

CASE STUDY
Trulieve



SAVINGS BY THE NUMBERS

\$1,000,000
Total incentives

4,700,000
Annual kWh savings

\$540,000
Estimated annual savings

THE OPPORTUNITY

Trulieve, one of the largest cannabis retailers in the U.S., is committed to reducing its carbon footprint through more sustainable operations. The retailer currently operates in 11 states, including a medical marijuana facility in Hancock, Maryland. After receiving a \$123,359 incentive from Potomac Edison's Energy Solutions for Business Program for installing lighting controls in a section of the facility, Trulieve reached out to the solutions team again for even more ways to fulfill its energy-saving mission.

THE PROJECT

As most commercial cannabis production occurs indoors, lighting often tops the list of highest energy cost contributors in production facilities. The Energy Solutions for Business team analyzed the Hancock Trulieve facility's energy needs and recommended replacing the grow room lighting with energy-efficient, long-lasting LED fixtures. In total, over 2,200 LED grow lights with dimming controls were installed throughout the facility.



**ENERGY
EQUIVALENCIES**



718

Passenger cars driven for one year



405,168,256

Number of smartphones that could be charged



420

Average homes' energy use for one year

Source: U.S. Environmental Protection Agency

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THE RESULTS

The upgrades are estimated to reduce the facility's annual energy use by 4.7 million kWh, saving Trulieve around \$540,000 a year. A \$1,000,000 incentive from Potomac Edison helped cover the project costs and speed up the payback period.

In addition to cost savings, the new LEDs can also be adjusted to provide optimal lighting intensity at each stage of the growth cycle—ultimately contributing to a higher-quality product for customers.

“Not only is there less maintenance work, but it is easier to maneuver the lights with the control system now in place. The upgrades are also positively affecting customers, and therefore the business, because the plants are thriving in the new LED grow lights!”

David Smith
Operations Manager

Questions? Visit energysaveMD-business.com or call us at 855-801-5803 to discover how we can help your business or organization save.

EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money. To learn more about EmPOWER and how you can participate, go to energy.maryland.gov/Pages/Facts/empower.aspx.

By participating in energy efficiency and peak demand reduction programs, customers agree to allow their utility to retain ownership of all Capacity Rights which refers to the demand reduction associated with any energy efficiency or peak demand reduction measures for which incentives were provided by the Company.