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NW Cannabis Market Perspectives on Energy Efficiency



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Agenda

- ▶ Growers- Where does Efficiency Fit
- ▶ Utility Engagement- Individual Approaches
- ▶ Manufacturers- Solutions or Not
- ▶ Retail/Distributors- Untapped Resource for Savings
- ▶ Introduction of the Resource Innovation Institute
 - ▶ Action Plan



Growers

- ▶ Growers in WA/OR fall along a broad continuum of engagement on energy issues.
- ▶ Growers that do energy efficiency want a fast payback. They want data to back up savings claims.
- ▶ Growers have to learn how to engage on the hook up side of the utility
- ▶ Growers would like customers to be educated on the value of energy efficiency





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Utilities

- ▶ Utilities are taking a variety of approaches to this newly regulated sector.
- ▶ Utilities need to develop and implement customized approach to this new customer.
- ▶ Some utilities are experiencing a back log on new customer hook ups and this can really slow down planned facility build outs.
- ▶ Recommend working with RII to help increase project conversion rates on existing buildings.



Manufacturers

Growers in newly legalized recreational cannabis space are being inundated by technology companies that claim to deliver significant energy savings.

- ▶ Lighting (LED)
- ▶ HVAC
- ▶ Solar



Retail/Distributor Channels

- ▶ Home growers are going to Home Depot and Lowes for non-energy efficient lighting solutions.
- ▶ Grow Shops- equivalent of ACE/TrueValue for Growers
- ▶ Grow Shops could be a great channel to generate education and awareness on energy efficient products



Creating a market-based
certification standard to drive
energy and water conservation in the
cannabis industry



*Image: Panacea Valley
Gardens*



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Our mission

The Resource Innovation Institute provides certification standards, technology reviews and a platform for best practices on resource conservation in the cannabis industry.

- ▶ Initial focus: Energy management in indoor grow operations
- ▶ Next focus: Water
- ▶ Organized as non-profit to serve the public good and the growing cannabis industry with objectivity



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Resource Innovation Institute Board & Executive Director

- ▶ Sara Batterby- CEO, HiFi Farms
- ▶ Margi Hoffmann - Principal, Hoffman Consulting
- ▶ Jesce Horton- Founder, Panacea Valley Gardens
- ▶ John Morris - CEO, Morris Energy Consulting
- ▶ Alex Tinker - Attorney, Tonkon Torp
- ▶ Elizabeth Whalen - LEED, global certification systems

Derek Smith - Co-Founder & Executive Director of RII



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Key Activities

2016

- ▶ Technical Advisory Committee
- ▶ Creation of Design Principles to Outreach/coordination with CO, CA, WA, OR
- ▶ Seattle Cannabis Conference
- ▶ Denver Cannabis Conference

2017

- ▶ Assembly of Technical Advisory Committee
- ▶ Development of certification standard

