



Cutting costs, building trust and saving thousands

David Stevenson, Mole Energy

It seems a long time ago now, but back in January, when life was 'normal', I was fortunate enough to meet with a group of beef, dairy, poultry, sheep, pig, and arable farmers.

Whilst their specialism varied, the discussion focused around the one thing they had in common: costs. And the three big ones - feed, labour, and energy. Then the conversation took a different turn: to issues of trust and the lack of trust each farmer felt when they saw advertising messages that promised too much. As the old saying goes, "If something sounds too good to be true, it probably is".

This got me thinking. It's easy for me to talk about the benefits of solar; it is my business. But do our customers think they have benefited too? And who should we ask, in such challenging times?

Going local and saving thousands

Farm shops have come into their own recently, with many people choosing to buy local and benefit from home deliveries. Ben's Farm Shop is one such business, which by chance is a customer of ours.

The business comprises of four farm stores in Staverton, Totnes, Yealmpton and Exeter and Ben's Wine and Tapas Bar in Totnes. Ben's Farm Shop has been trading for over 35 years in the spirit of "good food, good farming and good business". Whilst the tapas bar is currently closed, Ben's Farm Shops are working flat-out supplying customers with locally sourced food – 75% of which comes from businesses in neighbouring parishes and from local farms.

Ben's Finance Director, Greg Morgan told us that the challenges of the last few months have also been inspiring: "We have been genuinely surprised by the messages of thanks received from our customers. To know we have been able to help the local community in some way, providing fresh, nutritious produce, of known provenance, both from our shops and via an online order and collect service, as well as

supporting local businesses and employment, has been humbling".

What a difference a year makes

Ben's Farm Shop embodies the kind of community-focused thinking which has been so important this year. They also decided to go solar in January 2019, with a plan to save thousands of pounds on their energy bills, whilst making their business even greener. Did we meet their expectations in terms of savings, service, and environmental impact?

We asked Greg, who replied:

"Solar has been an absolute no-brainer for us. **We have cut our energy bills by approximately £8,000 in a year.** That's £200,000 over 25 years based on last year's prices! It makes total economic sense.

If I were asked whether I would use Mole Energy again, I have no hesitation in saying 'yes'. They made installing panels easy, making all the arrangements, keeping us up to date, organising all the paperwork and seeing the work through to completion.

Throughout, the service has been second to none and we have also got to know the team personally, in particular Tim, Georgia and Charlie. They are so easy to deal with; down to earth and approachable.

Not only that, but we have reduced our Co2 emission by nearly 32,000kg in the same time period!"

The Bigger Picture

In a little over one year, solar has enabled Ben's Farm Shop to save the carbon equivalent of driving a family car around the planet three times. This is a story about business and community we can all feel good about.

It is great to hear, first-hand, how much our customers have really benefited from their investment in solar.



Find out how much your business could benefit by going solar. Give our friendly team of experts a call today.



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