



THE FARMER'S GUIDE TO POWER IN ALBERTA

A STRAIGHT-SHOOTIN' GUIDE TO UNDERSTANDING ELECTRICITY
IN ALBERTA'S DEREGULATED MARKET, DESIGNED FOR FOLKS
WHO RUN FARMS, NOT SPREADSHEETS.

BIG ROCK POWER

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WHO IS BIG ROCK POWER?

At Big Rock Power, we're born and bred Albertans. We live, work, play and pay taxes here and are proud to be a part of this province and this country. We're practical, believe in straight talk and we understand what Albertans need: reliable power and natural gas with transparent pricing. No BS, no hidden fees, just good old-fashioned value.

We've been around since 2011, so we know a thing or two about keeping the lights on in Alberta. We've weathered all the ups and downs (*and those -40 C winter days*). We're here for the long haul, powering your homes, your businesses, and your dreams.

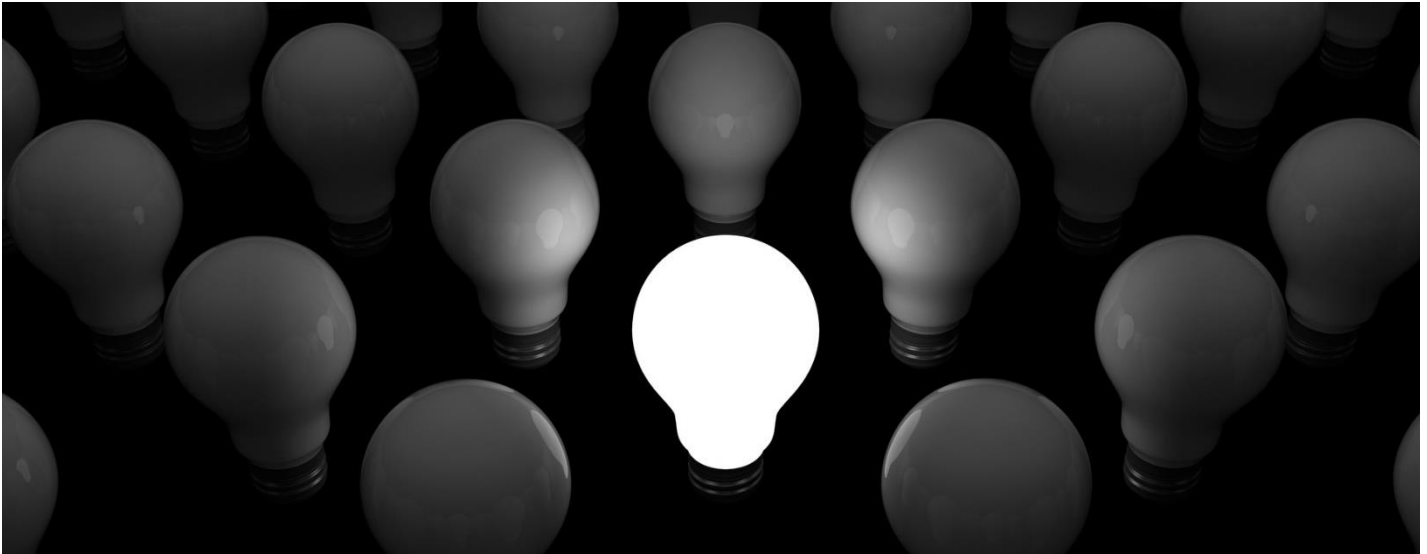
HOW THE MARKET WORKS

In Alberta's deregulated energy market, things work like this:

- **Generators** create electricity, but they don't sell it to you.
- **Transmission & Distribution companies** (like ATCO, Fortis, ENMAX, and EPCOR) move the electricity to your farm through substations and power lines. These costs make up about 40–60% of your total power bill. They're fully regulated by the Alberta Utilities Commission (AUC) and controlled by AESO (Alberta Electric System Operator).
- **Retailers** (like Big Rock) buy bulk electricity and resell it to you. This is where price plans come in and where you can actually save money.

Fixed vs Variable Plans vs the RoLR

When it comes to electricity pricing, there are three main options:



Fixed Price Plan (*Term Plan*)

This is like locking in your fuel costs for the year. You pay the same price per kWh for the length of your contract. This protects you from market spikes.



Variable Price Plan (*Floating Monthly Average Rate*)

This rides the daily ups and downs of the market. Great when prices drop, but risky when they surge.



The RoLR (*Retailer of Last Resort*)

The RoLR is a government-designated backup electricity provider. If your retailer fails or if you don't choose an electricity retailer at all, the RoLR ensures your lights (*and everything else*) will stay on.

The **good news** is your power won't get cut off. The **bad news** is that this option is usually more expensive and more volatile than typical competitive fixed-rate plans.

WHAT'S A PRUDENTIAL?

Retailers like Big Rock must post a prudential. A prudential is a guarantee that retailers can meet their financial obligations.

It is a financial guarantee in the form of a security deposit. That deposit is equal to approximately 2 X your electricity or natural gas bill. If as an example, your bill including all of the extra fees is \$100/month, Big Rock needs to place a prudential with the Alberta Energy System Operator (AESO) roughly equal to \$200. The prudential guarantees AESO that retailers like us have the necessary cash to pay for the electricity and natural gas we purchase. This prudential maintains the market's financial stability.

WHAT IS THE SOLAR CLUB?



Here's the deal: When your solar panels make more power than you need, typically in the spring, fall, and of course all summer long, we buy that extra juice at a premium rate. Typically, that rate is up to 3 times more than conventional electricity plans. That means more cash in your pocket for the power you don't use!

But let's be real, winter in Alberta? Not exactly prime solar season. That's when you might need to pull more power from the grid than you export. No problem! Just let us know, and we'll switch you to a great fixed-term price plan, no hassle, no extra fees and no costs to switch.

Have a credit balance from the excess solar energy you sold? Use it to pay off one or more of your upcoming invoices. Your sunshine should work for you, not just for the benefit of the power grid!

"Here's the cherry on top, **earn 3.0% cash back on all power you pull from the grid.** Yup, even when the sun's not shining, you're still saving money!



Description

The Alberta Electric System Operator (AESO) is the non-profit organization responsible for operating the power grid. AESO oversees the planning and operation of the Interconnected Electric System (IES) in a safe, reliable, and economical manner.



Description

Represents Alberta small consumers during regulatory proceedings to ensure the lowest regulated rates and by providing consumers with information they need to make informed choices about how to purchase electricity and natural gas.



Description

The MSA monitors Alberta's electricity and natural gas markets to ensure that market participants comply with all applicable electricity and natural gas legislation, the Alberta Reliability Standards, and the Independent System Operator's rules.

VAMPIRE LOADS – PHANTOM COSTS

Ever wonder why your power bill is mysteriously high, even when you're not using much electricity? Meet your sneaky little enemy: vampire power. Vampire power is the electricity your devices suck from the grid, even when they're turned OFF. It's like your appliances are napping, but still snacking.

Although estimates vary, vampire energy consumption can account for as much as 40 percent of a residential home's energy use and at the industrial level, 21 percent of all electricity consumed by buildings is wasted.

Assuming an all-in electricity cost of 15¢/kWh, these “off” devices could cost you hundreds every year. Who are some of the biggest offenders?



“We will make electricity so cheap that only the rich will burn candles.” Thomas Edison

Device/Equipment	Annual Consumption	Annual Cost @ 15¢/kWh	Notes
100W Incandescent Bulb	876 kWh	\$131.40	Might only be one bulb forgotten in the barn or a shop for the entire year.
Heated Water Bowl	~365 kWh	\$54.75	Estimated for 6 months use.
Welder (standby power)	~263 kWh	\$39.45	If always plugged in. Will vary with type.
Battery Charger	~88 kWh	\$13.20	Trickle charger left plugged in all year.
½ HP Ventilation Fan	~3268 kWh	\$490.20	Common in dairy, poultry and hog barns
Low Draw Electric Fence	~88 kWh	\$13.20	Some are always-on, even when unused
Heated Calf Mat	~86 kWh	\$12.90	Turned on during summer months
Irrigation Controller	~175 kWh	\$26.28	Assuming 8 months not in use.
Grain Dryer Control	~408 kWh	\$61.32	This is just for the control panel
Wi-Fi Router	~131 kWh	\$19.65	Essential, but always on

If just these items are left unattended and operating for an entire year, it would unnecessarily increase your electrical bill by a collective \$862.35 for the year. The solution is simple! Unplug or turn off any electrical devices when they are not in use.

RATE CLASS

Rate class determines the charges you pay for distribution and transmission**

Farmers and small acreage or hobby farmers don't realize that they may be misclassified when it comes to rate class. But it can make a big difference. Small farms, acreages, or hobby operations might be grouped into a higher commercial class when they should be in a residential or farm category.

“At Big Rock Power, we’ve seen cases where hobby farmers are in the wrong rate class and overpaying \$50–\$75/month. That’s \$600–\$900 a year, gone faster than a Calgary Chinook.”

Residential Service (*Rate 11*) This rate is for individually metered single-family dwelling units that are strictly living spaces, not business or commercial properties.

If your home has a garage with a separate meter, the garage will be billed as a Small General Service (*Rate 41*). This rate has a daily Facilities and Service Charge that applies to each unit.

Farm Service (*Rate 21 - Breakered Service Closed*) This rate is closed for new Farm Services. However existing Customers that are billed on their breaker size will continue to be eligible under this rate until such time that changes are required.

Farm Service (*Rate 22 - Demand Meter*) This rate is for all new Farm Services for Customers in a rural area living on a parcel of land which contains a residence and on which agricultural activities are conducted. A property that is leased may still be considered a Farm Service. the size of the property is not a determining factor.

Grain-Drying Service (*Rate 23 - Closed*) The Grain-Drying Service is closed for new installations. This rate is billed a Local Facilities Charge based on the kVA of Capacity and a daily Service Charge for existing installations.

Irrigation Service (*Rate 26*) This rate is available to sites that are directly connected to a distribution system for irrigation purposes operating between Apr. 1 and Oct. 31. If you have Expected Peak Demands of 75 kW or greater, an Electric Service Agreement must be in place. This rate is billed a System and Facilities Charge based on the greater of the charge resulting from the kW or kVA of Capacity, and a daily Service Charge.

WHAT MAKES BIG ROCK POWER FARMER-FRIENDLY?

So; you need electricity and natural gas or maybe you need a better internet service. You could go with one of those big, faceless corporations..... or you could go with a company that actually understands Alberta. Enter: Big Rock Power. We're not just another energy provider, we're the energy provider made for Albertans, by Albertans."

First things first, yes, we keep the lights on and your toaster toasting, just like the others. We answer to you, our neighbours, our fellow Albertans. Our headquarters? Right here in Alberta. Our customer service team? Also here, not halfway across the world where 'Alberta' sounds like a vacation spot. And this is a big deal, our team speaks Canadian English and not some unintelligible version of our language spoken from a country half way around the world.

Let's talk pricing. Some companies like to play the 'surprise fees' game. Not us. No hidden fees, no fine print that requires a law degree to understand, just straightforward, competitive rates that don't drain your wallet.

- ✓ *100% Alberta-owned and operated*
- ✓ *Transparent pricing with no "gotchas"*
- ✓ *We understand how farms use power*
- ✓ *No penalties for switching plans*
- ✓ *Solar Club with fabulous ROI's*
- ✓ *Simple online account tools*
- ✓ *People you can call (and actually talk to)*
- ✓ *Pick-A-Date payments*

Big Rock Power was built to serve Albertans—especially those who feed and fuel the province. We know rural life and we're proud to power it.



Big Rock Power.

**Rock Solid Savings, Dependable
Service & Innovative Programs!**

Let's do this.

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