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Green Grocer News Release

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Daniels Sentry Walworth Certified as a 'Green Grocer'

Sixth in state to be certified by the Green Grocer Program

Walworth, WI – With state and national leaders discussing climate change measures, the Daniels Walworth Sentry is the sixth grocery store in the state to achieve the 'Green Grocer' certification and will reduce CO2 emissions by 108,000 pounds next year and test innovative induction outdoor lighting.

The 'Green Grocer' program assists grocery stores in achieving energy efficiency, sustainability and environmental standards. The pilot program, offered by the WGA in the Wisconsin Power and Light (WPL) service area, is administered by Better Environmental Solutions, a Madison-based energy consulting firm. The 'Green Grocers' program also receives energy efficiency and conservation program, technology and incentive support from WPL. Daniels Sentry changed 49 459-watt metal halide parking lot lights to 49 153-watt induction fluorescent lights, reducing energy use 66%.

"We are honored to be one of the first grocery stores in Wisconsin to be Green Grocer certified," said TERRY DANIELS, owner of Daniels Sentry. "We upgraded our parking lot lights to reduce our costs and carbon emissions and will save \$5,000 per year in energy costs." The Daniels Sentry upgrades will save 60,000 kWh of energy annually, \$5,000 on the electric bill, 15 KW of electricity demand, 108,000 pounds of CO2, 335 pounds of SO2, and 153 pounds of NOX annually.

"We are excited to expand our Green Grocer certification program by working with Daniels Sentry and other Wisconsin Grocer Association member grocery stores in Wisconsin," said Brandon Scholz, WGA President and CEO. "Daniels Sentry is using innovative 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 Walworth Sentry and nine other grocers in our service territory to become more energy-efficient," said Tom Niquette, Accounts Manager at WPL. "We applaud Daniels Sentry 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."

Daniels achieved 50 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 Daniels Sentry and the Wisconsin Grocers Association for taking the lead on common sense efforts to save money and energy," said State Senator Neal Kedzie. "The savings generated through the reduction in energy usage will help to create additional jobs, which our state needs in these difficult times."

"The Green Grocer Program promotes buying and selling locally grown foods and products which helps Wisconsin farmers and our economy," said Rep. Tom Lothian. "Green Grocers give us better jobs, better food, and better businesses and I applaud the Daniels Sentry 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 153 homes, or equal to taking 328 cars off the road.

"Daniels Sentry 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.

"This is one of the first parking lots in Wisconsin to use induction magnet lights that cut energy use by more than 50% and last up to 100,000 hours," said Rex Lewis of Fontana, a sales representative for Neptun Lights.

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.

For more information on the Green Grocer certification program, call 608-238-6070 or you can visit www.wisconsinagrocers.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.wisconsinagrocers.com.

Alliant Energy is an energy-services provider with subsidiaries serving approximately 1 million electric and over 400,000 natural gas customers. Providing its customers in the Midwest with regulated electric and natural gas service is the company's primary focus. Wisconsin Power and Light, the company's Wisconsin utility subsidiary, serves approximately 450,000 electric and 175,000 natural gas customers. Alliant Energy, headquartered in Madison, Wis., is a Fortune 1000 company traded on the New York Stock Exchange under the symbol LNT. For more information, visit the company's web site at www.alliantenergy.com.

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.

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