

# Keeping the fruit chilled and the country powered

## Overview

Crasborn Fresh Harvest is a name synonymous with apples here and around the world and the company has processes in place to ensure their fruit is packed, stored, transported and marketed to meet exacting standards on the world stage.

It's little wonder that when we asked them to consider switching off some of their electric equipment for short periods of time, they were a little apprehensive. Thanks to great communication and a responsive team keeping them informed every step of the way, Tim Jones, Coolstore Operations Manager says all his reservations about participating in Demand Flexibility were laid to rest.

## A smooth process

Processing and cold storage facilities with electrical equipment that can be powered down, or switched off for short periods of time, are ideal candidates for Demand Flexibility.

"Getting up and running," Tim says "was as much about the process as it was the benefits. "With only minor modifications to equipment we are now able to participate in all facets of the programme from Demand Response (or responding to normal peak events) to Fast and Sustained Reserves (when there's a major grid event, like an outage). We initially set up our Ruapare facility, but quickly followed with Omahu.



**" I was a little apprehensive about joining the programme as I thought it may interfere with the cool storage of our product. After speaking to the teams involved with implementing it, all my reservations were put to rest."**

Tim Jones | Coolstore Operations Manager

## How it works

While New Zealand's electricity grid has high levels of renewable generation, at certain times of day, when electricity demand is high, we still need to generate electricity using fossil-fuels.

Demand Flexibility provides a more sustainable option, by helping to counter the need to ramp up fossil-fuel electricity generation to meet shortfalls in renewable electricity supply.

We identify and connect commercial and industrial electrical equipment to our demand flexibility platform. Then, in real-time automate this equipment to power down or switch off in times of peak demand, and pay customers for standby load and participating in events.

## How it's making a difference

"The financial and sustainability payback" says Tim "make it worthwhile for us. What we do takes a fair bit of energy, so it made sense for us to give back at peak times. Without power supply we would all struggle, especially in the cool storage industry.

Aside from my initial reservations the process was flawless – from the meeting that was set up to discuss getting set up right through to the modifications the team worked on with Johnson Controls and York, and flicking the switch. It helps when the team involved gives all the answers and has the knowledge to back up what the system can achieve."

[Let's talk about Demand Flexibility for your business](#)

Give us a call on 0800 100 249, or email [solutions@biz.contact.co.nz](mailto:solutions@biz.contact.co.nz)