

**Creating a Quality Compost Product:
Compost Operations and Marketing Training**

**Monday, March 26, 8:00 am – 4:30 pm
Wrentham Developmental Center, Wrentham, MA**

Schedule	Topic
8:00 – 8:30	Registration & Coffee
8:30 – 8:45	Welcome & Introductions
8:45 – 9:15 Holly Wescott Compostabilities,LLC	Compost to Soil: Completing the Cycle <ul style="list-style-type: none"> • Soils 101 • Benefits of Compost to Soil • Setting up the Solvita Test for Compost Maturity
9:15 – 10:30 Athena Lee Bradley NERC	Making a Quality Compost Product for Market <ul style="list-style-type: none"> • Feedstocks : Recipe and Tip fees • “Matching Game” – Matching Feedstocks and Compost Products • Quality Assurance and Testing • Compost Market Options: Value vs. Volume, Product Characteristics • Introduction to Marketing Principles and Marketing Plan • Compost as a Commodity: Sell More Product! • Attributes of a Successful Compost Supplier • Pricing Strategy • Branding, Promotion, Social Marketing, and Customer Education Tips • Being a Good Neighbor: Public and Media Relations
10:30 –10:45	Break
10:45 –12:15 Holly Wescott Compostabilities,LLC	Composting Basics: Microbes to Machinery <ul style="list-style-type: none"> • The Science of Composting • Feedstocks and Overview of Recipe Development • Composting Methods and Turning/Aeration Equipment • Windrow Management and Monitoring • Aerated Static Piles • Other Composting Technologies
12:15 –12:45	Lunch/networking
12:45 – 1:00 Gerard Kennedy MDAR	Agricultural Composting in Massachusetts <ul style="list-style-type: none"> • Registering an Agricultural Compost Operation.
1:00 – 1:15 Sumner Martinson MassDEP	Massachusetts Compost Regulations
1:15 – 2:30 Holly Wescott Compostabilities,LLC	Getting the Site Right: Design to Operations <ul style="list-style-type: none"> • Site Design and Layout <ul style="list-style-type: none"> ○ Space requirements, equipment, loading and off-loading, customers, neighbors, environment • Managing the Operation <ul style="list-style-type: none"> ○ Odors, fire, noise, dust, birds etc. • Solvita Test Results • Sampling and Other Lab Tests
2:30 – 3:15 Lisa Petruski NRCS	EQIP <ul style="list-style-type: none"> • NRCS Compost Pad Construction and Environmental Quality Incentives Program (EQIP)

<p>3:15 – 4:30 John Engwer Groundscapes Express</p>	<p>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.</p>
--	---