

# → Designing and delivering agriculture solutions that farmers want



*We were treated kindly and respectfully. The paperwork was convenient and simple. This is the type of program I enjoy participating in. – Dennis Nunes, Farmer, California*

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## About ICF

ICF (NASDAQ:ICFI) is a global consulting and digital services company with over 8,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future.

## Supporting the growing trends in agriculture

Farmers are focused on maximizing the yield from their crop and are leary of any changes that could negatively impact this, including energy improvements. Each Agriculture (Ag) sector has their own requirements, challenges, and day-to-day issues, whether it's livestock, fruit, vegetables, or cannabis, and traditional utility messaging does not resonate with these customers. To reach farmers, messaging needs to be concise, relatable, and engaging. Once you have their attention, the value of participating must be clear and obvious.

From inches to acres, ICF understands how to engage with farmers because our experts come from the Ag industry. Our experts have formal Ag-focused degrees and participate in industry activities such as serving on university Ag advisory boards and as members of the American Society of Agricultural and Biological Engineers and the Resource Innovation Institute (controlled environment agriculture).

We tap local expertise by partnering with organizations such as farm bureaus, USDA state offices, livestock federations, and university cooperative extensions to support the growth of efficiency in the Ag sector. Our experts work closely with utilities to tailor a program design that includes appropriate measures for the needs of their Ag customers.

ICF has grown and adapted to the market through implementing Ag programs for over 10 years. We incentivize a wide range of Ag-specific energy efficiency and load control technologies to sectors such as swine and poultry, grain drying, horticulture, cannabis, and irrigation. We are poised to support the future energy needs of the Ag sector as it evolves through key market trends including:

- **Controlled environment agriculture (CEA)** and the rapid development and deployment of new technologies that increase yield.



- **Building and equipment electrification** that can reduce operational costs and increase resiliency.
- **Precision Ag using data driven technologies** that automate and optimize farming decisions and equipment, including flexible load management.

ICF's extensive data analysis paired with our field knowledge helps create solutions that achieve greater yields at a reduced cost of operation—and when deployed with ICF's suite of online tools, [Sightline](#), program participation has never been easier.

We bring decades of experience designing and delivering energy and climate policies and programs with a focus on [decarbonization](#), [flexible load management](#), [electrification](#), and [customer insights and incentives](#). Our forward-thinking and innovative services create new customer pathways and richer relationships with utilities, yielding greater results as they deploy their Ag programs.