



Hartman Farms owners Josh Rubel and Jeff Hartman work with Idaho Power Ag Rep Landon Goolsby to help save energy and money on their farm.

## People Behind Your Power: Agricultural Representatives

There are a great many people at Idaho Power who work hard every day to support our agricultural customers, but none more so than our six agricultural representatives (ag reps, for short). These ag-focused energy advisors live and work throughout our service area, focusing on helping irrigators, farmers, and ag organizations use energy wisely and save on operation costs.

Irrigators use a large amount of energy to keep their operations running smoothly — from operating irrigation systems to powering equipment, shops, and warehouses. Idaho Power's ag reps ensure folks who live and operate in their communities know how to get the most out of their energy use while still operating safely and effectively.

"My job is to be their advocate and trusted energy advisor," said Mountain Home area Ag Rep Tim Fenwick. "I'm here to help our irrigation customers make the best decisions for their operations and energy use."

When visiting with customers, ag reps check to see how systems are running (including conducting a full energy audit, free of charge!), learn about a farmer's plans for upgrades or expansion projects,

and provide recommendations on how to make the most of Idaho Power's energy efficiency incentive offerings. An incentive from Idaho Power — no matter how big or small — can help our customers afford to make more energy-efficient decisions when replacing or upgrading critical equipment.

A few of our ag reps are producers themselves, and all of them came to Idaho Power from an agricultural or natural resource background. Whether growing up on a cattle ranch, participating in Future Farmers of America, or studying agribusiness at the University of Idaho, our ag reps bring both experience and heart to everything they do to support our agricultural communities.

"My customers are not just a name on an account, but people I know and see daily," said Ag Rep Steven Keller, who supports our customers in eastern Idaho. "I know first-hand the positive impacts our irrigation energy efficiency programs can have on their businesses and personal lives."

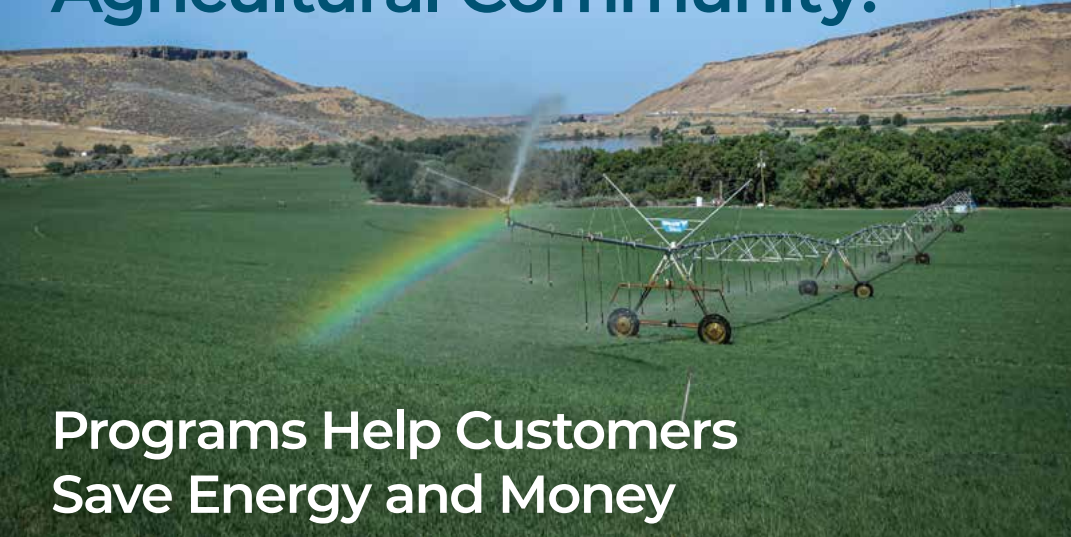
In addition to operations support and energy efficiency incentives, ag reps host workshops, attend local ag shows, and offer safety presentations

to ensure farm workers know how to be safe around electrical equipment — especially powerlines. They're also heavily engaged in their communities and do whatever they can to give back to the people and places they serve.

"What I love most about my job is working face-to-face with our customers, who we consider to be our family, friends, and neighbors," said Nampa and Caldwell area Ag Rep Landon Goolsby. "I want everyone I meet to know we're here to serve them with integrity, care, and respect."



# Powering Our Agricultural Community:



## Programs Help Customers Save Energy and Money

At Idaho Power, we're big fans of the agricultural community who keeps our families fed and our economy running strong. That's why we work year-round to ensure farmers and irrigators have the energy and support they need to operate as efficiently as possible.

Our ag reps are trusted energy advisors, offering agricultural customers valuable irrigation system evaluation and planning for optimal energy use. Ensuring irrigation systems operate as efficiently as possible may reduce overall energy costs, save on water, and increase our customers' bottom line.

The energy needed to run irrigation pumps is often a large contributor to total energy use on farms of all shapes and sizes. With the 2024 irrigation season on the horizon, we encourage our customers to participate in and learn more about the programs we offer to help save energy and money.

**Irrigation Efficiency Rewards** is an incentive program that can help our customers reduce irrigation pumping costs. Cash incentives are available for improvements, such as reducing your system pressure, replacing worn parts, or upgrading irrigation systems. These types of upgrades can also help lower energy bills and increase profit margin.

**Irrigation Peak Rewards** is a demand response program that allows irrigation customers to earn a financial incentive for helping Idaho Power reduce demand on the system for limited hours during periods of high energy demand. Participants agree to have specific irrigation service locations turned off with a load-control device located on the equipment's electrical panel. An enrollment packet is mailed to all eligible customers each spring.

Learn more about our irrigation energy efficiency offerings at [idahopower.com/irrigation](https://idahopower.com/irrigation).

## Donating Our Time, Talents, and Treasures

Idaho Power proudly supports our agricultural customers and everything they do for our communities. Here are a few of the ways we show up to support our ag communities and future generations of agricultural leaders!



## From the Electric Kitchen Garlic-Herb Mashed Potatoes

March 2024  
Side

- 4 medium russet potatoes, cubed
- 2 garlic cloves, peeled and halved
- ½ cup milk
- ½ cup sour cream
- 1 Tbsp butter
- 1 tsp dried parsley
- ½ tsp dried oregano
- ½ tsp dried thyme
- ½ tsp salt
- ½ tsp fresh ground pepper



Place potatoes and garlic in a large saucepan. Add salt and enough water to cover. Bring to a boil, cover, reduce heat, and simmer for 20 minutes or until potatoes are tender. Drain potatoes. In a small bowl, combine milk, sour cream, and herbs. Add milk mixture and butter to drained potatoes. Mash until smooth. Makes 6–8 servings.

Recipe selected from Idaho Power's Centennial Celebration Cookbook.

[idahopower.com](https://idahopower.com)

- Our energy advisors and Magic Valley ag reps had a great time interacting with our customers at the Southern Ag Show at the College of Southern Idaho in Twin Falls.
- Employees rolled up their sleeves to help prepare the Malheur County Fairgrounds in Ontario for the fair.
- Idaho Power sponsored a table at the Parents Promoting Ag event in Emmett.
- Idaho Power sponsored a table at the Leadership Idaho Agriculture (LIA) Gala.
- Idaho Power employees volunteer to help with the Buckaroo breakfast for the Snake River Stampede.

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