



**Pre Conference Workshop FULL DAY
9:00 AM to 4:30 PM**

Compost Marketing - From Waste to Wealth

This is all-inclusive course on successfully branding, pricing, marketing, selling and distributing your compost while developing and maintaining key relationships through the process. This course is suitable for both beginners and those experts looking to increase their sales. The goal is to empower composters to sell more finished compost through marketing and relationship development.

Students will get an overview of compost sales and marketing from cradle to grave. We will cover various types of composts produced from various feedstocks with various composting technologies. No matter the type of operation the student represents, they will depart the workshop with a broad understanding of methods to successfully market and sell their products.

Instructors:

Ryan Cerrato - Vice President of Product Marketing, Denali

Fee: \$445.00 for USCC members, \$495.00 for nonmembers

Duration: 9:00 AM to 4:30 PM, with one hour for lunch (on your own)

Date: February 2, 2026

CCOM™/CCP™ PDHs: 7

Agenda

- Market Identification
- Operations & Equipment and How They Relate to Sales
- Working with Sub-Contractors
- Marketing, Branding, and Social Media
- Compost Applications & Finding the Need
- The Sales Process