

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

Schedule	Topic
9:30–10:00	Registration
10:00–10:15	Introductions, SARE Project Overview
10:15–11:15 Speakers: Athena Lee Bradley NERC Sally Rowland, NYSDEC	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 • Regulatory Environment
11:15–12:00 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
12-12:15 12:15-1	Break Working lunch:
12:15-1:00 Charles Duprey, WeCare Organics	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
1:00–2:00	Marketing and Sales Strategies Roundtable
2:00-2:15	Next Steps
2:30–4:00	Tour of Compost Operation