

## Woods Family Farms

Speaker 1 ([00:01](#)):

I've been part of Woods's Family Farm since day one. When my dad first started farming, I think it was more of a hobby. As the years went on, we realized this is obviously more than a hobby. Energy is what powers our water source. Water is critical, so if we can figure out any way to save or be efficient, super important to grab onto it. So when I get a phone call from anybody saying they can save us a dime, I'm willing to take it and listen.

Speaker 2 ([00:31](#)):

By connecting directly with our customers, we're able to help them pick the most optimal rate and help them save money.

Speaker 3 ([00:36](#)):

On this particular account, we were able to see that the Woods Family Farm would benefit from a rate change.

Speaker 1 ([00:41](#)):

By changing our rate plan, we were able to save \$10,000, which is 15% of our annual bill. He just called me literally like it was a five minute call, I think, and I just said, yeah, sure, go ahead, change it. And we changed it and that was the end of that. That's how it went.