

Marketing -Yourself
 -Your Compost
 -**YOUR BRAND**

Justen Garrity

President – Veteran Compost

Veteran Compost

- Operational Since July 2010
- Only outdoor food waste composter in Maryland
- Utilize Positive ASP with O2 Compost system
- Compost food scraps and wood chips
- 8 week process time
- Collect food scraps from Baltimore Metro Area
- 5 employees

Veteran Compost

- Only commercial vermicomposting operation in Maryland
- Primary Market – Homeowner/gardener
- Secondary Markets
 - Agriculture
 - Nursery/Landscape
 - Government
- Sell direct to customer ourselves or through or direct sellers (Mary Kay model)







 **VETERAN COMPOST**
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410-325-6404

 **Recycling**
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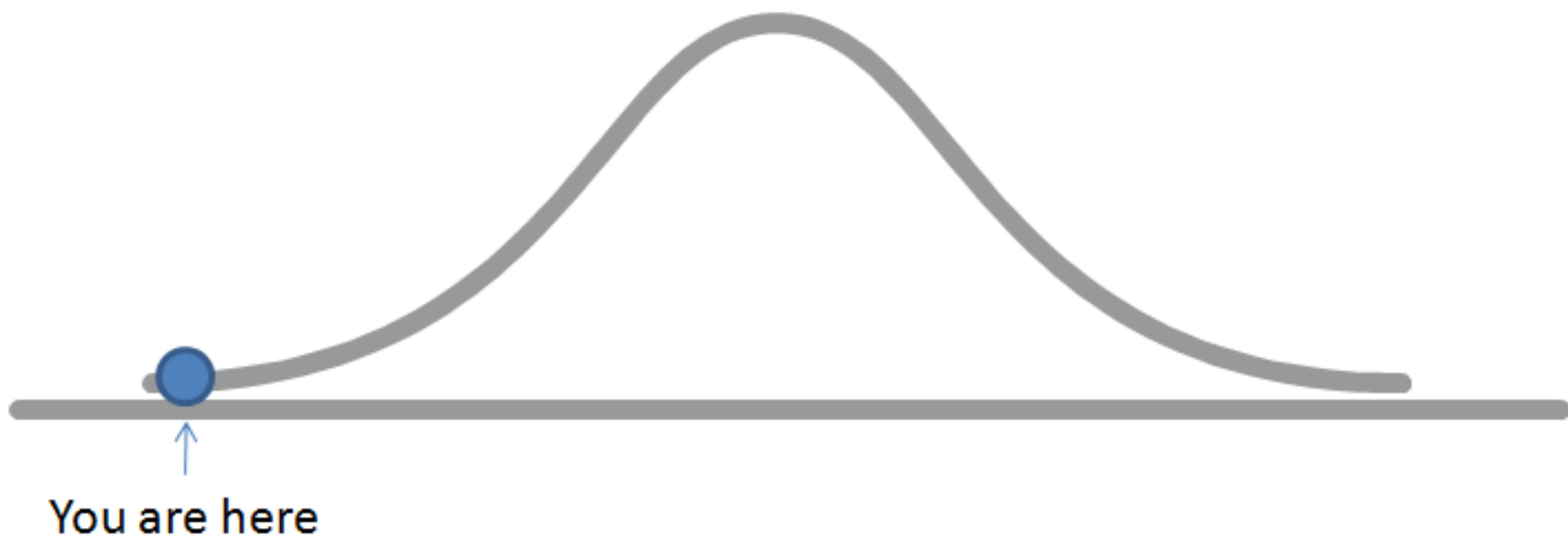


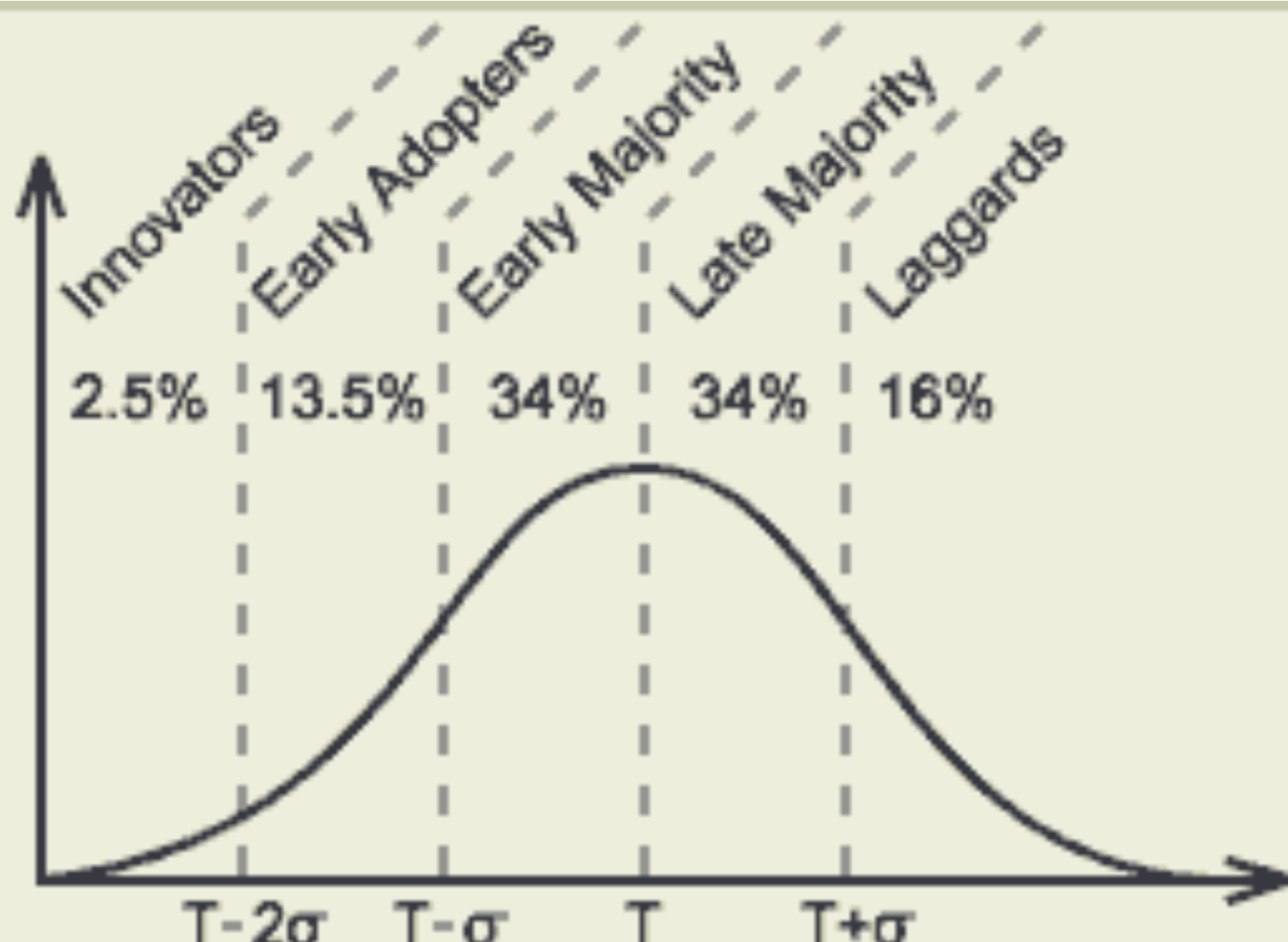
STAY BACK
4 FT DURING
OPERATION

STAY BACK
4 FT DURING
OPERATION

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\$97.57



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**US COMPOSTING
COUNCIL**

*Seal of Testing
Assurance*

Date Sampled/Received: 08 Nov. 12 / 09 Nov. 12

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Product Identification Compost
MCC

COMPOST TECHNICAL DATA SHEET

LABORATORY: Soil Control Lab; 42 Hangar Way; Watsonville, CA 95076 tel: 831.724.5422 fax: 831.724.3188			
Compost Parameters	Reported as (units of measure)	Test Results	Test Results
Plant Nutrients:	% weight basis	Not reported	Not reported
Moisture Content	% wet weight basis	53.5	
Organic Matter Content	% dry weight basis	44.0	
pH	units	7.83	
Soluble Salts <i>(electrical conductivity EC_e)</i>	dS/m (mmhos/cm)	2.9	
Particle Size or Sieve Size	maximum aggregate size, inches	0.38	
Stability Indicator (<i>respirometry</i>)		Stability Rating:	
CO ₂ Evolution	mg CO ₂ -C/g OM/day	1.2	Very Stable
	mg CO ₂ -C/g TS/day	0.51	
Maturity Indicator (<i>bioassay</i>)			
Percent Emergence	average % of control	100.0	
Relative Seedling Vigor	average % of control	100.0	
Select Pathogens	PASS/FAIL: per US EPA Class A standard, 40 CFR § 503.32(a)	Pass	<i>Fecal coliform</i>
		Pass	<i>Salmonella</i>
Trace Metals	PASS/FAIL: per US EPA Class A standard, 40 CFR § 503.13, Tables 1 and 3.	Pass	<i>As, Cd, Cr, Cu, Pb, Hg</i>
			<i>Mo, Ni, Se, Zn</i>

Participants in the US Composting Council's Seal of Testing Assurance Program have shown the commitment to test their compost products on a prescribed basis and provide this data, along with compost end use instructions, as a means to better serve the needs of their compost customers.

Laboratory Group: Nov.12 B	Laboratory Number: 2110286-1/1
Analyst: Assaf Sadeh	www.compostlab.com



Branding vs Marketing

- Your brand is your company's long-term identity
- Marketing, is all the activities – promotions, events, advertisements, social media, public relations etc. that you're doing to craft your brand and build the level of trust adequate to convince customers of the value you're offering.

Do You Have a Marketing Plan?

Do You Use It?

Need a Marketing Plan?

<http://www.quickmba.com/marketing/plan/>

OR

<http://tinyurl.com/a31966k> (Compost Specific)

Back to Branding

The Core elements to Branding

- **Identify**
- **Strategize**
- **Implement**
- **Reiterate**

Identify Your Brand



- My Initial Brand and Logo in 2010
- Wasn't sure at that time if I would do composting, recycling, or renewable energy
- Thought "it was flexible"
- No one understood the brand (including me)
- Didn't fit with our mission, culture and identity

Identify Your Brand



**VETERAN
COMPOST**

- Changed Brand after 6 months
- Reflected my commitment to veterans and composting
- As literal a name as you can have
- About 1% of people think we compost veterans
- Eventually I thought logo was a little to much

Identify Your Brand

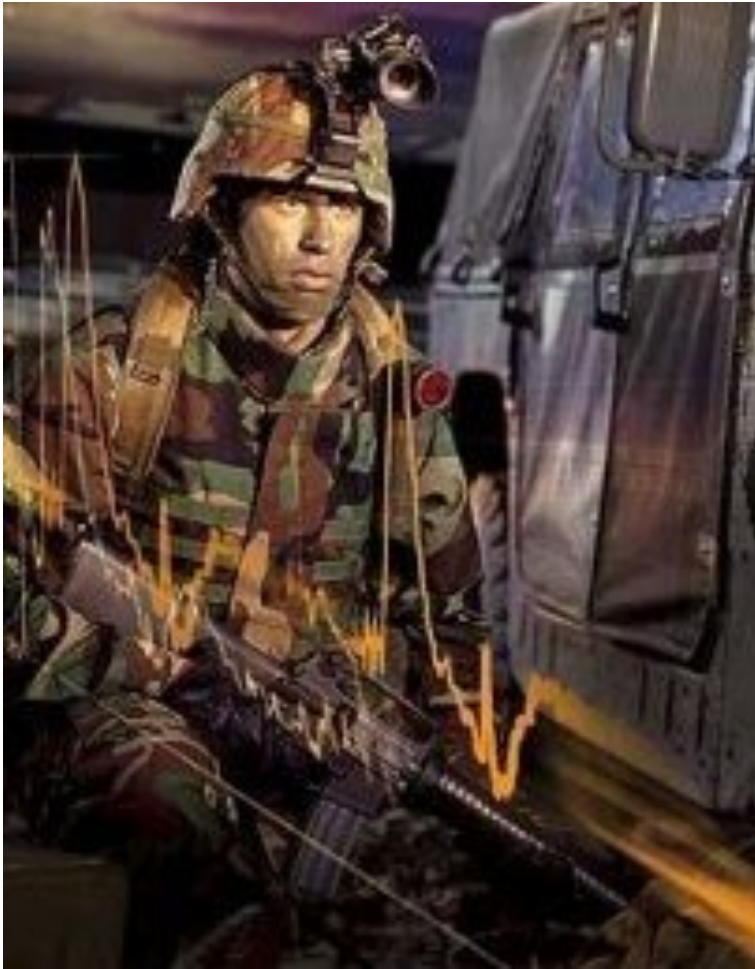


- Logo Tweak for 2013 and beyond
- Want to convey both patriotic nature of business and soil component
- Want it to show pride but not be too “Merica”
- Changing logo and adding tagline across all labeling, packaging, and copy

Identify Your Personal Brand

- Are you the “Compost Guy” or “Compost Lady” in your community?
- Establish yourself as an expert
- Not saying you should create a fake character, but rather do a self-assessment of your strengths and personality
- Play on your strengths understand your shortcomings

My Personal Brand



My Personal Brand

- Unemployed Veteran Turned Eco-preneur
- Farm Based
- T-shirt and jeans guy with an MBA in my back pocket
- Expert in composting at all scales
- Pretty handy with soil and gardening advice
- Nice, personable, and a good sense of humor
- Outspoken advocate for veterans and triple bottom line efforts

Strategize

- Sit down to plan out your marketing strategy.
- Make a list of things to do in order to vamp up your brand:
 - New Packaging
 - Identify Sales Channels
 - Free Samples
 - Social Media and Websites
 - Media Coverage

Strategize your Personal Brand

- Speaking engagements
 - Master Gardener Classes
 - Garden Clubs
 - Rotary Clubs
 - Chamber of Commerce
 - Schools
 - Tradeshows and Conferences
- Social Media
- Blog
- Books, Articles, news column or tv segment

Implement

- Follow the steps in your marketing strategy
- Establish goals and timelines to track your progress
- Go for the “low-hanging fruit” first
- Get feedback
 - “How did you find us?”
 - “What do you think about our packaging, etc. ?”
 - “What else do you need?”

Free Publicity

- Draft an article, attach pictures, send it out
- Include the message and brand feel that you want
- Respond to press requests promptly
- Speak kindly about others
- Publicity leads to more publicity
- Be prepared for your words to get minced

SELECT DESTINATIONS ON SALE From Atlanta starting at **\$69** (one-way)

BOOK NOW AT AIRTRAN.COM

Shots of Garrity at his compost operation. He will be speaking later today at a veteran entrepreneur conference at APG.



(Barbara Haddock Taylor, Baltimore Sun | November 14, 2012)
 Veteran Compost, a company started by Army veteran Justin Garrity, collects food scraps from grocery stores and restaurants and makes and sells compost. Here, he looks through items in a pile to be sorted and composted.

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SUN INVESTIGATES

VA won't say how many veterans die waiting for disability benefits

Baltimore judges throwing out speed camera tickets

O'Malley, Rawlings-Blake will pay for Super Bowl tickets

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Home » Departments » Feature Slider » Innovation » A Fertile Future for Veteran Compost

A Fertile Future for Veteran Compost
 BY KATHY WALSH
 December 2012



Justin Garrity, owner of Veteran Compost

Dressed in jeans and sturdy boots, prepared to trudge through mud and filth, and with my husband's parting words, "You might want to take a clothespin for your nose" ringing in my ears, I approached my visit to Veteran Compost with a mix of trepidation and cluelessness. Sure, I had done my basic research, but the website's reference to the "million worms on the farm" didn't do much to assuage my concerns.

So imagine my surprise when I pulled in the drive of the Aberdeen farm that serves as home base for the company and smelled – absolutely nothing. Even walking right between the piles of compost, I couldn't smell a thing other than the fresh scent of a crisp fall day on a farm. And when Veteran Compost owner and founder Justin Garrity escorted me into the small building that houses troughs filled with "vermicompost" – or worm castings – it took him turning over handfuls of the rich soil amendment to see even one of the million or so worms apparently in residence there.

Climbing down from his tractor to greet me, the 30-year-old entrepreneur took time out of his busy schedule to pull up a seat on the screened-in porch of an old farmhouse and share his inspirational success story with I95 Business.

- Average 1 news article a month
- Local, Regional and National Pubs
- Appeared on PBS (twice) and ABC
- Every article has lead to sales
- Brand awareness for \$0

12th Annual Women's Leadership Breakfast ATHENA Award Presentation

March 8, 2013
 8:00 – 9:45 AM
 Richlin Ballroom in Edgewood, MD

TICKETS: \$35
 Tables of 10 for \$320

INFORMATION:
 443-412-2376 or 443-412-2173
 www.harford.edu/community/athena

FEATURED VIDEO

Social Media

- 300+ Likes on Facebook
- 300 Followers on Twitter
- We average 2 FB Updates and a half dozen tweets a week
- Have started to include links to social media on our product labels
- Now use it as our main way of talking with customers
- Youtube and Pinterest next areas to tackle

Website

- Website receives heavy traffic
- Written in a style that is an extension of the brand
- Use Google Analytics to see where people visit on the site
- Website has lots of detail about products and our process. Customers report that this is something that they like
- Try to update website every quarter
- Ask for feedback from customers for improvements



VETERAN COMPOST

Home

[About Us](#)

[Our Products](#)

[Our Services](#)

[Contact Us](#)

[Job Openings](#)

From Combat To Compost

Veteran Compost is a Maryland based, veteran-owned business focused on turning food scraps into high quality compost. We provide food waste collection, finished compost, and a host of other great products.

We're proud to have a number of claims to fame:

- The Longest Running Food Waste Composting Facility in Maryland
- The Only Vertically Integrated Food Waste Composter in the Region
- The Only Commerical Worm Composting Operation in Maryland
- Our compost is YARD WASTE FREE aka all-natural

About Us

Veteran Compost is about two things:

1. Employing veterans and their family members
2. Turning food scraps into high-quality compost

Our goal is to fuel our growth with people and material that others pass over.

Find out more [about us!](#)



Follow Us

Veteran Compost



twitter

Contact Details

Main Site

Veteran Compost
328 Bush Chapel Rd
Aberdeen, MD 21001

Pick-up Product In:

Aberdeen, MD
Columbia, MD
Severna Park, MD
Norwood, PA

Phone

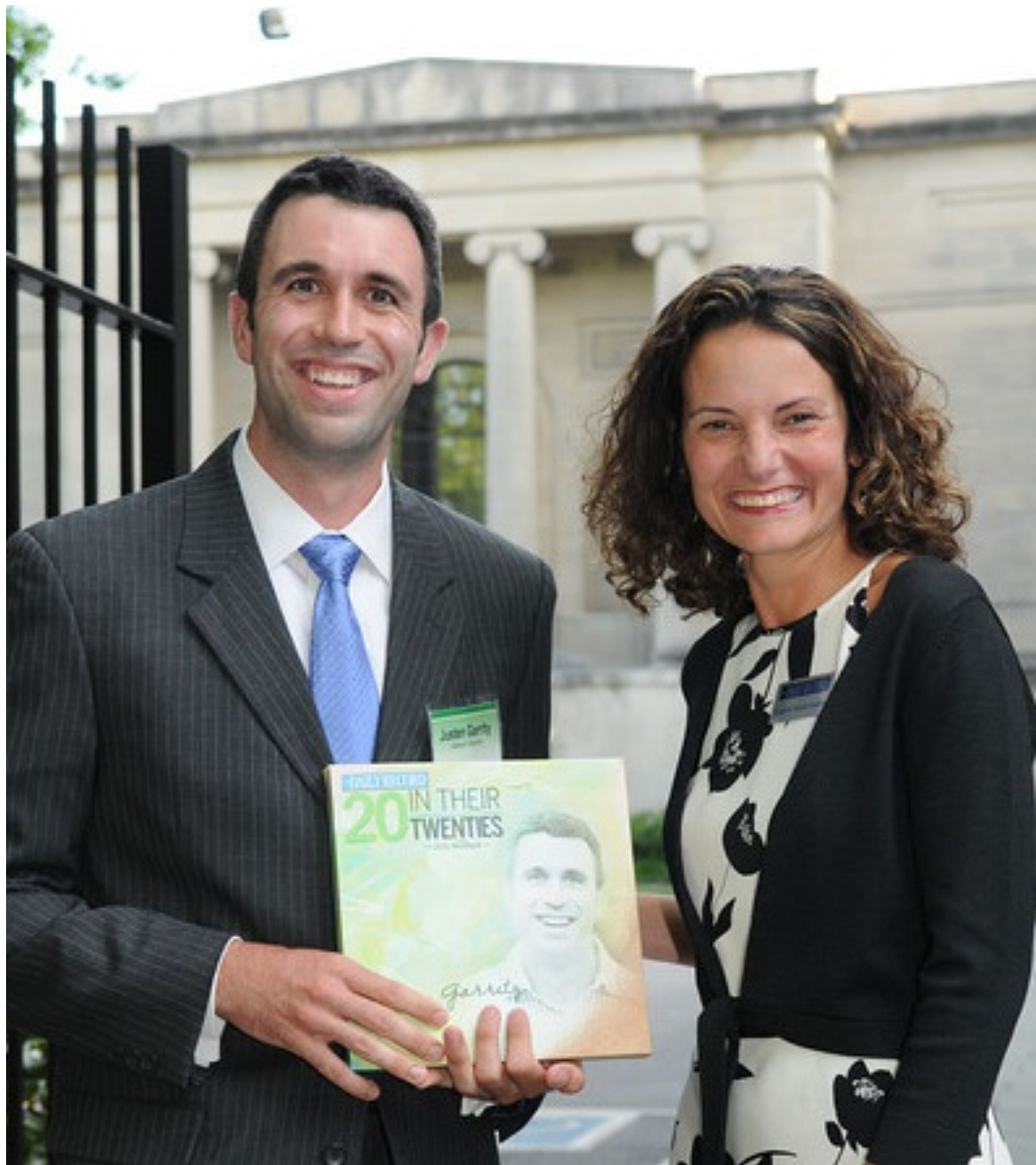
410.935.6404

Email

info@veterancompost.com

Awards

- Don't be too proud to self-nominate
- Awards help to build business and professional credibility
- Chance to reach new audiences
- Only time you may have to wear a tie or dress as a composer





The Maryland General Assembly



Official Citation

We do hereby honor to all those
whose contributions
are shared by
Veteran Campuses
in recognition of
Honoring the 2012 National Award - Achievement Category

Presented on the 10th day of September 2012

by *[Signature]*
of the State of Maryland - Legislative Branch



Reiterate

- Be consistent
- Be ready to pivot when opportunities arise
- But, “don’t forget your roots”
- Set a timeline for advertisements, social media updates, emails, etc.
- Don’t drop off the radar, but don’t beat people over the head with it either
- Monitor your progress

Get Feedback

- Do you like our packaging?
- Does this label answer your questions?
- Is this the right size?
- Does this brand make sense?
- How does it make you feel?
- Do you like this font?
- Do you like the colors?
- What would you change?



**VETERAN
COMPOST**

Check out your Online Brand



The screenshot shows the Brandify website homepage. At the top is a dark blue navigation bar with the Brandify logo (a blue cloud with a thumbs up) and the tagline "REACH MORE CUSTOMERS | BETA". Navigation links include "ABOUT BRANDIFY", "HOW BRANDIFY WORKS", "WHY BRANDIFY IS DIFFERENT", "CUSTOMER STORIES", and a "LOG IN" button. The main content area features a large graphic of colorful speech bubbles with icons for a thumbs up, a smiley face, a quote, a star, and a person. Below this is a "CUSTOMER STORIES" section with a quote from Daniel Rosen of Credit-Aid Software. To the right is a "CUSTOMERS ARE LOOKING FOR YOU ONLINE" section with a list of benefits and a "GET STARTED NOW - IT'S FREE!" call to action, including a search bar for "Garrity" and a "Create a FREE Account" button. At the bottom right are two video thumbnails: "Brandify | Reach More" and "Demo: A Brandify Application Overview".

BRANDIFY
REACH MORE CUSTOMERS | BETA

ABOUT BRANDIFY HOW BRANDIFY WORKS WHY BRANDIFY IS DIFFERENT CUSTOMER STORIES LOG IN

CUSTOMERS ARE LOOKING FOR YOU ONLINE.

WILL THEY FIND YOU? IF SO, WILL THEY BELIEVE IN YOUR BRAND?

Brandify is a free service designed to help small businesses reach more customers by improving their online brand.

- ✓ Discover how well you show up online
- ✓ Enhance your brand via recommendations
- ✓ Monitor your online accounts in one place
- ✓ Engage your team in building your brand

GET STARTED NOW - IT'S FREE!

Garrity

Create a FREE Account

WATCH OUR DEMOS »

CUSTOMER STORIES »

"We love Brandify. Our Brandify score has increased to 773 in a very short time and we are seeing increased sales coming in from new channels."

- Daniel Rosen, [Credit-Aid Software](#)

Brandify | Reach More

Demo: A Brandify Application Overview

<https://www.brandify.com/>

Check out your own brand



ONLINE ID
CALCULATOR

Online ID Calculator

What's your online identity?

Over 114,501 people have already discovered theirs!

Today, if you don't show up in Google, you don't exist. Whether you are applying for a new job, being considered for a board position or trying to get a date, you can count on being Googled. So knowing what Google says about you and proactively managing your personal brand online is critical to success.

Our Online ID Calculator,™ is the first and leading tool that will help you make sense of your Google results and give you advice on how to build a stellar online identity that's aligned with your real-world personal brand.

Take the essential first step and assess where your online identity stands right now. Enter your name and email address to get started.

Name

Email address

<http://www.onlineidcalculator.com/index.php>

Monitor your Brand



Sign in

Alerts

Search query:

Result type:

Everything ▼

How often:

Once a day ▼

How many:

Only the best results ▼

Your email:

CREATE ALERT

Manage your alerts

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

<http://www.google.com/alerts>

Additional Resources

- <http://www.entrepreneur.com/marketing/branding/index.html>
- <http://www.inc.com/building-a-brand>
- <http://www.score.org/>

Thanks

Justen Garrity

President – Veteran Compost

justen@veterancompost.com

www.veterancompost.com



Marketing Plan Template

- **Summary**—Explain how it supports your business plan. Goals
- **Customer Analysis - Target Market – Who are our customers?**

We will be selling primarily to:

- Direct market retail customers
- Garden centers/other retailers
- Nurseries/Silviculture
- Erosion control
- Agricultural applications
- Sod production
- Turf grass
- Public Works
- Construction sites
- Top soil producers
- Golf courses
- Greenhouse growers
- Landscapers/lawn care
- Other:

Marketing Plan Template

We will be targeting customers by:

- Product line:
- Geographic area (which areas? Distance from operation?):
- Demographics (e.g., Home ownership? Other?)
- Psycographic (local, farm produced):
- Sales (Target sales of ___):
- Other?:
- Needs/Preferences of customers:

Marketing Plan Template

Competition Analysis – Who are our competitors?

Company Contact Information	Types of products/ Characteristics	How Packaged	Service/delivery options	Price range

Market forecast (market needs analysis)—how competitive is the market? What are the market and industry trends?:

Situation Analysis: Utilize the SWOT analysis to list your company's strengths, weaknesses, opportunities, and threats (location, resources, reputation, services, personnel, product, competition, etc):

Strengths	Weaknesses	Opportunities	Threats

Marketing Plan Template

- **Market Forecast** (market needs analysis)
 - How competitive is the market?
 - What are the market and industry trends?
- **Factors that may affect our business**
 - Economic factors (growth, industry health, economic trends, taxes, etc.):
 - Regulatory and Legal Factors:
 - Environmental Factors:

Marketing Plan Template

- **Describe the product:**
 - Features (what features will you emphasize):
 - Brand name (logo):
 - Quality:
 - Scope of product line:
 - Unique characteristics:
 - Packaging:
 - Price:
- Services we will provide (loading, packaging, delivery):
- Comparison – The advantages our product has over our competition....:
- How does the product meet the needs of targeted segments?
- How is inventory managed to meet demand?:
- **Quality – How is quality assured? Type of testing to be done? Frequency?**