



# Using technology to benefit business and the planet

## Overview

Based in Bulls, Farmland Foods Ltd is one of New Zealand's leading smallgoods producers with a long history of investing in state of the art equipment and technology to produce quality meats.

Participating in Demand Flexibility was "a no-brainer" says Farmland's Managing Director, Eddie Davis. "The opportunity was well-aligned with our company's vision, ambitions and commitment to reduce our effect on the environment".

## Technology for good

With a commitment to invest in technology that keeps it at the forefront of its industry, Farmland was keen to utilise the full extent of their electrical equipment in the programme.

While various equipment could be connected immediately, Farmland agreed to some simple modifications to its control systems to enable a broader range of equipment to participate.



**" We're excited by innovative technology and we invest heavily in new equipment to ensure that we remain at the forefront of our industry, reduce our costs and help where we can to reduce the effect our industry has on the environment."**

Eddie Davis | Managing Director

## 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

Eddie Davis says "participating in Demand Flexibility aligns with our progression forward as a leading smallgoods producer in the meat industry in New Zealand.

"It's helping us create a more sustainable future for New Zealand, reduce our emissions and support our customers to make environmentally conscious purchases.

"The revenue stream is an added bonus and means we're also able to pass on savings to customers at the till.

"With Demand Flexibility everyone wins".

[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)

