



Hyannis Country Garden

Location Hyannis, Massachusetts

Description Suburban garden center, \$5-6 million in annual sales

Annual electrical consumption
205,000 kWh

Major load centers Greenhouses and irrigation systems

Average wind speed 14 mph

Wind incentives Massachusetts Renewable Energy Trust grant, USDA grant

Current utility rate 19 cents

A blossoming garden center chooses renewable wind energy

In 2004, Hyannis Country Garden owner Diana Duffley returned from a family trip to Denmark an inspired woman. The wind turbines she saw dotting the Danish landscape and the clean, renewable energy independence they symbolized made Diana reflect on her business, community, and family. It was time to start thinking about doing things differently: more efficiently, more responsibly, and even more profitably.

“Our Northern Power 100 will offset 91% of our electricity costs and save us \$30,000 per year—we are the garden center powered by wind!”

—DIANA DUFFLEY, OWNER OF HYANNIS COUNTRY GARDEN

Located in the heart of Cape Cod, Massachusetts, Hyannis Country Garden is a full-service, family-owned garden center that began as a produce stand in 1965. The center now uses approximately 205,000 kW hours of electricity every year. Its biggest energy draw comes from the greenhouses and irrigation systems that sustain its beautiful, hearty nursery stock. Starting in early February, Country Garden begins the indoor growing season while the cold New England winds blow outside. Capturing the wind—the very element that the greenhouses shelter young plants against—and turning it into energy became the root of Northern Power Systems' direct business solution.



The wind turbine for Hyannis Country Garden: Northern Power™ 100

Nestled between two densely developed residential streets in a lovely Cape Cod community, Hyannis Country Garden needed a turbine that wouldn't cause disruptions for its many neighbors and visiting tourists. Diana chose the Northern Power 100 because it had:

THE RIGHT AMOUNT OF POWER Hyannis Country Garden wanted a turbine that would support its electrical need without creating too much power.

COMMUNITY-FRIENDLY DESIGN The low height profile, elegant design, and quiet operation ensures that her neighbors would not be adversely affected.

RELIABLE TECHNOLOGY The turbine's innovative low-maintenance, gearless design allows Diana's family to stay focused on what's important—their garden center business.

Results*

Energy produced per year	186,000 kWh
Percentage of electrical needs met	91%
Electricity savings	\$30,000-35,000 per year
Economics	7-year payback
Carbon emissions offset	122 tons per year**

*Projected results based on average wind speeds in a specific area. Because wind speeds vary from site to site, individual results may vary.
 **CO₂ offset estimated by using EPA's eGRID 2007

Immeasurable community benefits

Diana and her family expect to save on their electricity costs while producing clean energy locally...right in their own backyard. Every dollar that Hyannis Country Garden saves on overhead costs like electricity gets passed on to the community through affordably priced plants and garden products, a continuously expanding selection, and facility upgrades that support gardening in the community.

The neighborhood-sized turbine has become a symbol of the family's commitment to the health of their business and the community, a sentiment customers support: many have said they shop at Hyannis Country Garden because of its visible commitment to energy independence.

“We sell green. Now we are green!”

—DIANA DUFFLEY, OWNER OF HYANNIS COUNTRY GARDEN



Feasibility, engineering, and installation services for the Hyannis Country Garden installation were performed by Sustainable Energy Developments (SED).

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