



Get Green or Go Home: Why eco-Friendly is Here to Stay.

An Interview with Tim Neal, Director of Marketing for Morrill Motors, Inc.

NRA: How is the push towards eco-friendly technology changing the face of commercial refrigeration?

TN: The days of inefficient equipment truly are numbered, and I've already touched on several reasons why motors play a central role – increased bottom-line profits, advanced equipment capabilities, regulatory pressures. Another key to the push for efficiency is the issue of environmental stewardship.

No matter what your stance on the global warming debate is, one thing is certain: consumers, the media, and policymakers are very focused on how corporations contribute to global carbon emissions, and the issue is not going to go away.

NRA: What role does a refrigeration motor play in the larger environmental picture?

TN: For foodservice, refrigeration is huge, and it's a largely untapped opportunity. The Media tends to focus on upgraded lighting, but when you look at the numbers, refrigeration (57% of total power use) more than doubles the expense of lighting (21%).

Refrigeration equipment runs all day, every day, year-round, a power use that

results in staggering amounts of carbon emissions.

For example, let's look at the power use of evaporator-fan motors in walk-in coolers and freezers. Using conventional motors, equipment across the U.S. contributes over *4 Million Tons* of CO² emissions each year.

To put that in perspective, I'm saying that just one part from just one type of foodservice equipment contributes as much carbon as 718,000 cars on the road. And walk-in coolers only account for 4% of the power use in a supermarket.

NRA: I can see why the government is mandating high-efficiency motors.

TN: Right. Now apply that savings potential to a place like California, where a growing population combines with intense climate to absolutely kill the electrical grid. It's easy to see why the state is aggressively reexamining appliance standards for places to save.

California understands that the best way to avoid an energy crisis is to manage demand, not just add to the supply side. They lead the country in promoting conservation, and many other states follow California's lead when new efficiency laws are passed.

Appliance standards play an important role in moving

technology forward, but legislators also understand that the best solutions usually flourish in the open market. With this in mind, lawmakers are more prone to mandate efficiency achievements instead of specific solutions.

Even without regulations or government incentives to cut consumption, utilities can see that demand-side management is sound business strategy. Many power companies have incentives for businesses to upgrade their equipment, which we support, naturally.

NRA: What kinds of incentives are there for foodservice businesses?

TN: Utilities (and certain municipalities) offer cash rebates for new equipment, or for aftermarket upgrades like installing high-efficiency motors. Some utilities also offer professional consultants who will perform a site survey to determine the best potential for savings. Businesses should contact their utility representative for details on local programs.

Incentives are well worth looking into, they can shorten payback periods, increase return-on-investment, or even subsidize an efficiency program completely. n