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[www.dirthugger.com](http://www.dirthugger.com)



# Is this a good idea?

## Challenge: “small-scale” rural composting

- Requires 40K tons/yr feedstock
- \$1 million initial investment
- \$80K + 2 years permitting

## The Data (Tri-Counties)

- 40,000 population, 3 counties
- 21.5K tons/ yr available
- 1.5K yard debris + 20K disposed MSW

# *We thought so.*

## Our Model

- 10K tons/yr profitability
- \$100K total capital investment
- Collaboration:
  - Heavy construction
  - Waste haulers
  - Government agencies



















# Milestones

Since building test piles in Tyler's yard

- Site developed + permitted (Type III)
- > 13,000 tons composted in 2012
- > 5,700 tons landfill diverted (since 2010)
- > 1,200 tons CO2 reduction\* (since 2010)
- Organic (OMRI Listed) + STA Certified
- Over 5,000 yards compost sold
- Six Jobs created
- \$65.5K in grant and award \$

\*EPA WARM excel tool.

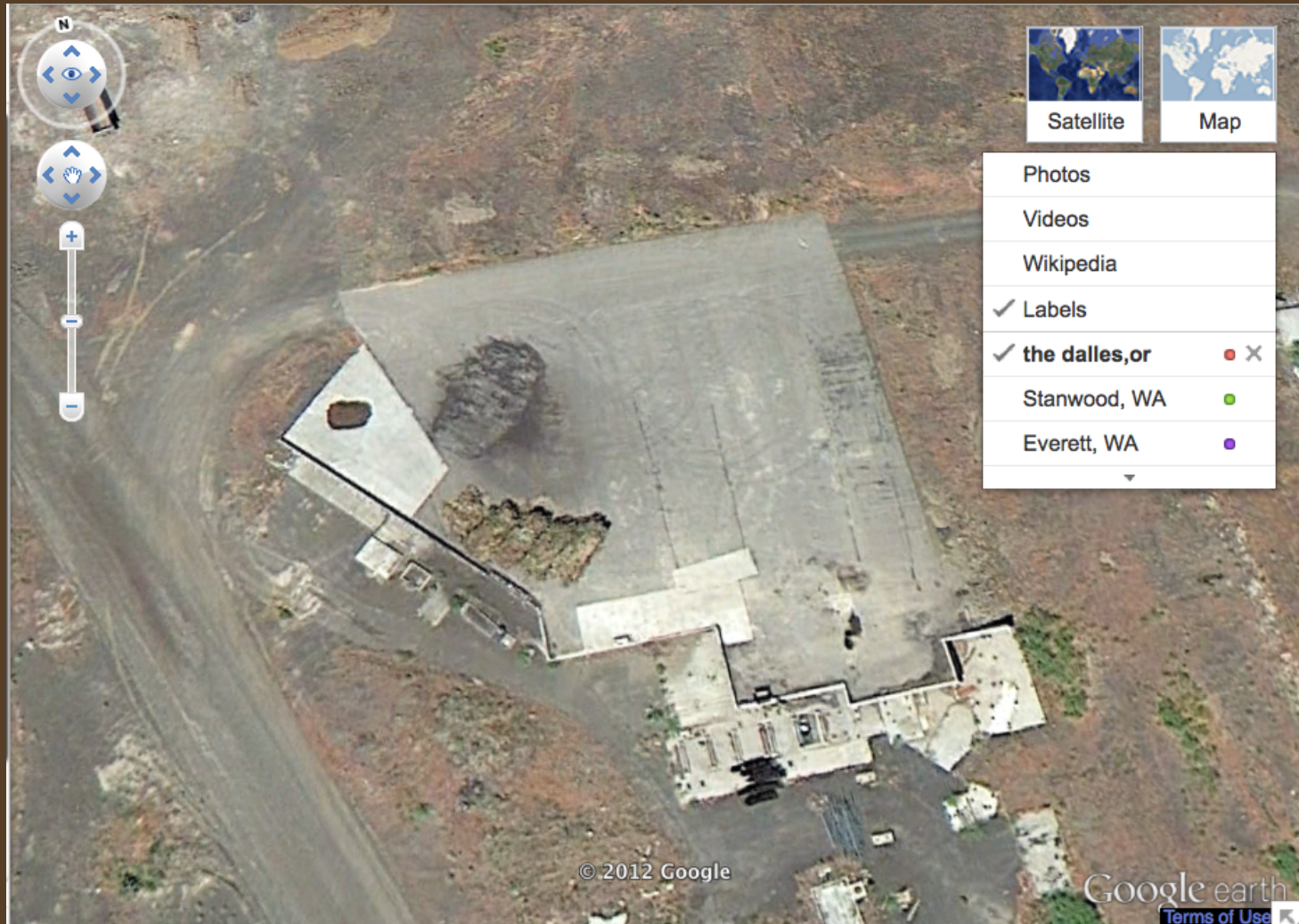




# 5 Start-Up Take Aways

1. **Siting + Permitting** – the most important business decision, close access but no neighbors
2. **Food Scraps Programs** – easier to add than remove items
3. **Contamination** – have a policy, take pictures and charge \$
4. **Facility Growth** – map the process, understand and invest in bottlenecks, check all systems
5. **Accounting** – build systems, make it convenient for users to add data

# Siting + Permitting







# Food Scraps Programs











# Contamination



### **Contamination Policy Effective 6-1-11**

As an OMRI Listed Facility Dirt Hugger endeavours to have the cleanest feedstock possible in order to create a high-quality, organic product.

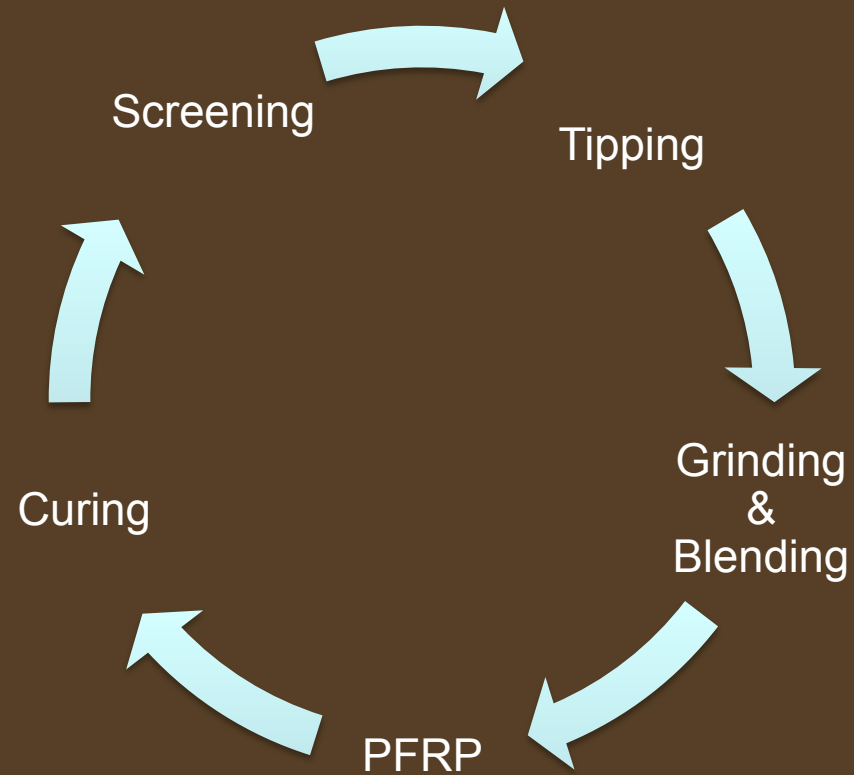
The following contamination fees apply to any material being delivered to Dirt Hugger. For all loads tipped at Dirt Hugger, any load with contamination will be documented, including date, time, material, and a photo displaying volume and contamination material. Contamination material is anything that is not organic or synthetic as defined by the National Organics Standards Board, including plastic, glass, metal, rubber, rocks, sod, or dirt. Contamination is measured in 'picks' and / or volume, whichever is greatest. 'Picks' are described as a piece/or pieces of contamination that one can pick up with one hand at one point time. The volume of contamination is measured specifically in gallons.

- 0-5 gallon / 20 Picks – there is no charge to the customer
- 6-20 gallon / 21-50 Picks - Load is accepted, date, material, time are logged, and a photo is taken of contamination, a \$25 contamination fee is charged to customer
- 21-50 gallon / 51-80 Picks – Load is accepted, date, material, time are logged, and a photo is taken of contamination, a \$50 contamination fee is charged to customer
- 51-100 gallons / 81-120 Picks – Load is accepted, date, material, time are logged, and a photo is taken of contamination, a \$100 contamination fee is charged to customer
- 101-200 gallons / 121 - 150 Picks – Load is accepted, date, material, time are logged, and a photo is taken of contamination, a \$200 contamination fee is charged to customer
- Over 200 gallons / 150 Picks – Load is rejected, if material is already dropped on pad, Dirt Hugger will load material back into the delivery truck for a \$150 / hr loading fee, minimum of 1 hr will be charged.





# Growth











# Accounting

- Windrow quality data: recipes, time + temp, O<sub>2</sub>, pH, every move, every water, screen date, Solvita
- Windrow financial data (time in motion): tipping, grinding, building, watering, moving, screening
- Equipment: fuel, hours, maintenance, operator
- Time: processing, delivering, fixing, testing, accounting, researching, marketing...

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Dirt Hugger



Thanks!

