



PETE & GERRY'S ORGANIC EGGS

“With Freeaire®, we can keep the price of our eggs **down**, and dramatically **reduce our carbon footprint** at the same time.”

— Jesse LaFlamme, *Chief Financial Officer*
Pete & Gerry's Organic Eggs

FREEAIRE® - THE NATURAL CHOICE

At Pete and Gerry's Organic Eggs, happy, healthy hens are good for business. The farm's cage-free, organically fed and humanely treated birds are excellent layers, making Pete and Gerry's the largest supplier of "specialty eggs" in the Northeast. And with a commitment to conservation, sustainability, and organic foods, Freeaire was a natural choice for refrigeration. "Freeaire's environmental benefits were a huge plus, because those values go along with everything that we market," says CFO Jesse LaFlamme, a fourth-generation farmer who now runs the business with his father, Gerry.



THE RESULTS

Total energy savings: 72,470 kwh
Days/year outside air takes over refrigeration: 130
Reduction in energy use: 26%
Economics: 1 year payback with utility incentive
Estimated carbon emissions offset: 72,469lb/year

Total annual cost savings: \$11,334

WHY WE DID IT.

Pete and Gerry's eggs reach the market as much as two weeks faster – and, therefore, fresher - than even their organic competitors. The farm combines operations at one location, enabling daily shipments rather than long warehouse layovers. With that much product at stake, refrigeration must be fool-proof. “If our coolers go down, our eggs can only stay above 45 degrees for fifteen minutes before they can't be used for retail,” says Jesse. “We have lots of confidence in this system. It really takes care of itself.”



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Location: Monroe, New Hampshire

Description: Refrigerated storage warehouses

Refrigeration needs: 98,700 cubic feet

Energy Incentives: New Hampshire Electric Coop

Current utility rate: \$0.1564/kwh

SAVING MONEY, ENERGY AND HEADACHES

The low cost of installation made Freeaire an easy choice for Pete and Gerry's. “Utility incentives paid for half the project, so it was a no brainer,” Jesse says. And the installation process? “They were in and out in three days, and completely unintrusive.”

Jesse particularly appreciates the built-in defrost cycles, courtesy of the **Cooler Controller™**. “We've had some major problems with the air-handling units before. Those have been taken care of, as the built-in electricity reports clearly show. This system is definitely saving us energy and headaches.”

COOL, QUIET, FREE AIR

This fourth-generation New England farm loves the ingenuity and practicality of Freeaire, especially in winter, when the **Cooler Controller™** really saves money. “There was nothing more frustrating than going outside in winter and hearing our compressors going, just wasting energy. Now, it's really nice to walk into the cooler. It holds its temperature well. The fans are off, the compressors are off, the air smells fresh and clean. Very cool.”

“Our eggs have to be as **fresh** and **delicious** as possible when they reach the market. We have lots of **confidence** in this system – **it's working great.**”

— Jesse LaFlamme, *Chief Financial Officer*
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