

For Red Barn Natural Grocery, EWEB Windpower Is “Part of the Business Equation”

Editors Note: Eugene Water & Electric Board has initiated a regular feature in Fresh Air Journal on EWEB Windpower customers. This issue focuses on Red Barn Natural Grocery.

The Red Barn Natural Grocery, located on 4th and Blair in Eugene, was one of the first business customers to sign up for EWEB Windpower when the program was introduced in 1999. A 10 percent EWEB Windpower customer, Red Barn purchased 13,000 kilowatt hours of EWEB Windpower in 2002.

Owner Cynthia Beal says that Red Barn Natural Grocery, a family enterprise since 1989, “tries to supply the community with what they want, and what they also demonstrate they will buy, in terms of locally grown organic and natural whole traditional foods.”

Beal says her motivation for purchasing a renewable resource like windpower is to help achieve self-reliance, and that “EWEB Windpower is an example of how the community can increase its self-reliance in terms of power generation.”

“We took the messages from Y2K to heart about self-reliance,” says Beal. “EWEB Windpower demonstrates how we’ve made power part of the business equation. Sustainability comes from self-reliance, and the more self-reliant we can be, the better it is for the health of the community.”

The Red Barn Marketplace, established in 1982 by the non-profit Neighborhood Economic Development



Cynthia Beal of Red Barn Natural Grocery.

Corporation (NEDCO) and a number of concerned neighbors, was originally a blacksmith shop owned by Earnest Hayes.