

SEPTEMBER 2025 | ISSUE 2

# SUMMER NEWSLETTER



## SEASONED SOLAR COASTER RIDERS

**Written by Stephen Jordan**

Welcome to this periodic newsletter designed to give updates on Jordan Energy activities and highlight our most valuable relationships: farm partners who opt to work with us to incorporate solar and storage projects onto their farms. Our core value is to develop solar projects that strengthen family farms. Electricity prices have increased year after year, and forecasts project even greater spikes coming due to large increases in power demand across the economy.

To protect themselves from these increases, Russell Farms in Rochester, NY, decided to go solar with us. In a recent interview, Max Russell expressed, "Utility costs can jump pretty high, pretty quickly. Being able to take a percentage of the load that is required to run this apple storage operation and be able to negate that over the next 25/30 years was a big part of the planning considerations." Farmers have long-term visions due to the time it takes for crops to come to fruition.

**IN THE NEXT YEAR, WE  
ARE PREDICTING A 3-5%  
RISE IN ELECTRICITY BILLS  
DEPENDING ON THE  
STATE.**



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Regarding these long-term decisions, it was insightful to hear Max's perspective that Russell Farms likes to be, "on the cutting but not bleeding edge of innovation." As pioneers in the solar industry, Jordan Energy has helped mitigate the risk of solar innovation for farmer partners by getting them grants that help shorten payback periods and increase returns on investment.

## **SOLAR PIONEERS: TALBOTT FARMS' AGRIVOLTAICS**

One project that includes such innovation is the Talbott Farms peach orchard in Palisade, Colorado. We are building a tracking solar array 15 feet high above peach trees. This is the first of its kind in the US, and it was a big topic of

**"WE ARE BUILDING A TRACKING SOLAR ARRAY 15 FEET HIGH ABOVE PEACH TREES. THIS IS THE FIRST OF ITS KIND IN THE US"**

conversation at the Solar Farm Summit in Chicago at the beginning of August.

This event brought together a diverse group of solar professionals and farmers who push the boundaries of innovation to pursue a brighter tomorrow. At the summit, we announced our partnership with American Farmland Trust in the efforts to expand their smart solar program, which aims to support solar energy development while preserving farmland and enhancing farm viability.

  
**American Farmland Trust**  
SAVING THE LAND THAT SUSTAINS US



**Max Russell**



**Russell Farms (749 KW DC)**



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## PARTNERSHIPS ROOTED IN TRUST

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In the past few months, I have had the privilege to visit many farms and continue capturing the stories of our farming customer base. While in Nevada, I sat down with Jason Storm to discuss his story of getting into the dairy industry and why he is pursuing multiple phases of solar with us.

One of my favorite questions to ask farmers is what they would like to see for the future of agriculture. Jason's response really struck a chord with me, "It's really important as farmers that we get out the message of what we are doing, how we are trying to help, how we are feeding people. We are a family farm, not a corporation that is just trying to make money; we want to provide for the country and the world." Scott Collins, the landlord farmer of our first community solar project in New York, amplified this perspective earlier this summer when speaking about the key for agriculture, specifically family farms moving forward.

**"WITHOUT FAMILIES DRIVING FARM OPERATIONS, IT DOESN'T WORK VERY WELL... SKIN IN THE GAME IF YOU WILL...IF THEY CAN FARM SMART AS WELL AS FARM HARD, THERE IS A FUTURE FOR THEM, EVEN NOW."**  
-SCOTT COLLINS



**JASON STORM**  
**STORM OASIS DAIRY**

## CHANGES TO SOLAR PROJECTS IN RECENT FEDERAL BUDGET BILL

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The recently passed federal budget bill, the One Big, Beautiful Bill, contained big changes for many energy sources, including solar power. Fortunately, energy storage (i.e. batteries) were not impacted negatively. Residential solar projects must be installed by the end of 2025 to qualify for the 30% federal tax credit.

For commercial and farm-based solar, projects that start construction by July 3, 2026, can claim the 30% credit for up to 4 years. The bonus credits remain 10% for projects in Energy Communities and 10% for using a majority of American-made materials (with stronger requirements coming!). If you do not pay federal taxes, you can still transfer your credit to someone who does pay federal taxes.



## SOLAR INCENTIVES FOR PENNSYLVANIAN MANUFACTURING FACILITIES

Here at Jordan Energy, we are adjusting our plans by continuing to target specific states that have the best incentives for solar and storage. An example of this is our focus on the RISE PA Grant, Pennsylvania's new industrial decarbonization initiative which covers up to 50% of project costs for Manufacturing Facilities that add solar.

In the past few months our team has been visiting new customers across the Keystone State connecting with different manufacturing facilities who are interested in reducing their electricity costs.

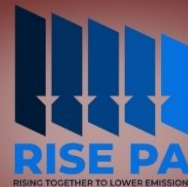
Interested in reducing a facility in Pennsylvania's electricity bills with us? Reach out and we'll share our referral agreement and walk you through the next steps.



**BILL JORDAN & SCOTT COLLINS**

### REFERRALS

Please reach out to MaryBeth Manny ([marybeth@jordanenergy.org](mailto:marybeth@jordanenergy.org)) if you or anyone you know has any connections to facilities in Pennsylvania that would benefit from this program.



**Collins Community Solar, NY (6.5 MW DC)**



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## GIVING BACK THROUGH THE LET'S SHARE THE SUN FOUNDATION

A beautiful aspect of working with our family business is the connection to the Lets Share the Sun Foundation (LSTS). This is where I feel most connected to the impact that solar and storage have to transform people's lives. Linked below is an emotionally powerful moment from an interview with Alanis, a 17-year-old girl, sharing her gratitude with her parents for how they have supported her through her battle with narcolepsy.

Consistent blackouts in Puerto Rico create challenging dynamics, yet solar with battery storage provides a form of protection for this family, who rely on refrigeration to preserve the medicine used to manage Alanis's narcolepsy.



**MALAVÉ FAMILY  
ADJUNTAS, PUERTO RICO**



**HARVESTING THE SUN:  
ROOTED IN TRUST  
PODCAST**

We are excited to be launching the Harvesting the Sun: Rooted in Trust podcast to talk about our work in the solar industry and foster a deeper connection with our community. We will be bringing on farmers, industry professionals, and beneficiaries to listen, learn, and grown with each other. Our efforts to expand energy access to farming communities and those on the margins of society is not easy but very rewarding. I want to close this newsletter with a quote from one of my favorite Pennsylvania based movies Rocky, "It ain't about how hard you hit. It's about how hard you can get hit and keep moving forward. How much you can take and keep moving forward. That's how winning is done."

We understand how hard farmers work to produce the food that we all need to live and are happy to be working with such farmers to allow solar + storage projects to lower a cost of running their farms and make money becoming energy producers at the same time.

