

## Compost Marketing Resource List

### Marketing

[Agricultural Marketing Resource Center](#): Wide range of marketing tools for farmers and agricultural enterprises.

National Sustainable Agriculture Information Service, [Agricultural Business Planning Templates and Resources](#): Business and Marketing Resource List.

[The Cooperative State Research, Education, and Extension Service \(CSREES\)](#): Agricultural resources, marketing, beginning farmer, more.

[Minnesota Institute for Sustainable Agriculture \(MISA\)](#): Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses and a wide range of other resources.

[AgManager.info](#): Various resources for farm management and business plan development.

[Cornell University Cooperative Extension](#): Small Farm Program, Start-up Plan template and other resources.

Business Know How – [Marketing Tips](#).

[Social Marketing Tips for Small Businesses](#): General marketing tips.

### Composting

[Cornell Composting](#): Wide range of compost resources, from marketing to processing.

US Composting Council [Seal of Testing Assurance](#) and [Test Methods](#)

[US Composting Council – Various Resources, including compost use and specifications.](#)

[Best Management Practices for Incorporating Food Residuals into Existing Yard Waste Composting](#)

[Florida Organics \(FORCE\)](#): various composting resources, including quality and testing information.

[University of Maryland Extension Farm Management Program](#) – Farm business planning information.

## [Farm-Scale Composting Resource List](#)

### [Compost in the Construction Industry](#)

### [Caltrans Compost Specifications](#)

[Best Management Practices for Horse Manure Composting on Small Farms](#), E307 (Rutgers Cooperative Research & Extension).

[Composted Versus Stockpiled Manure: Different Processes...Totally Different Results](#), AgTech Innovator#8 Government of Alberta, 2004).

[Composting an Alternative for Livestock Manure Management and Disposal of Dead Animals](#), EM8825 (Oregon State University Extension Service, 2001).

[Composting Horse Manure](#) (Texas Agricultural Extension Service, Texas A&M University System, 1999).

[Composting—Recycling the Feed you've Paid for](#) (Connecticut Horse Environmental Awareness Program).

[Composting Livestock Manure](#) (Washington State University Cooperative Extension).

[How to Compost Manure](#) (King Conservation District, Conservation Information Sheet, 2001).

[On-Farm Composting Handbook](#), NRAES-54 (Northeast Regional Agricultural Engineering Services, Cornell University Cooperative Extension, Ithaca, NY).

[Manure Sampling & Analysis](#), E306 (Rutgers Cooperative Research & Extension, 2006).

### **Selected Results of Literature Review:**

*Compost Sales/Marketing Workshop* (Ron Alexander, Tiffin, Iowa, Course outline and notes. February, 2004).

*Five Steps to Successful Compost Marketing*, (Ron Alexander, [BioCycle Magazine](#), June 1998, p. 63.

*Smart Series: Compost Product Marketing*, (Ron Alexander, [BioCycle Magazine](#), May 2007, p. 32.)

*Marketing On-Farm Compost*, James Beierlein, Harper Jayson, and Cary Oshins, Pennsylvania Cooperative Extension, the Pennsylvania State University, 1996.

*Got Milk Cows? Get Worms, Make Compost And Sustain Your Dairy Farm*, Rodale Institute, 2005. Brannen, Dan Jr

*Compost Standards & Guidelines*, Report to NYSAR3 by Woods End Research

Laboratory, Inc. 2000. William F. Brinton.

California Integrated Waste Management Board (CWMB), *Compost: Matching Performance Needs With Product Characteristics*, January 2002. Good overview of compost characteristics.

*Building a Market-based System of Farm Composting of Commercial Food Waste Project Design, Implementation, and Lessons Learned* (Center for Ecological Technology, 2000.)

*Closing the Loop: Public-Private Partnerships for On-Farm Composting of Yard Waste* (Archer H. Christian, Gregory K. Evanylo, and James W. Pease, Virginia Cooperative Extension, Virginia Polytechnic Institute and State University, 1998.) Good discussion of barriers to on-farm composting, overview of partnership opportunities, case studies, worksheet templates.

*On Farm Composting: A Guide to Principles, Planning and Operations*, Archer H. Christian, Gregory K. Evanylo, and James W. Pease, Virginia Cooperative Extension, Virginia Polytechnic Institute and State University, 1997. General guide to on-farm composting, small section addressing marketing.

*Successful Composting: Marketing Opportunities* (Composting Council of Canada 2002). Overview of key concepts, markets and end users and volume vs. dollar markets.

Cornell Waste Management Institute, *Compost Fact Sheet #1: Marketing Composts and Meeting Consumer Needs*, 2004. Compost marketing tips.

Cornell Waste Management Institute, *Farm-Based Composting: Manure and More*. Video, 2001. Highlights 15 farm operations and six different composting technologies from low- to high-tech.

*Manure Compost Marketing Guide*, 2000. (Allen W. Cramer, Whatcom Conservation District, Washington State University Cooperative Extension, Washington State Department of Ecology Centennial Clean Water Fund). Guide to marketing farm produced compost; regionally specific, but offers general advice as well.

*Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses*, Gigi DiGiacomo, Robert King, and Dale Nordquist the Minnesota Institute for Sustainable Agriculture and the Sustainable Agriculture Network, 2003. Comprehensive guide to developing farm business plans. Contains templates that are adaptable for developing a compost marketing plan.

*Farm-Scale Composting Resource List*, (Steve Diver, National Center for Appropriate Technology, ATTRA Publication #IP026/128, 2005. Comprehensive resource list of farm-scale composting, including web resources, organizations, email discussion lists,

and more.

*The Field Guide to On-Farm Composting*, Mark Dougherty, editor, Northeast Regional Agricultural Engineering Service, Waste Management Publications, 1999. Companion book to the *On-Farm Composting Handbook*, provides overview of day-to-day compost system management.

*Texas Municipal Compost Marketing Manual*, E&A Environmental Consultants, Inc., Texas Natural Resource Conservation Commission, 1994. Detailed guide for general compost marketing.

*Compost Marketing And Labeling Project: Final Report And Phase 2 Plan*, (Tom Fiesinger, Ellen Z. Harrison, and Will Brinton, Final Report, Prepared for The New York State Energy Research And Development Authority, The Cornell Waste Management Institute, 2001). Comprehensive survey of New York compost markets.

*The Compost White Paper: Large-Scale Composting in Georgia*, (Julie Gaskin, Jason Governo, Britt Faucette, and Deborah Borden University of Georgia, College of Agricultural & Environmental Sciences, Engineering Outreach Service, October 2003). General compost marketing information.

*Agribusiness Planning: Providing Direction for Agricultural Firms*, (Jeffrey Hyde and Sarah Roth, Pennsylvania Agricultural Extension, Pennsylvania State University, 2002). Includes general business plan development for farms, including marketing SWOT and analysis marketing strategy.

*Farm Composting for Profit*, (Cathleen LaCross and Robert E. Graves, Penn State Cooperative Extension, The Pennsylvania State University, 1992). Brief overview of marketing tips.

*Florida Composting Regulatory Report*, Kessler Consulting, Inc., The Florida Organics Recycling Center for Excellence (FORCE), August 2006. Detailed overview of the regulatory environment for compost operations in Maine, Massachusetts, New Jersey, and New York.

Maine Compost School Resource Library, <http://www.composting.org/references.htm>. Resource list for the Maine Compost School.

*Basic On-Farm Composting Manual*, (Peter Moon, P.E., Clean Washington Center, 2007). General overview of on-farm composting; contains a small marketing section.

*Composting, A Fact Sheet Sharing Practical Results from USDA Sustainable Agriculture Research and Education Projects in the North Central Region*, North Central SARE, Field Notes No. 3, 1999. Example of North Central Region SARE grant recipients practicing on-farm composting, includes brief listing of barriers, operation costs, and community support.

*Growing Markets New Trends in Sustainable Farming Build Compost Use*, (Porter Humpert, Christy, BioCycle Magazine, July 2000, p. 30). Compost market expansion and how to increase interest in the use of compost.

*On-Farm Composting Handbook* (Robert Rynk, Ph.D., et al, 1992 NRAES (Natural Resource, Agriculture, and Engineering Service). The on-farm composting “bible,” includes a “Marketing Agricultural Compost” chapter.

*Cost-Benefit Analyses: Exploring the Economics of On-Farm Composting*, (Robert Rynk, Ph.D., BioCycle Magazine, 2001. General overview of on-farm composting economics.

*Marketing Strategies for Farmers and Ranchers*, Sustainable Agriculture Network, SAN and the National Center for Appropriate Technology, 2006. Excellent presentation of general marketing strategies for farmers and comprehensive resource listing.

*Small Farm Resource Guide*, Second Edition, USDA-CSREES, Small Farm Program, April 2006. Listing of state resources for farms.

*Part 637 Environmental Engineering, National Engineering Handbook, Chapter 2 Composting*, United States Department of Agriculture, Natural Resources Conservation Service, 2000. Good technical information for compost operations.

*Marketing Plan for Pelleted and Crumbled Composted Poultry Manure Product*, Zbeetnoff Consulting, Environment Canada, June, 1995. Comprehensive study to assess the market potential for poultry waste generated in the lower Fraser Valley of B.C.