

## ***News Release***

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Contact: Liz Gunderson  
Pierce Pepin Cooperative Services  
(715) 273-2450 \* (800) 924-2133  
lgunderson@piercepepin.coop

**PIERCE PEPIN**  
**COOPERATIVE SERVICES**

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## **Pierce Pepin Cooperative Services Update on Dairyland Power Cooperative Genoa #3 Plant**

**[Ellsworth, WI]** – Last Thursday, Dairyland Power Cooperative announced the closing of its coal fired Genoa #3 generation plant located in Genoa, Wisconsin, in mid to late 2021. Pierce Pepin Cooperative Services, an electric distribution member of Dairyland, receives 100% of its power supply from the Dairyland generation assets. PPCS was previously aware of this decision and provided input through their seat on the Dairyland board of directors.

The Genoa #3 station, a coal-fired plant, has been in service for over 50 years. The plant will continue to operate for the next couple of years until coal supplies are diminished. As the industry continues to face headwinds on fossil fuel-based generation, this move by Dairyland continues to signify a movement in the right direction to meet this new challenge. PPCS remains committed in being a good steward of our environment while balancing the needs for reliable, cost-efficient power.

The service reliability of PPCS members will not be directly impacted by this decision. Dairyland has a diverse portfolio of generation and will continue to invest in other power sources to meet the needs of its distribution members. Dairyland will now focus its efforts on reassignment of those individuals impacted by the plant closing as well as continue its investment in the Nemadji Trail Project.

PPCS President and CEO Nate Boettcher stated, “As a member of Dairyland Power, we understand these decisions are never taken lightly. We will continue to work in partnership with Dairyland to ensure they are meeting the power supply needs of our members today and into the future.” Additional updates will be provided to PPCS Members during its annual meeting on March 28 at the Ellsworth High School.

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### **About Pierce Pepin Cooperative Services**

Pierce Pepin Cooperative Services is an electric distribution cooperative located in Ellsworth, Wisconsin. PPCS serves 7,700 accounts and over 10,000 meters in Pierce, Pepin, St. Croix and Buffalo counties in western Wisconsin. PPCS first provided service in 1938 and continues to provide reliable energy services to help its members Live Better. For more information, call 1-800-924-2133 or visit [www.piercepepin.coop](http://www.piercepepin.coop).