



*“Having the transparency of all water & energy costs in one place was critical as we moved from flood to drip irrigation and invested in solar. PowWow caught anomalies early and saved us time and money.”*

CANNON MICHAEL, PRESIDENT OF BOWLES FARMING CO.

## RESULTS

- ✓ One-stop place to see all energy and water costs
- ✓ Anomalies caught early with automated alerts
- ✓ Weekly reports to track pumped water use against projected water demand
- ✓ Simple dashboard with file for accounting department
- ✓ Reconciliation of utility bills under NEMA
- ✓ Solar investment optimized with alerts and rate analysis



## CUSTOMER CASE STUDY

**6<sup>th</sup> generation family-owned farm in Los Banos, California**

### The Challenge

The Bowles Farming Company is a family-owned farming operation located near Los Banos in the Central Valley of California. They invested 2 million dollars to offset the increased energy intensity of dip irrigation compared to flood irrigation. The 11,500-acre farm grows annual crops with a focus on cotton, tomato, hay and melon.

### The Solution

They looked for several solutions to monitor their pumping and solar infrastructure. They met with PowWow and they were intrigued by the no-hardware approach that tapped into the SmartMeters deployed by the power utility. Cannon Michael tried one pump meter on the system Two days later he received a text alert at the booster and the farm operation found a “milk jug caught in the propeller”.

Their VP of Technology identified that single alert saved at least \$3,500 in avoided repair costs. He decided to put a dozen meters including a solar installation on PowWow’s patented platform. It identified that \$17,000 of energy offsets were lost because the panels accumulated dust and were not cleaned often enough.

The business analyst at Bowles Farming then developed a cleaning program internally to optimize their solar investment. He also talked to PG&E and PowWow about how to reconcile their entire utility bill under the Net Meter Energy Aggregation (NEMA). By recomputing the bills and testing different rates, PowWow found another \$22,000 of savings. Bowles Farming staff now has all its 50 meters on PowWow. The net savings are a little over twice what they pay for the software.

