

The Ultimate KEY to Compost Marketing Success

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Empowering Organics

Harvest Power is an organics management company building and acquiring next-generation facilities to capture the embedded value in the organic waste stream



**Organics
Recycling**



**Renewable
Biogas
Generation**



**Compost
Production &
Marketing**



Speaker Profile:

25 years diverse experience
in the horticultural and landscape industry

- 1985 – 1994 Landmark Land Company of California
- 1994 – 2007 Synagro Composting Company of California
- 2007 – 2010 Gro-Well Brands
- 2010 to present Harvest Power

Factors that influence product marketing success

- Geography.... Location Delivery
- Composting technology/system and equipment
- Feed stocks
- Pricing
- Market Segments
- Competition
- Technical expertise

What is the goal of the Marketing Program?

- To sell your products to the highest and best use segments for the highest value
- To obtain and retain long term customers
- Customers are assets

So what then is the Key to compost marketing success????? Is it:

- ❖ CUSTOMERS
- ❖ COMPOSTING TECHNOLOGY/ EQUIPMENT
- ❖ FEED STOCKS
- ❖ PRICING
- ❖ MARKET SEGMENT
- ❖ COMPETITION
- ❖ TECHNICAL EXPERTISE
- ❖ EXPERIENCE
- ❖ ADVERTISEMENT
- ❖ TRADE SHOWS
- ❖ OTHER

THE ULTIMATE KEY TO COMPOST MARKETING SUCCESS:

❖ PRODUCT

❖ QUALITY

HOW IMPORTANT is PRODUCT QUALITY?

HARVEST POWER utilizes a Quality Management System to ensure our CUSTOMERS receive the highest quality attainable. Facility Standard Operating Procedures and our own proprietary system of administrating and governance all support the significance to our marketing success. Included in our quality program is participation in the USCC Seal of Testing Assurance Program for all products we produce.



**US COMPOSTING
COUNCIL**

*Seal of Testing
Assurance*

If it isn't STA Compost..... What is it?

Conclusion

- Customers demand QUALITY and are willing to pay for the VALUE the Quality provides.
- Marketing Programs are influenced by many factors, however, miss product quality and you have missed the KEY.

Questions?????

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