

From: Dietz, Sidney
Sent: 10/31/2013 8:37:49 PM
To: White, Richard (Richard.White@cpuc.ca.gov); Zafar, Marzia (marzia.zafar@cpuc.ca.gov) (marzia.zafar@cpuc.ca.gov)
Cc:
Bcc:
Subject: FW: Question

Marzia and Richard –

Happy Halloween!

Sorry for the slow response – our person who most closely follows the sector, who is in the EE group [Redacted] was out for a bit. Here is some data with the sector broken down into sub sectors, and a brief explanation from [Redacted]. Would it help for [Redacted] and I to call either or both of you to give some more detail?

yours,

sid

From: [Redacted]
Sent: Thursday, October 31, 2013 5:46 PM
To: Dietz, Sidney
Cc: [Redacted]
Subject: RE: question

Sid,

Here's the electricity data use for the Ag sector from 2008 - 2013 (YTD). The data is split into three groups:

- Agriculture (includes crop production, dairies/ranches, poultries etc.)
- Ag Manuf & Transportation (primarily water supply agencies)
- Food processing (mostly flat usage and so did not look into this sub-segment)

Here are the key takeaways from data on Ag excluding food processing facilities:

- Agriculture electricity consumption is up 21% in the 2012-13 period compared to 10-11 time frame; 12-13 consumption is also up 9% compared to 08-09 consumption
- Ag Manuf & Transportation electricity consumption is up 24% in the 12-13 period compared to 10-11 time frame but down 15% compared to 08-09 period.
- Kern, Fresno and Yosemite regions dominate usage and are driving the growth

Positive drivers:

- Industry is in growth phase; demand for California grown produce, crops; international growth have increased profits/cash flow for farmers
- Trends toward permanent crops that cause more water demand (and hence electric use)
- Recent dry conditions resulted in reduced allocations from surface water projects which in turn possibly led to more underground water pumping and corresponding electric use
- Low interest loans from banks driving more investment

Downward drivers:

- [Redacted] Improved management of water application through better scheduling and controls.

- [Redacted] Increasing conversion away from high pressure sprinkler systems.

Big thanks to [Redacted] in my team and [Redacted] with the Business Ops team for their contribution to data/analysis.

Let me know if you have any questions,

Thanks

[Redacted]

[Redacted]

Industrial, Ag and Water Programs

Customer Energy Solutions

PG&E

[Redacted]

From: Dietz, Sidney
Sent: Tuesday, October 29, 2013 3:24 PM
To: [Redacted]
Cc: Poster, David
Subject: FW: question

Redacted

I have a request from the CPUC to give them information about AG usage. Are you the right person? Please give me call in the morning if you can, 3-5921. Thanks!

yours,

sid

From: Zafar, Marzia [<mailto:marzia.zafar@cpuc.ca.gov>]
Sent: Tuesday, October 29, 2013 2:55 PM
To: Dietz, Sidney
Cc: Redacted
Subject: question

Hi Sid,

We have a few inquiries about agriculture usage. We wanted to know if the usage by Ag customers have gone up in the past few years and if there is any rhyme or reason to it. anyway, it would be great if we could talk and find out from a PG&E Ag expert the latest news.

Let us know.

Marzia Zafar - Director, Policy & Planning Division

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