

Workshop: Baseline Technical Knowledge for Selling Compost (aka Green Industry Basics)

Summary:

Understanding specific technical aspects of the 'green industry' is essential to the successful marketing of compost. This workshop was developed to provide composters and compost marketers with a basic technical understanding of soil and plant functions, and explain how compost assists these functions - *'WHY COMPOST IS SO GOOD FOR THE SOIL AND WHY IT HELPS PLANTS GROW'*. The course also describes products that are used along with compost, as well as those which compete with compost, as well as the pros and cons of their usage, compared to compost. Without understanding the basics of the industries in which we sell, it is impossible to be productive in the sale of compost. This course provides these basics on an easy to understand and practical level.

Course Instructor: Ron Alexander

Duration: 9:00 AM to 4:00 PM, with one hour for lunch (not included)

Fee: \$310 for USCC members, \$385 for nonmembers

CCOM™/CCP™ PDHs: 6

AGENDA

Time	Subject
9:00 – 9:05	Introduction
9:05 – 10:00	Soil (Definition, components, functions, formation and specifications)
10:00 – 10:30	Group exercise Characterizing soil (Textural analysis of attendees soil samples)
10:30 – 10:45	Break
10:45 – 11:15	Organic matter and it's benefits
11:15 – 12:00	Plants (General plant growth principles and processes, improving plant growth with compost, basics about major crop types and systems)
12:00 – 1:00	Lunch (on your own)
1:00 – 1:45	Compost characteristics / Understanding Test Data
1:45 – 2:30	Understanding competing (or replacement) products (Other soil amendments, topdressing, fertilizer, lime, growing media components, mulches, manure and biosolids)
2:30 - 3:00	Group exercise Review actual competing product samples
3:00 – 4:00	Questions and Discussion Conclusion

About the instructor

Ron Alexander:

- Over 35 years' experience in composting and organics recycling
- Nations most experienced compost marketing consultant
- Completed over 500 related consulting projects
- Accomplished writer and speaker - having written and presented almost 400 papers and presentations
- Worked with over 200 composting and organics recycling facilities throughout North America and the world
- 2003 Recipient of the Hi Kellogg Award For Outstanding Service to the Composting Industry
- 2009 Recipient of a "Special Service Award" from the US Composting Council
- 2010 Recipient of the US Composting Council's Clean Water Award

