



Midwest Energy Solutions Conference

February 2, 2022



Lauren Morlino

Agenda

- About Evergreen
- What's happening now?
- Who's involved?
- What's next?

About Evergreen

Who We Are

- Full-service energy-efficiency consulting firm
- Motivate customers and contractors to participate in utility programs
- Certified B-Corp
- Federally Designated Small Business
- 25 years of experience across the U.S.
- All virtual company

Evergreen Experience by the Numbers



80+ team members



2,500 trade ally connections



Serving clients across 11 states



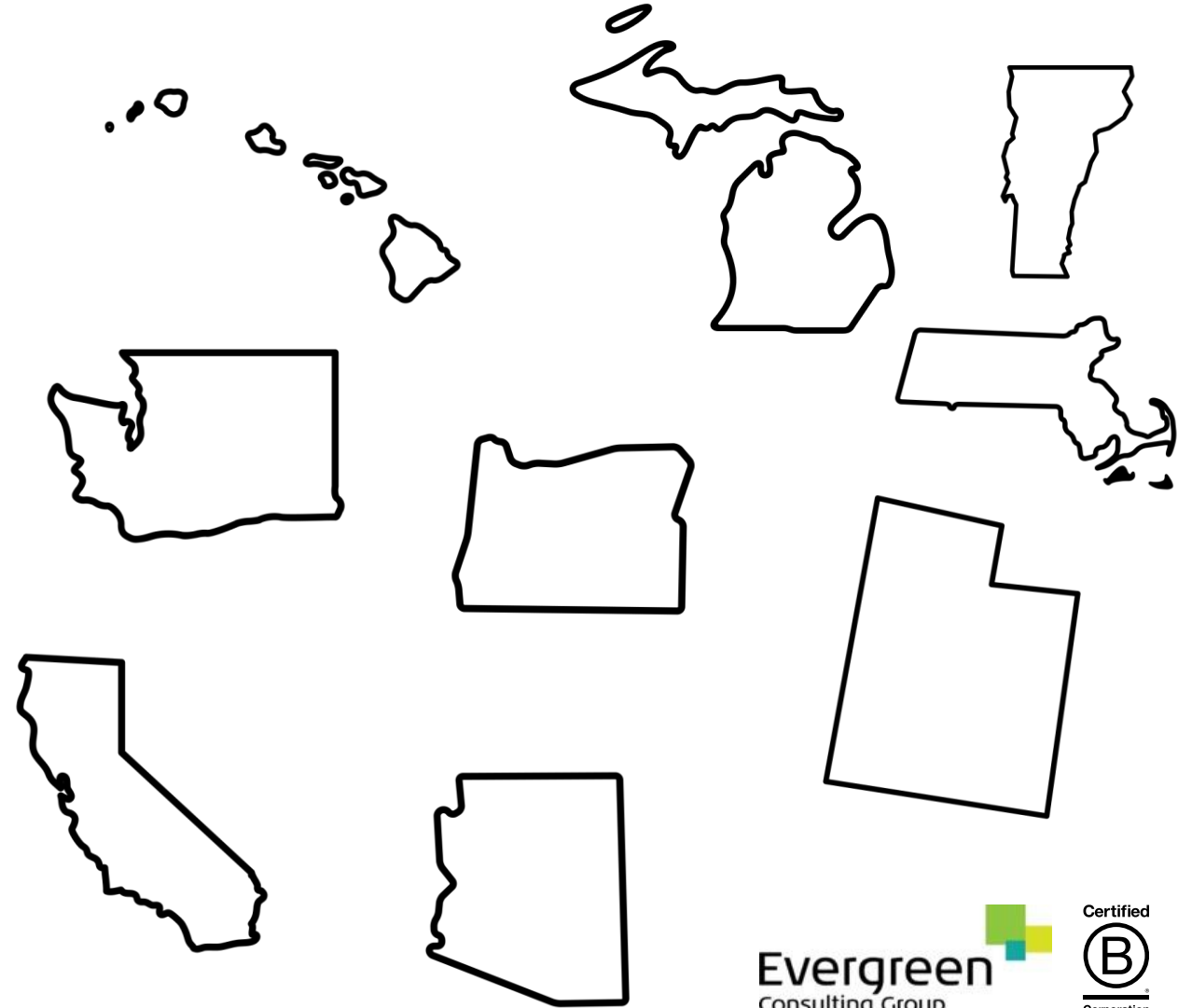
10,000+ trainings delivered



2 billion kWh saved

Evergreen & Controlled Environment Agriculture

- CEA program design for utilities
- Representation on industry working groups
- Customer outreach—virtual and in the field
- Technology research and reports
- Application research and reports
- Trade ally training
- Program implementation



What's happening now?

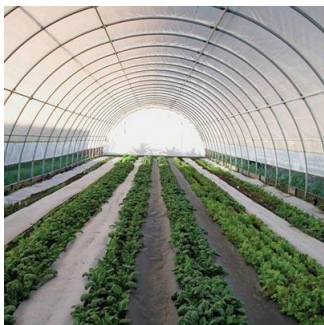


Controlled Environment Agriculture (CEA) Building Types



**Residential
Home Growers**

Fruits, Flowers,
Herbs, Veggies,
Cannabis



**(kkl dkqoaĭ
(ecd 4qj j aho**

Fruits, Flowers,
Herbs, Veggies,
Cannabis



**' j ^haāpuha
'naaj dkqoa**

Fruits,
Houseplants,
Flowers, Herbs,
Veggies,
Cannabis



**Indoor Grow
Rooms**

Herbs,
Mushrooms,
Cannabis



**Drying/Cold
Storage**

Fruits, Herbs,
Veggies,
Cannabis



**Onk aooj c
, j ^kn]pkneao**

Herbs,
Cannabis



The Research Process



Research



Interview



Create Report



Pilot Measures



Final Program Measures

Key Findings

General Discoveries

Floriculture and
Food Crops

Diverse Existing
Technologies

Utility Incentives
+ Other Financial
Support

New
Construction
Potential

Measure Specific Findings

HVAC Systems

Thermal Curtains

Roof Vents

New Measures

Existing Agricultural Programs

Who's involved?



Growers

GREEN THINGS
FARM
COLLECTIVE
greenthingsfarm.com



Evergreen
Consulting Group

Certified
B
Corporation

Partner Organizations

- Agriculture Extensions
 - UVM, MSU, Cornell
- Greenhouse Lighting and Systems Engineering (GLASE)
- Resource Innovation Institute (RII)
- DesignLights Consortium (DLC)
- State Departments of Agriculture
- USDA
- Cannabis Control Board/Legislators
- Utilities and Implementers
- Technical Experts
 - Dr. Greenhouse, Energy350, Energy Sciences
- Trade Allies
 - Product manufacturers, growers' consultants, greenhouse distributors
- Growers Councils

What's next?



Post-Harvest Processing

- Drying/curing
- Refrigeration/cold storage
- Cannabis extraction labs
- Commercial kitchens
- Transportation
- Consumption sites



Houseplants

- 65% of growers saw increased sales of tropicals in Spring 2021
- 63% of people <40 y/o said their houseplant collection grew during pandemic
- 57% said houseplants supported their mental health during pandemic
- \$110 on average is the most someone would spend for a houseplant
- 15% in productivity

Bloomberg



Pursuits | Checkout

The One Thing Millennials Haven't Killed Is Houseplants

Record demand for Instagram-ready flora has sent 'plant parents' scouring the web for fiddle-leaf figs.

By Matthew Boyle

April 11, 2019, 5:00 AM EDT

GREENHOUSE
GROWER 

Kristin McLaughlin, a former bartender from Oregon, at her Brooklyn store Soft Opening. Photographer: Lea Winkler for Bloomberg

JOBS



A Leafy Office is a Happier Office, Study Finds

TIME

Evergreen
Consulting Group 

Certified

Corporation

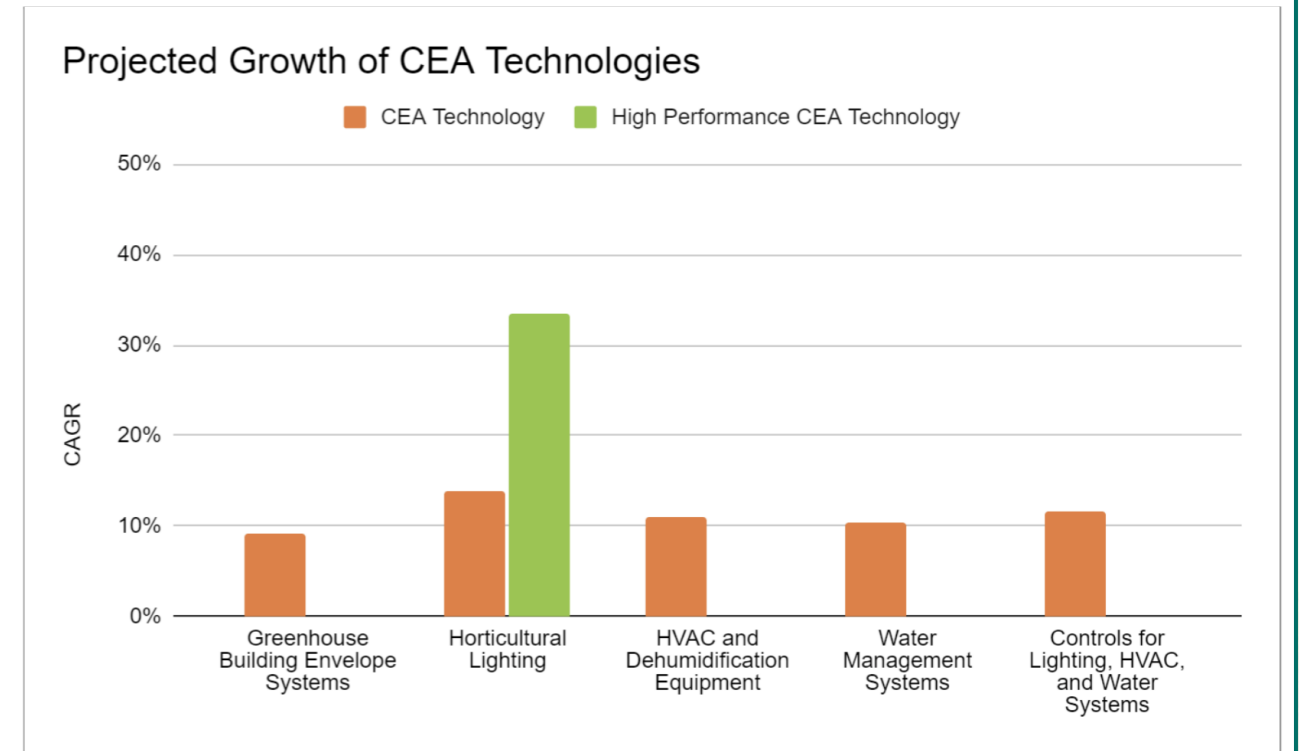
Mushrooms

- Culinary mushrooms CAGR of 8.7% 2020 – 2027
- Medicinal mushrooms CAGR of 9.15% 2021-2025
- High price per pound = margin to re-invest in business
- Psilocybin mental health research is promising
 - [John Hopkins Depression Study](#)
- Psilocybin decriminalized in several locations already.
 - **Seattle, WA; Ann Arbor, MI; Denver, CO; Oakland, CA; Santa Cruz, CA; Somerville & Cambridge, MA; Oregon; and Washington D.C.**
 - Legal in Oregon for mental health treatment via supervised settings since February 2021

Greenhouse & Indoor-Grown Food

- US CEA Market 2018 trajectory for growth was 3.4% CAGR 2018-2023
- More consumer demand for locally and sustainably-grown produce
- Supply chain issues and inflation affect poorest communities the most
- Climate change forcing food systems to be resilient

Figure 3: Projected Growth of CEA Technologies



<https://catalog.resourceinnovation.org/item/controlled-environment-agriculture-market-characterization-report-433708>

Thank you audience & MEEA!

- Reach out via email

Lauren.Morlino@evergreen-efficiency.com

- Find my colleagues
Lindsay Buckwell
and **Carly Burke** at the
reception!

