



Business is Blooming for Half Moon Bay Nursery

Rocket Farms, one of the largest growers of indoor flowers, fresh-cut herbs, and potted edibles in the country, found itself at a turning point. After years of focusing on flowering products, the nursery was ready to redirect its efforts away from seasonal crops and to the more sustainable, year-round market of edible herbs. Maykel Mirza, the Vice President of Operations for Rocket Farms, was excited for the transition, but he quickly realized their decades-old infrastructure wasn't up to task — their equipment was inefficient, outdated and unable to support the new production line.

Mirza knew he needed to work with energy efficiency experts. He connected with EcoGreen Solutions (a PG&E Trade Pro partner), as well as his PG&E Account Representative, Nez Hosseini, to get the nursery's equipment upgrade project in motion. Due to the nursery's expansive footprint, paying for the project out-of-pocket was not feasible.

"This partnership throughout provided us with the perfect 'turnkey' solution for increased energy efficiency at exactly the right time for our product pivot. With the help of our energy partners, we were able to implement these equipment upgrades without placing an increased workload on our internal engineering and maintenance teams."

Maykel Mirza
Vice President of Operations, Rocket Farms

By working with EcoGreen Solutions and PG&E, Mirza put together a plan that outlined \$5.4M worth of equipment upgrades. This planning enabled Rocket Farms to quickly apply and be approved for PG&E's 0% interest [On-Bill Financing](#) program, which allowed them to pay for the whole project with monthly energy savings and **no out-of-pocket costs**.



Upgraded greenhouse space with On-Bill Financing, including energy efficient lights and fan motor controllers, and more.

Savings by the numbers

\$803,994

5,957,238 kWh

EST. ANNUAL SAVINGS



46% DECREASE

IN ANNUAL ELECTRICITY USAGE



7 YEARS

PAYBACK TIME



\$0

OUT-OF-POCKET EXPENSE



\$5,356,743

TOTAL PROJECT COST

The nursery upgraded 750,000 square feet of greenhouse space to use new equipment including:

- **Energy-efficient full-spectrum LEDs.** These new lights can adjust both the brightness and color frequency of the lighting at any time. This reduces energy usage, creates optimum growing conditions, and reduces the amount of light pollution produced.
- **Variable frequency drives** on well pumps and tanks to keep energy consumption under control.
- **Electronically commutated motors** on evaporator fans to reduce system load and operate quieter.
- **Highly efficient fan motor controllers** were installed, saving even more energy and making their product transition possible.

The new equipment allowed the nursery to complete its pivot to edible herbs, and in this new market, the business has seen a **40% increase in revenue** — helping strengthen Rocket Farms and the Half Moon Bay community!

“This was the largest retrofit project we’ve undertaken, and the On-Bill Financing program really allowed us to go deep in discovering opportunities for energy savings with Rocket Farms’ equipment. We’re thrilled that we could help them in so many ways.”

Anthony Mitchell
President & Managing Director, EcoGreen Solutions



How does On-Bill Financing work?

Upgrade old, inefficient equipment with 0% interest financing. Pay no out-of-pocket costs. Savings from energy efficiency pays off the loan directly on your monthly PG&E bill. Once the loan is paid off, energy savings that result from the new, energy-efficient equipment will translate into lower energy costs — savings your business can keep.

Upgrades made possible with On-Bill Financing

- Loans for energy efficiency equipment upgrades range from \$5,000 to \$4,000,000
- Loan terms up to 10 years
- 0% interest financing
- Your energy bill shouldn't increase due to your equipment investment
- Loan repayment is based on projected energy savings

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