

**Making Your Compost Product Work for You!
Compost Marketing Workshop/Field Day**

| Schedule | Topic |
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| 9:15–9:45 | Registration |
| 9:45–10:00 | Introductions, SARE Project Overview |
| 10:00–11 Dr. Robert Rynk SUNY | Compost Quality and Best Management Practices <ul style="list-style-type: none"> • Importance of Quality for Marketing Success • Applications and Benefits • Comparison of Compost to Other Products • Feedstocks/Recipe Development • Quality Standards: Consistency, Testing, Specific Characteristics of Compost |
| 11 – 11:20 Sally Rowland, NYSDEC | The NY Regulatory Environment |
| | Break |
| 11:30–12:30 Jean Bonhotal, Cornell Waste Management Institute | Marketing Principles <ul style="list-style-type: none"> • Compost as a Commodity: Setting Goals • Market Sectors, Trends, and Product Positioning • Volume vs. Value Markets • Bulk vs. Bagged • Blending/Derivative Products • Distribution Options • Making Money from Tipping Fees • Costs and Pricing • Establishing a Fair Market Return |
| 12:30-1 | Networking lunch |
| 1:00 1:20 Cayuga Compost Mark Wittig and move into roundtable | Compost Sales and Marketing <ul style="list-style-type: none"> • Developing a Business Model • Attributes of a Successful Compost Supplier • Preparing a Usable Marketing Plan • Market Research/The Competition • Tools and Services • 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 |
| 1:20–2:30 | Marketing and Sales Strategies Roundtable |
| 2:30–4:00 | Break/Tour of Compost Operation |