

Preconference Workshop Compost Marketing for Public Facilities

Operating a public composting facility can face very different challenges from those of a private composting facility. A significant challenge can be compost market development, with barriers such as a lack of marketing/sales staffing, as well as related internal systems and policies. In some cases, ordinances must be modified in order to even 'sell' the compost product, and in others, more workable pricing policies must be established to allow for expanded marketability (volumes). In cases such as these, specific marketing and sales strategies must be employed.

The workshop will provide municipal staff operating compost sales and marketing programs with ideas to simplify and successfully implement their programs. Issues related to focusing your marketing activities and improving product placement will be discussed, as will approaching specific market segments. Subjects will also include: understanding the product (and how characteristics affect product placement), focusing efforts to approach specific market segments, best practices in compost marketing, and more...

Instructor: Ron Alexander, R. Alexander Associates, Inc

Time: 1:00 PM to 5:00 PM

Fee: \$205 for USCC members, \$255 for nonmembers

CCOM™/CCP™ PDHs: 4.0

Workshop Agenda

1. Compost – a *different animal* (related product and marketing principals)
2. Marketing Program Implementation Options
3. Infrastructure and Staffing Requirements
4. Best Practices in Compost Market Planning and Development
5. Sales Principles and Realities
6. Product Placement Strategies and Approaching Primary Compost Markets

About the instructor:

Ron Alexander, a horticulturist and veteran compost salesman and sales/marketing manager with 35 years of experience in compost marketing and end use. He is the author of the 'Practical Guide to Compost Marketing & Sales', and is the recipient of the U.S. Composting Council's Hi Kellogg Award for Outstanding Service to the Composting Industry and Clean Water Award.