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Ag Energy Green Energy Solutions

Ag Energy Co-operative offers energy strategies and solutions to large agricultural operations in Ontario. Established in 1988, they are the largest of their kind in Canada and currently supply 1/3 of all heat and hydro consumed by Ontario Agriculture.

FireFly Energy is a division of Ag Energy, which offers natural gas and electricity programs to those that are unable to join the co-operative.

Ag Energy has taken the initiative to implement

their own power generation by installing 51 solar panels on the roof of their office building on Speedvale Ave. It is one of Canada's largest solar power installations, and the first of its kind in the Guelph area. The solar panels meet the energy requirements of the office, and surplus electricity returns to the grid.

As demand continues to increase in Ontario, it is becoming increasingly important to encourage independent power generation. Incorporating

solar power into office buildings is one-way companies can take the initiative and reduce demand for power by generating their own energy.

"Not only are we supporting a clean and renewable source of energy, but we're learning first hand about this technology and will be able to give practical and valuable advice to our customers."

—Bruce Fraser

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Resolution Passes in Ontario Legislature

On December 14, 2006 a Resolution supporting the creation of a Provincial Co-operative Secretariat passed in the Ontario Legislature. MPP Ted McMeekin (Liberal, Ancaster-Dundas-Flamborough-Aldershot) sponsored the Resolution, which met with unanimous support in the Legislative Assembly.

"I'm excited this important way of doing community-based business has been affirmed."

This is an important first step towards the creation of an office within government that supports the co-op business model.

Mr. McMeekin first expressed his support for a Co-operative Secretariat at the provincial Co-operative conference and gala in October 2006.

The creation of a Provincial Co-operative Secretariat was one of the key recommendations of the White Paper on Co-op Development in Ontario (2005).

Currently, the approach to co-operative services within the provincial government is fragmented. A Co-op Secretariat would create a single voice for the sector within government, which would allow for the co-op model to flourish and contribute even more to the social economy of the province. One role of the Secretariat would be to explore co-operatives as cost-effective alternative delivery models for key social services.

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“We decided we wanted to make a stronger contribution to the development of solar energy in a way that will reach others. The Sunpark Challenge is the perfect way to do this.

***-Bruce Fraser,
FireFly Energy***



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Another solar project that has the support of Ag Energy is the construction of Canada’s first solar power station to produce clean electricity. The Sunpark Challenge is a unique project, inviting all Canadians to become involved in supporting the development of a solar park that will “help create a better planet for future generations.”

Sites for the Sunpark have been proposed in rural areas surrounding Guelph, as well as in brownfields such as the former site of the IMICO foundry or the Eastview Landfill. The conversion of such polluted sites into a Sunpark could be influential in their environmental rehabilitation.

Sunpark Energy Corp. recently issued a challenge to businesses and individuals to help establish the solar park through donations. Members of the public can purchase a solar cell for the project at a cost of only \$25.

Supporting solar power is only one of the ways that FireFly Energy differentiates itself from other energy retailers. As a division of a co-operative, FireFly is very community minded and environmentally focused. Through research and innovation, FireFly and Ag Energy work hard to explore potential energy saving tactics for their consumers. During 2007, Ag Energy will be releasing *Demand Side Management “Lessons Learned”* for the agricultural sector. “Lessons Learned” is expected to reduce energy consumption in agriculture by over 20%, through tactics researched by the co-operative in order to reduce harmful impacts on the environment as well as to save their members money.

FireFly is different than other energy retailers as the co-operative values of its parent company shine through its business practices. FireFly Energy does not sell its energy by using the traditional high

pressure, door-to-door technique. Instead, it uses an approach that encompasses learning, education and honesty. Through the use of two Energy Buying Guides—one for natural gas and one for electricity—people can learn about their options with regard to energy and make an informed decision. The staff at FireFly work hard to offer advice and guidance in the best interest of the customer.

In support of the Co-operative principles, Ag Energy believes in supporting other co-operatives. FireFly Energy teams up with many sectors of the co-operative movement to make FireFly programs available to their members. Members of On Co-op, which includes the Guelph Co-op Council, receive discounted rates through FireFly Energy.

**Please call 888-866-7575
for more info or visit
www.fireflyenergy.ca**

**Ag Energy Co-operative
www.agenergy.coop**

**SunPark Challenge
www.sunpark.ca**

