

IDEAL Energy Cooperative Launches Fuel-Local® Initiative to Champion Locally Owned Fuel and HVAC Providers

BRENTWOOD, NH — September 24, 2026 — IDEAL Energy Cooperative announces the launch of the Fuel-Local® consumer awareness initiative designed to connect homeowners and businesses with trusted, locally owned fuel delivery, HVAC, and home energy service providers — and to highlight the importance of supporting local energy security.

The initiative comes as the Northeast heads into its highest energy usage time of the year. More than 5 million households in the Northeast use heating oil or propane for their home heating fuel, with some states relying on these heating sources for the vast majority of consumption. For families dependent on delivered fuel, the choice of fuel provider is not just a financial decision — it's a question of reliability, trust and community.

Fuel-Local was created to educate consumers about the value of choosing local energy providers — independent companies whose owners and employees live, work, and invest in the communities they serve. Every delivery, service call, and installation completed by a local provider helps strengthen the local economy, create jobs, and keep energy dollars close to home.

"Fuel-Local is about recognizing the people running the businesses that keep our homes and businesses warm and running around the clock," said Kris Magnusson, Founder and General Manager of IDEAL Energy Cooperative. "When consumers choose local propane, distillate, bio-fuel, and gasoline for heating and transportation, they're supporting those who care most about them in their community."

D.F. Richard Energy, a heating oil and propane provider serving the New Hampshire and Maine Seacoast for more than 90 years, is among the Fuel-Local member companies leading the way. Named the Greater Dover (N.H.) Chamber of Commerce 2025 Business of the Year and the 2025 Community's Choice Award winner for Propane, Gas & Oil Provider, D.F. Richard is a strong example of how shopping locally can make a difference.

"D.F. Richard has been serving families on the New Hampshire and Maine Seacoast for more than 90 years — and our commitment to this community goes well beyond fuel deliveries," said Ryan Jackson, CEO of D.F. Richard and IDEAL Board Chair. "Fuel-Local puts a name to something we've always believed: when you call a local company, you're calling a neighbor. That makes a difference, especially when it's the middle of winter and you need someone you can count on."

Fueled by IDEAL Energy Cooperative, Fuel-Local brings together a growing network of over 40 independent, privately held energy companies that share a commitment to reliable fuel delivery, service, community involvement, and customer care for homeowners in over 150 communities. Through practical resources and real stories from the field, Fuel-Local helps consumers understand why local matters — especially when it comes to energy.

"Independent fuel dealers and HVAC companies do so much more than deliver energy," Magnusson said. "They support the local ecosystem — sponsoring local nonprofits, youth sports, coordinating with first responders during emergencies, providing local jobs, and keeping an eye on their neighbors. Fuel-Local gives us an opportunity to tell these stories and celebrate the impact these businesses make every day."

To learn more about Fuel-Local and its mission, visit [Fuel-Local.com](https://fuel-local.com).

Fuel-Local is a consumer awareness initiative powered by IDEAL Energy Cooperative that promotes the value of choosing locally owned, independent fuel and HVAC service providers. Fuel-Local® is a registered trademark of IDEAL Energy Cooperative. www.fuel-local.com

About IDEAL Energy Cooperative

IDEAL Energy Cooperative is a member-owned purchasing cooperative serving independently owned fuel delivery, service, and HVAC providers across nearly two dozen states, including Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, and beyond. Through strategic partnerships, education, collaboration, and shared purchasing power, IDEAL helps its Member-Owners strengthen their businesses without giving up their independence. www.idealenergycooperative.com

About D.F. Richard

Founded in the wake of the Great Depression, D.F. Richard has been a family-owned energy provider for over 90 years. With a focus on customer satisfaction, safety, and community involvement, the company continues to evolve while staying true to its core values of service and integrity. D.F. Richard is based in Dover, NH, serves the NH and ME Seacoast region, and was named the Greater Dover Chamber of Commerce 2025 Business of the Year — as well as the 2025 Community's Choice Award winner for Propane, Gas & Oil Provider. D.F. Richard has also been voted Best of the Seacoast five years in a row. www.dfrichard.com

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Data Sources:

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