



PureSenseESP

The energy savings program for
grower profitability.

Let us help you maintain your legacy.



Partner with the Irrigation Management Industry Leader.

- Earn rewards* by curbing energy use during PG&E Demand Response events.
- Use energy rewards to purchase PureSense's renowned irrigation management and NEW pump monitoring and control solutions.
- Gain a team of trusted advisors that are devoted to qualifying and helping you understand your energy reward options.

Profit with greater control and efficiency.

- Offset your annual utility expense by participating in PureSenseESP.
- Get paid for participating, even if no demand response is called.
- Earn rewards that can be applied to equipment that will increase your control, water efficiency and overall farm productivity.

*Reward amounts will vary depending on qualification.

www.PureSense.com | 888.882.7873



Soil Moisture Monitoring + Pump Control = Increased control and profit year-round

Determine Eligibility

- Qualifying pumps must be electric.
- Must meet minimum kW usage or have a SmartMeter.
- Recommended monitoring equipment provided by PureSense.

Event Called

- Receive notice by 3PM one day ahead.
- Events can only be called on non holidays from May 1st to September 30th Monday-Friday 11 a.m. to 7 p.m.
- 4-hour maximum event duration.

Confirm Participation

- Review soil moisture data from Irrigation Manager™.
- Determine load reduction plan by working with your PureSense Team.
- Receive decision support from PureSense Team.

Control Pumps

- Grower may choose to opt in or out of the event.
- Turn off pumps remotely or manually for the duration of the event.
- Confirm pumps are at the appropriate status via remote Pump Control application.

EARN REWARDS

- Apply for technology that will add to control and profitability year-round.
- 3-year Demand Response commitment required.
- Receive monthly payments based on participation and kW dropped.



“My trees now receive the correct amount of water at the correct time, I've reduced water expenses & associated electricity expenses for the booster pumps.”

- Art Bliss, PureSense Customer

