, improving their health and milk production, while also reducing your energy costs.

Want to know how much you can save? The new interactive calculator from the **Agriculture Energy Savings Action Plan (AESAP)** provides an estimate of your rebate amount and yearly bill savings based on the number and size of fans you need.

See the calculator in action:

I learn how much you can save by installing dairy ventilation fans and/or VFDs with our calculator below:

Dairy Fans Rebate Calculator

Total Number of Fans:

Motorpower per Fan (1/2 HP):

0.1

0.2

0.3

0.4

0.5

Dairy fan calculator email

Shade Cloth Rebate Calculator

Rebates apply only to agricultural greenhouses heated with natural gas supplied by PG&E. Greenhouses on residential gas meters or using other heating fuels such as propane are not eligible.

Square Footage:

Select Climate Zone:

Climate Zone 4

Not sure which climate zone you're in? Use the [California Energy Commission's interactive map tool](#) to find out.

Greenhouse Heat Source:

Unit Heaters

Greenhouse Type:

Polyethylene/plastic film

Results

Rebate total:

Estimated annual utility savings:

Estimated annual therm savings:

Estimated savings are based on an average PG&E gas rate of \$1.25 per therm and typical greenhouse conditions. Actual savings may vary based on local climate variability, greenhouse design and operation, heating system efficiency, and your individual gas rate.

Interactive Thermal Curtain Calculator

Pacific Gas & Electric:

Harvesting Efficiency:

A Guide to Successful Custom Pathway Projects with the Agriculture Energy Savings Action Plan (AESAP)

May 29, 2024

Trade Pro Custom Projects Webinar

Blog

How System USA Helps California Greenhouses Thrive
May 28th, 2025

Many greenhouse operators face a constant balancing act of maintaining optimal growing conditions while also trying to keep their utility costs in check.

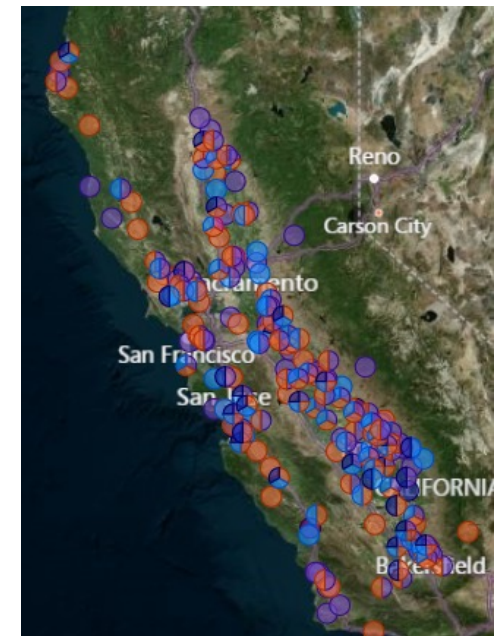


Program Highlights



- Hard to Reach and Disadvantaged Community support
- Providing resources to identify/plan/implement energy conservation measures
- Helping overcome customer budget constraints
- Partnerships with vendors on successful measures
- Guiding customers toward carbon reduction and electrification
- Collaboration with PG&E (account representatives and leadership) QC/CPUC

Project Locations



Thank you!

We are happy to answer any questions you have, just let us know!

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