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Uinta Brewing Company

Uinta Brewing Company of Salt Lake City, Utah, is now 100% wind powered. Uinta purchases 100-kilowatt-hour blocks from Utah Power’s Blue Sky green pricing program. The brewery estimates that its renewable energy purchase results in the prevention of 357,120 pounds of carbon dioxide per year — the equivalent of planting 71 acres of trees or not driving 348,400 miles per year. Uinta president and founder Will Hamill thinks that consumers are drawn to a product that is brewed by 100% wind power.

Learn More

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www.eren.doe.gov/wind
This site provides information about the U.S. Department of Energy’s wind energy program.

www.oit.doe.gov
This site provides information on the DOE Office of Industrial Technologies and summaries of wind-related activities undertaken on behalf of the nation’s largest industries. An overview can be found at www.oit.doe.gov/cfm/fullarticle.cfm/id=355 and a summary report at www.oit.doe.gov/pdfs/wind_power_1101.pdf.

www.nrel.gov/wind
The National Wind Technology Center is a world-class research facility managed by the National Renewable Energy Laboratory for the U.S. Department of Energy.

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The Utility Wind Interest Group is a nonprofit corporation whose mission is to accelerate the appropriate integration of wind power for utility applications through the coordinated efforts and actions of its members, in collaboration with public and private sector stakeholders.
Wind power is the fastest-growing source of electricity worldwide. The American Wind Energy Association estimates that more than $40 billion will be spent worldwide over the next decade to build new wind installations. The opportunities for industries that build, buy, or invest in wind energy are tremendous.

Stabilize Energy Costs

Fossil fuels are subject to price fluctuations and supply constraints. Wind energy is a reliable, renewable domestic energy source, and industries can take advantage of wind power to stabilize their energy costs and supplies.

Capitalize on Technology

With current U.S. Department of Energy R&D efforts to improve technology and take advantage of low wind speed resources, wind energy is poised to become one of the most competitive forms of energy generation in the nation. Reducing the cost of a wind turbine without sacrificing performance by developing superior low-cost materials for use in turbine components is vital to this effort, and an emerging market exists for industrial materials and products for the utility-scale and small wind industries.

Enhance Corporate Image

Wind energy does not emit pollutants, wastes, or greenhouse gases. In fact, a single 750-kW wind turbine can supply the electricity for about 200 average homes. In addition, wind energy enhances its corporate image. Corporations with a European presence only helps the environment, it also enhances its amount that could be absorbed by 500 acres of forest. A federal wind energy production tax credit allows wind power producers to benefit from the dual benefits of stabilizing energy costs and enhancing corporate image.

Explore Your Options

1. Purchase wind-generated power. A company can choose to purchase wind power from a project developer or power supplier. Companies that purchase green power offerings exist in nine states today, and the number continues to grow. Across the United States, more than 300 utilities in 32 states currently offer green power products, including some that can be tailored to meet a customer’s preference for a mix of renewable products.

2. Purchase “green tags,” a type of green power product available to industrial customers. These low-cost commodities represent the environmental attributes of renewable-generated electricity. Green tags can be bought by energy customers regardless of proximity to the power generation source. These products, which are sold by power marketers, include credits that are redeemable at the power generation source to the customer, are available from an increasing number of power marketers.

3. Issue a request for proposals (RFPs) for green power. As increasing numbers of companies are leasing RFPs for green power products to meet their power purchase needs, an effective RFP identifies the company’s goals for investing in renewable power and specifies all relevant information on price and amount of power sought and where the power should physically be generated.

Supplemental Environmental Projects

Supplemental environmental projects (SEPs) are a policy vehicle designed by the U.S. Environmental Protection Agency (EPA) to give violators an alternative to standard fines for noncompliance. Instead of paying the full amount of its fines, the company can volunteer to fund environmentally friendly projects. Federal law permits all states to incorporate renewable energy projects, creating a positive outcome for both the company and the community. More information on SEPs is available at http://www.epa.gov/sep/SEPPolicy.pdf.
Why Wind Power?

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Buildings in Technology

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Enhance Corporate Image

Wind energy does not emit pollutants, wastes, or greenhouse gases. In fact, a single 750-kW wind turbine prevents annual carbon dioxide emissions equal to the olive trees or other plants. The wind industry also enhances corporate image by offering a pollution-free energy source, and industries can take advantage of wind power to stabilize their energy costs and supplies.

Stabilize Energy Costs

Fixed fuel costs are subject to price fluctuations and supply constraints, and wind energy is a reliable, renewable domestic energy source, and industries can take advantage of wind power to stabilize their energy costs and supplies.

Capitalize on Technology

Wind energy is a vast renewable domestic energy source, and industries can take advantage of wind power to stabilize their energy costs and supplies.

Explore Your Options

1. Purchase wind-generated power. A company can choose to purchase wind power from a project developer or power supplier. Competing green power offerings exist in nine states today, and the number continues to grow. Across the country, more than 300 utilities in 32 states currently offer green power products, including some that can be tailored to meet a customer’s preference for a mix of renewable products.

2. Purchase “green tags,” a type of green power product available to industrial customers. These low-cost commodities represent the environmental attributes of renewable-generated electricity. Green tags can be bought by energy companies regardless of proximity to the power generation source. These products, marketed as credits and denominated in MWh, are issued to companies as a result of a project having the generation source to the consumer, are available from an increasing number of power marketers.

3. Issue a request for proposals (RFPs) for green power. An increasing number of companies are issuing RFPs for green power products to meet their power purchase needs. An effective RFP identifies the company’s goals for investing in renewable power and specifies all relevant information on price and amount of power sought and where the power should physically be generated.

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Fossil fuels are subject to price fluctuations and supply constraints. Wind energy is a reliable, domestic energy source, and industries can take advantage of wind power to stabilize their energy costs and supplies.

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Enhance Corporate Image

Wind energy does not emit pollutants, wastes, or greenhouse gases. In fact, a single 750-kW wind turbine prevents annual carbon dioxide emissions equal to the greenhouse gases generated from utility-scale wind power. The PTC, which is adjusted for inflation, supports electricity generated from utility-scale wind turbines. State incentives are also available for both utility-scale and small wind systems.

Explore Your Options

1. Purchase wind-generated power. A company can choose to purchase wind power from a project developer or power supplier. Comparing green power offerings exists in nine states today, and the number continues to grow. Across the country, more than 300 utilities in 12 states currently offer green power products, including some that can be tailored to meet a customer’s preference for a mix of renewable products.

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Supplemental Environmental Projects

Building Wind Power

The explosive growth of the wind power industry offers an opportunity for industries to produce low-cost power for on-site use and to sell the excess power to utilities or other customers. The string, construction, and sale of electricity offers a lucrative business venture for U.S. industries.

Assess Your Resource

Wind projects begin with an assessment of the available wind resource in an area. The better the resource, the more economically feasible the project. To better understand your wind resources, please see the wind maps at www.eere.energy.gov/windmaps/

Build Wind Farms

Companies planning to build wind farms may lease the land, purchase the land outright. Companies are building wind farms in partnership with farmers, rural communities, Native American groups, and other organizations that own suitable land.

Use a Developer

A developer acts as a middleman between the project financing the wind farm and the turbine manufacturer. Developers provide freedom from actually building and operating the turbines. A company may also choose to eliminate the middleman by contracting directly with the wind turbine manufacturer that offers a range of services. For more information on wind project developers and existing projects across the country, please visit www.awea.org/utility-scale.html.

Cost of Wind Energy

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**Public Service of Colorado’s Ponnequin Wind Farm near the Wyoming border currently has 44 turbines that can generate up to 30 MW of electricity. This wind farm is a primary wind resource for the company’s Colorado Windsource® program, the largest customer-driven wind energy program in the country.**

**Learn More**

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- www.eren.doe.gov/wind
  This site provides information about the U.S. Department of Energy’s wind energy program.

- www.stt.doe.gov
  This site provides information on the DOE Office of Industrial Technologies and summaries of wind-related activities undertaken on behalf of the nation’s largest industries. An overview can be found at www.stt.doe.gov/rim/fullarticle.cfm/id=355 and a summary report at www.stt.doe.gov/pdfs/wind_power_1101.pdf.

- www.nrel.gov/wind
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The American Wind Energy Association provides objective, current technical information, and news about green power marketers, customers, products, product certification, pilot programs, regulatory issues, and reactions from environmental and public interest groups on the evolution of the new green power markets.

www.epa.gov/greenpower/marketing.shtml

EPA’s Green Power Partnership is a voluntary program designed to reduce the environmental impact of electricity generation by promoting renewable energy use. The partnership demonstrates the advantages of choosing renewable energy, provides objective and current information about the green power market, and reduces the transaction costs of acquiring green power.

www.energy.gov/wind

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The Green Power Market Development Group, a partnership of leading corporate and public power entities, seeks to create a corporate market for 1,000 megawatts of cost-competitive green energy capacity by 2010. The following corporations have joined the partnership:

• Alcoa Inc.
• Delphi Corp
• General Motors
• IBM
• Caterpillar
• DuPont
• Verizon

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www.srvp.greenpower.com

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Options for Industry