

**Making Your Compost Product Work for You!**  
**FREE Compost Marketing Workshop/Field Day**  
**Ithaca, New York – Wednesday, January 12, 2011**

Whether selling compost 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 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 January 4th (late registrants will need to pay their own parking). To register or find out more information, contact Athena Lee Bradley at 802.254.3636 or by email at [athena@nerc.org](mailto:athena@nerc.org).

**When:** Wednesday, January 12 from 9:30 am – 4:00 pm  
*Snow date – Wednesday, January 19*

**Where:** Cornell University  
135 Emerson Hall, Tower Rd  
([campus map](#))  
Ithaca, NY 14853-5601

**Presenters:**

Jean Bonhotal, Associate Director  
Cornell Waste Management Institute  
<http://cwmi.css.cornell.edu/>

Dr. Robert Rynk  
SUNY Cobleskill  
Agricultural Engineering Dept.  
<http://www.cobleskill.edu/academics/agnrschool/ageng/>

We Care Organics  
Mark Wittig  
[www.wecareorganics.com](http://www.wecareorganics.com)

**Sponsors**

Northeast Recycling Council, Inc.,  
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SUNY Cobleskill



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