



## ENERGY EFFICIENCY PROGRAMS

# Corn & Kilowatts: Wyffels Hybrids Partners with Ameren Illinois to Reduce Energy Use



Illinois family farmers Bill, Sr. and Alma Wyffels were first inspired to produce a better-performing seed corn for their neighbors and friends nearly 75 years ago. Since then, a simple formula has made Wyffels Hybrids one of the fastest-growing seed corn brands in the Corn Belt — **One Thing. Done Right.** The Ameren Illinois Energy Efficiency Program applies that same singular focus to helping customers improve comfort, manage usage, and reduce costs.

Energy costs are no small thing at Wyffels Hybrid's sprawling production facility in Atkinson, Illinois. There, large volumes and varieties of seed corn — some grown as far away as Argentina — are processed, packed, stored, and distributed. This requires a temperature-controlled environment and around-the-clock operations during the busy season.

To reduce the demand for energy in Atkinson, Wyffels Hybrids began working with Ameren Illinois in 2014 to upgrade outdated metal halide lighting in the warehouse to T5 fluorescent bulbs. As the company added on to the warehouse, Wyffels Hybrids again partnered with Ameren Illinois to incorporate long-lasting LED lighting in their new construction. This included adding occupancy sensors to each fixture, which automatically switch lights on and off, as forklifts and people travel throughout the warehouse.

Ameren Illinois provided cash incentives to help Wyffels Hybrids complete the lighting projects. Beyond those up-front savings, ENERGY STAR® qualified LED lighting lasts longer and uses a fraction of the energy required by previous technology, so it permanently reduces operating and maintenance costs.

Most recently, in 2020 Wyffels Hybrids joined with Ameren Illinois on a motor control project that promised to further reduce energy usage at the Atkinson facility.

As an important health and safety measure, the vacuum system is used to help clean the seed of foreign material to produce a quality product and develop a clean working environment. Some of the facility's vacuums ran at 100 percent during times of both high demand and low demand. By adding variable frequency drives (VFDs) to motors on pumps, the system can be ramped up or down as needed, better matching the amount of suction to production levels.

### GET THE MOST OUT OF YOUR INVESTMENT!

Did you know? The Ameren Illinois Energy Efficiency Program is funded through a small, state-mandated charge on Ameren Illinois customer bills (Rider EDR for electricity customers and Rider GER for natural gas customers). Make the most of your company's investment in the Ameren Illinois Energy Efficiency Program by completing an energy efficiency project and receiving cash incentives to offset the cost. Call us today at 1.866.800.0747 to get started!

According to the American Council for an Energy-Efficient Economy, the agricultural sector has the potential to save

**over \$1 Billion  
in energy per year.**

To learn how you can save with incentives from the Ameren Illinois Energy Efficiency Program, visit [AmerenIllinoisSavings.com/Ag](https://AmerenIllinoisSavings.com/Ag).

## USE LESS. SPEND LESS. GIVE MORE.

Beyond boosting your bottom line, the more you save on energy costs, the more you can give back to your community. Veterans are a cause close to their hearts at Wyffels Hybrids. The company's [Serving Those Who Served](#) program benefits [Homes For Our Troops](#), a nonprofit organization that builds and donates specially adapted custom homes for severely injured post-9/11 veterans to help them rebuild their lives. To learn more, visit [Wyffels.com/STWS](#).

Pressure sensors were also incorporated into the system so that adjustments to motor speed are made automatically based on demand. The new VFDs allow Wyffels Hybrids to improve seed quality, while using far less energy.

Through its motor control incentive offering, Ameren Illinois provided more than \$68,000 in incentives to help pay for the up-front costs of the VFD project. The new motor controls will help Wyffels Hybrids reduce its annual energy costs by more than \$44,000.

As Wyffels Hybrids proves, even as you grow your business, you can shrink your energy usage — and your impact on the environment. And with a new generation of energy-saving tools and technologies— and cash incentives from Ameren Illinois — energy efficiency offers fertile ground for savings.

## GET SOME SEED MONEY FOR YOUR ENERGY EFFICIENCY PROJECT

Every year, the award-winning Ameren Illinois Energy Efficiency Program provides millions of dollars in cash incentives to help businesses, nonprofits, and public organizations reduce their annual energy costs. Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air.

### BENEFITS OF ENERGY EFFICIENCY FOR AGRICULTURE:



**Production** — boost production with process improvements and energy-efficient equipment



**Profitability** — investing in energy efficiency leads to long-term reduced energy costs for agricultural facilities



**Safety & Comfort** — energy efficiency improves security, worker and asset safety, and comfort across your facilities



**Maintenance Time** — lower costs and expand the lifespan of your equipment with energy-efficient upgrades



**\$68,000**

in incentives to help pay for the up-front costs of the VFD project



**\$44,000**

annual energy cost reduction with the help of new motor controls

## READY TO BEGIN?

[AmerenIllinoisSavings.com](#)

1.866.800.0747



**ENERGY EFFICIENCY  
PROGRAMS**