

Making Your Compost Product Work for You!

Compost Marketing Workshop/Tour

Monday, March 28, 2011

Wrentham, MA

Whether selling compost or mulch is your primary business or a side business, this workshop is for you! The workshop will provide marketing insights and sales techniques, including technical information on compost applications and benefits, feedstocks, quality standards, and marketing principles. Learn tips on developing a marketing plan for your compost/mulch operation, how to position your product, the ins-and-outs of compost market segments, bulk sales vs. bagged, distribution strategies, and making money on tipping fees. Sales strategies will also be covered, including sales points, using social media and new media techniques, branding, and customer education tips.

The workshop is free, but all attendees must register by March 23. To register or find out more information, contact Athena Lee Bradley at 802.254.3636 or by email at athena@nerc.org. Lunch can be purchased for \$10, please let us know by March 23, if you would like to purchase lunch; otherwise please bring your own bagged lunch. Refreshments provided.

When: Monday, March 28 from 9:00 am – 4:00 pm

Where: Wrentham Developmental Center
7 Littlefield Road
Graves Hall
Wrentham, MA 02093

Presenters:

Geoffrey Kuter
Agresource, Inc.
www.agresourceinc.com

John Engwer
Landscapes Express, Inc. (Wrentham Farm)
www.landscapesexpress.com

Athena Lee Bradley
Northeast Recycling Council, Inc.
www.nerc.org

Sponsors

Sponsored by the Northeast Recycling Council, Inc. • Massachusetts Department of Environmental Protection

Funding for the workshop is from the Northeast SARE (Sustainable Agriculture, Research, and Education).

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FREE Compost Marketing Workshop/Field Day**

Schedule	Topic
9:00 – 9:15	Registration
9:15 –9:30	Introductions, SARE Project Overview
9:30 –10:30 Athena Lee Bradley NERC	Best Management Practices and Introduction to Marketing <ul style="list-style-type: none"> • Applications and Benefits • Comparison of Compost/Mulch to Other Products • Feedstocks/Recipe Development • Introduction to the Marketing Principles • Compost as a Commodity: Setting Goals • Volume vs. Value Markets; Bulk vs. Bagged • Blending/Derivative Products • Preparing a Usable Marketing Plan • Attributes of a Successful Compost Supplier • Branding, Promotion, Social Marketing, and Customer Education Tips • Market Sectors, Trends, and Product Positioning
10:30 –10:45	Break
10:45 –11:45 Geoffrey Kuter Agresource, Inc.	Marketing Principles that Lead to Success <ul style="list-style-type: none"> • Compost as a Commodity • Developing a Business Model Attributes of a Successful Compost Supplier • Market Research/The Competition • Tools and Services • Distribution/Delivery Strategies • Tips to Meet Customer Needs and Altering Finished Compost to Meet Market Demands • Blending/Derivative Products • Distribution Options • Making Money from Tipping Fees • Costs and Pricing • Establishing a Fair Market Return
11:45 –12:30	Lunch/networking
12:30 –1:30 John Engwer GroundScapes Express	More Marketing Principles and Discovering a Niche <ul style="list-style-type: none"> • Attributes of a Successful Compost Supplier • Specialty Compost Products: Tips on selling to specialized markets • Tools and Services: turf management, IPM, organic sales, planting, top dressing • Distribution/Delivery Strategies • Tips to Meet Customer Needs and Altering Finished Compost to Meet Market Demands • Branding, Promotion, Social Marketing, and Customer Education Tips • Sales Principles and Strategies/"Sales Points"/Sales Skills
1:30 – 2:30	Marketing and Sales Strategies Roundtable
2:45 – 4:00	Compost Facility Tour Wrentham Farm (Groundscapes Express) is an agricultural composting facility that composts source-separated food waste and commercial organics using a dedicated windrow turner. View on-site demonstrations of erosion control measures utilizing compost blankets, FilterMitts,™ berms, and the application of compost tea.