

# US COMPOSTING COUNCIL ANNUAL REPORT 2016



US Composting  
Council®

The US Composting Council (USCC) is a national, non-profit trade and professional organization promoting the recycling of organic materials through composting. The USCC is the only national organization committed to the advancement of the compost manufacturing industry.

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## BOARD & EXECUTIVE COMMITTEE

**President:** Lorrie Loder-Rossiter  
**Vice President:** Wayne King, Sr.,  
*ERTH Products*  
**Treasurer:** Clayton Leonard,  
*New Earth*  
**Secretary:** Jeff Ziegenbein,  
*Inland Empire Utilities Agency*

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 Matt Cotton, *Integrated Waste Management Consulting*  
 Joe DiNorscia, *Laurel Valley*  
 Tim Goodman, *NatureWorks*  
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*University of Wisconsin - Stevens Point*  
 Patrick Geraty St., *Louis Composting*  
 Bob Yost, *A-1 Organics*  
 Susan Thoman, *Cedar Grove Composting*  
 Sarah Martinez, *Eco-Products*  
 Greg Gelewski, *Onondaga County Resource Recovery Authority*  
 John Janes, *CAT*

**Board Emeritus:**  
 Eliot Epstein, Ph.D.,  
*Epstein Environmental Consultants, LLC*  
**Executive Director:**  
 Frank Franciosi

*The USCC Fiscal Year runs from April 2015 through March 2016 and report information reflects that.*

## VISION

We believe compost manufacturing and compost utilization are central to creating healthy soils, clean air and water, a stable climate, and a sustainable society.

We will work to achieve this vision by:

- Educating professionals, policy-makers and the public;
- Serving as an advocate to promote composting;
- Encouraging and promoting research and adoption of best management practices;
- And bringing together organics management and allied professionals, generators of organic residuals, policy-makers, regulators, and product users to pursue this vision.

## HISTORY

Established in 1990, the US Composting Council (USCC) is the only national organization in the United States dedicated to the development, expansion and promotion of the composting industry. The USCC achieves this mission by encouraging, supporting and performing compost related research, promoting best management practices, establishing standards, educating professionals and the public about the benefits of composting and compost utilization, enhancing compost product quality, and developing training materials for compost manufacturers and markets for compost products. USCC members include compost manufacturers, marketers, equipment manufacturers, product suppliers, academic institutions, public agencies, nonprofit groups and consulting/engineering firms.



*BioCycle, a premier industry periodical, is the official magazine of the Council.*



## In Memoriam: Compost Industry Leader Chuck Wilson

Charles "Chuck" Wilson, a leader of the compost manufacturing industry and the US Composting Council, passed away unexpectedly April 24, 2016, deeply saddening the compost industry. Chuck spent 38 years in the organics industry, following his father Duane, another industry leader, as a young man in the family business in 1982. He served as vice president of sales, operations manager and president before purchasing the company in 2005 and becoming CEO. Chuck was an active member of the Market Development Committee, a nine-year USCC board member and was recently named a Commissioner in the new Certification Program.

## FROM THE PRESIDENT



It could be called bittersweet.

Looking back over 2015–16, the US Composting Council experienced a year of both growth and loss; victories and challenges—much like life, isn't it?

We lost one of our industry's longtime champions, Chuck Wilson (see memoriam below); yet we grew with our Seal of Testing Assurance and market development programs, both of which Chuck was very passionate about. Now 234 companies are in our testing program. It's feeling like we are reaching the famous "tipping point" made popular by Malcolm Gladwell; more and more people are hearing about Certified Compost through our members and participants and 298 certified products through our program with Growing a Greener World.

To help us manage the administrative support required for our industry to grow, the Board of Directors moved forward after much research completed by the Transition Committee and hired Drohan Management Company, an association management firm based out of Reston VA who will handle our finances and database. Last year, the USCC also reorganized our structure to more fully integrate compost education programs under the Composting Council Research and Education Foundation's (CCREF) umbrella, which is home to programs such as compost training, Young Investigator's scholarship

program and International Compost Awareness Week. The USCC also proudly announced the appointment of our new Executive Director, Frank Franciosi, an expert who has spent decades in the industry and with the Council in many roles, from member, to Board member, to President, to North Carolina chapter leader to crucial involvement in the Seal of Testing Assurance and market development programs. Welcome, Frank!

CCREF has spent the last year accomplishing research needed to set requirements for training, testing and experience and hired an independent firm to help build what will be the USCC's Certified Compost Operations manager certification program.

And a small bad news /good news story: the Category 4 East Coast Blizzard of 2016 (aka Snowzilla) hit days before COMPOST2016 in Jacksonville and sadly kept many home; but there were still more than 1,000 attendees for an all-time conference high—including a track brought to us by BioCycle and Institute for Local Self-Reliance on Community Composting that drew new energy to our conference. Welcome!

The enthusiasm and commitment of our industry is taking the USCC to the next level as we celebrate our 25th anniversary which we will celebrate in Los Angeles at Compost2017. We salute those who, like Chuck, helped put USCC on the path more than two decades ago, and those who will carry us forward. Thank you.

– **LORRIE LODER-ROSSITER, PRESIDENT**

## MISSION

The US Composting Council advances compost manufacturing, compost utilization, and organics recycling to benefit our members, society, and the environment.

## \$898,970

Income for Fiscal 2015

## \$1,259,796

Expense for Fiscal 2015

		Total Income	Expense
Goal 1	Promotion	1%	8%
Goal 2:	Market Development	13%	2%
Goal 3	Advocacy	5%	6%
Goal 4:	Education & Conference	56%	41%
Goal 5:	Governance	0%	2%
Goal 6	Operations	24%	39%
Goal 7:	Research	1%	3%

*\*Note: Direct comparisons to 2015-2016 financials are precluded this year by a one-time change in organization of general ledger items.*

## OUR IMPACT ON OUR WIDER WORLD

No organization can be successful without partners, allies and others whose mission is related. We are proud to be affiliated with these organizations, where we work together on projects, events and information for our common audiences.

- 336,000 readers represented by our media partners know about the work we do
- 27,000 attendees of 8 annual tradeshow experience our message
- 2 million members of our partner organizations hear about our projects, advocacy and our passion for organics recycling, healthy soil, entrepreneurship, climate change mitigation and waste reduction

### Media Partners:

American Recycler  
 BioCycle  
 Composting News  
 Erosion Control  
 Mulch and Soil Producer News  
 MSW Management  
 Portable Plants & Equipment  
 Recycling Product News  
 Resource Recycling  
 Recycling Today  
 Waste Advantage  
 Waste 360  
 WHEN

### Organizational/ Project Partners

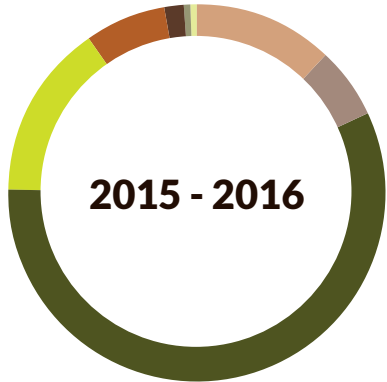
American Biogas Council  
 AmHort  
 American Public Works Association  
 American Society of Landscape Architects  
 Biodegradable Product Institute  
 BlueGreen  
 International Erosion Control Association  
 Keep America Beautiful  
 National Restaurant Association  
 Natural Resources Defense Council  
 Organic Materials Research Institute  
 Soil Science Society  
 Solid Waste Association of North America  
 US Zero Waste Business Council

# MEMBERSHIP

The USCC heard our membership and in 2016 we rolled out our new **Soilbuilder membership levels**, changing terminology and membership fees to respond to organization needs and member demand, so you will see our Associate membership – which is becoming the new membership available to larger members as they reach their limits on participating members—has been revised back down to \$100.

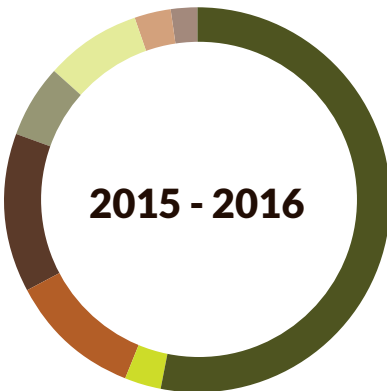
Members have been thrilled with the newest benefit—a **full YEAR of BioCycle Magazine**, our official magazine. We have always been an organization for and about our members.

Our focus in the past year has been on growing state level members through **Chapter development**. We've worked with our existing chapters to better define the barriers to entry for becoming a Chapter and how national can help our state partners grow. Four new states were on the horizon for Chapter formation as we closed the fiscal year.



## New Soilbuilder Levels

- Associate (individuals, students, retirees) (12%)
- Basic (non-profit, farm composter) (6%)
- Bronze (small business, small government, university) (58%)
- Silver (medium business, large government) (15%)
- Gold (large business) (7%)
- Platinum (corporate) (1.3%)
- Corporate Sustaining (1.5%)
- Benefactor (.6%)



## Membership By Industry

- Compost Manufacturers (52%)
- Academic (3%)
- Equipment and Products (11%)
- Individual (13%)
- Consultants (6%)
- Public Agencies (8%)
- NonProfits (3%)
- Haulers (2%)

# CHAPTERS & COMMITTEES

Chapters are a significant asset to the compost manufacturing industry with their on-the-ground familiarity with local issues, local decisionmakers and their ability to effect change. This year, we worked with Colorado's Rocky Mountain Organics Council to form the USCC's newest chapter, the Colorado Composting Council! Welcome!

## Chapters:

California Composting Council  
(Association of Compost Producers, Dan Noble)

North Carolina Composting Council  
(Rhonda Sherman)

Minnesota Composting Council (Ginny Black)

Virginia Composting Council (Gary Gittere)

MD-DC Composting Committee  
(Brenda Platt)

Colorado Composting Council (Dan Matsch)

Watch for more growth in Michigan, Georgia, New York and Florida!



## Workplace Composting and Kimberly Clark Partnership

Through a unique arrangement with Kimberly Clark Professional, a Benefactor member, the USCC unveiled the *Guide to Workplace Composting* in April. This guide is a how-to manual targeted at those charged with setting up organics collection in places of business, large and small. Find a downloadable PDF of the guide under [www.composting-council.org/resources](http://www.composting-council.org/resources).



## Certified Compost and A Word from Joe for our STA Participants

Educational videos created by Joe Lamp'l can now be customized to highlight individual businesses' name, location and branding through another USCC partnership with Growing a Greener World; [www.compostingcouncil.org/sta-benefits](http://www.compostingcouncil.org/sta-benefits) provides more detail on promotions. The 15-second clip includes a company-specific script and provides a rare ability to have a national TV celebrity create videos each member can use to target their specific customers.



## CERTIFIED COMPOST

**CertifiedCompost.org**

Joe Lamp'l continues to advocate for certified compost through his show and blog, "Growing A Greener World," singing the praises of Certified Compost for over a year.

The Certified Compost brand helps make the STA brand much stronger and even more identifiable for the retail compost consumer. Joe completed two videos for the USCC in 2015, and 2 more are scheduled for 2016. These are available to all STA participants to use.

- Two Videos targeted at consumers distributed through blogs and social media have been completed!
- Find them on YouTube: [www.youtube.com/channel/UC2HmgeO1Q5\\_kos5vbb-uULQ](http://www.youtube.com/channel/UC2HmgeO1Q5_kos5vbb-uULQ)
- STA Members can contact staff to use the Certified Compost logo on their materials

## SEAL OF TESTING ASSURANCE

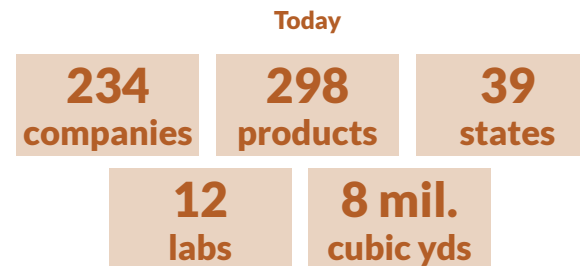
The Seal of Testing Assurance Program (STA) continues to grow in popularity, both with specifiers and participants.

- 12 New Products
- 20 new STA participant companies in 2015-16
- 14 State Agencies specifying Certified STA Compost Only

### State Agencies Requiring STA Labeled Compost Only:

AKDOT	NCDOT	TXDOT	IADOT
CalTrans	NYDOT	WIDNR	MNDOT
CODOT	ORDOT	WIDOT	
FLDEP	SCDOT	WSDOT	

Year 2000 began with  
**23 companies**



## New Marketing Literature for Members to Customize

Now, STA participants can use the colorful, well-designed and newly updated USCC literature about the Certified Compost program—but with their own logo/branding! They can now order them directly and have their company contact information and logo printed right on pieces they order at no additional cost.



## ADVOCACY AND PUBLIC POLICY

USCC continues a mission of speaking for the compost manufacturing industry and compost community in statehouses, policy forums and regulatory agencies.

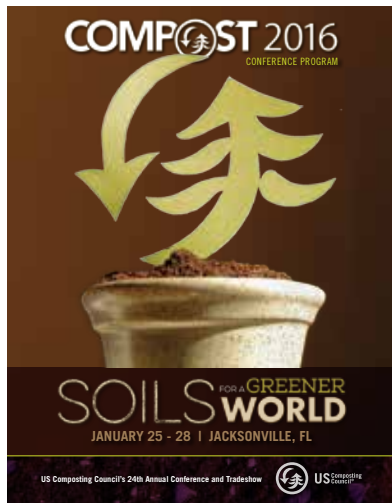
### Food Scraps

2015-16 was a busy year for advocacy efforts to divert food scrap to compost USCC supported Maine's bill to divert commercial food waste and joined a lobbying coalition of NRDC, JHU Bloomberg Public Policy School, WWF, Green Sports Alliance, NFESH, Forum for the Future and Harvard's Food Law and Policy Clinic to advocate to USEPA and USDA to implement a national food scrap reduction goal of 50% by 2030

### Other Pushes for Organics Recycling in the US

- USCC was a participant and key planner of the National Recycling Coalition's 2015 Sustainable Materials Management Summit
- USCC again supported Maryland's Yard Waste Diversion and Food Residuals Compost bill
- USCC lobbied for Hawaii Diversion of Organics and Compost on Agricultural Land bills
- USCC Supported members working for a California Sales and Use Tax Exemption for Equipment Purchase

## CONFERENCE, EDUCATION & TRAINING



**1,010**

Conference Attendees

**207**

Pre-Conference Course Participants

**104**

Exhibitors

**600**

Equipment Demonstration Day Attendees

Composting Under Cover Course

**77**

People Trained

Specifying Compost Course

**57**

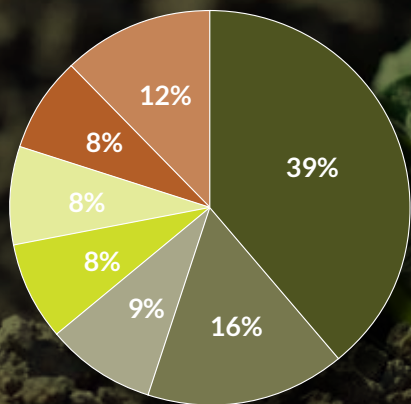
People Trained

Compost Operations Training Courses

**107**

People Trained

(Ithaca, NY; Raleigh, NC; Apoka, FL; Davis, CA)



### Who comes to the USCC Annual Conference & Tradeshow?

- 39% Compost Producers
- 16% Research & Educators
- 9% End-users
- 8% Compost Marketers
- 8% Vendors
- 8% Not-For-Profit
- 12% Others



Composting Council®  
Research & Education Foundation

## THE FOUNDATION

### Your Resource for Research, Educational Opportunities and Scholarships

CCREF is a catalyst for advancing composting technologies, practices, and beneficial uses that support resource conservation and economic and environmental sustainability. As the philanthropic arm of the USCC, CCREF positively impacts communities locally and globally by:

- Fostering scientific research opportunities
- Increasing awareness and educating the public
- Advancing the stature and practices of the composting industry

Beginning in 2016, The Foundation will now be the home of the Compost Operations Training Course (COTC) and the International Compost Awareness Week (ICAW) programs. They are a good fit for the Foundation's focus on education.

In 2015-2016, CCREF oversaw the design of protocols and testing for Certified Compost Operations Manager (CCOM) certification, a professional certification that launches through the USCC in 2016-17, thanks to a grant from the 11th Hour Project.



### Scholarships\*:



**Sustainable Student**  
Reed Patrick  
Denison University, OH



**Young Investigator**  
Brandon Erny  
Sterling College, VT

CCREF is a nonprofit organization and counts on financial support. Contributions from individuals and organizations is vital. To help CCREF continue its important work for the compost manufacturing industry and composting, please make a generous donation today. **Donate at: [compostfoundation.org/Donate/Ways-to-Give](http://compostfoundation.org/Donate/Ways-to-Give)**



## International Compost Awareness Week

### Compost—The Soil and Water Connection

Winning Artist: Emily Mozzone, Maple Valley, WA

- Record 300+ poster entries!
- 1,350 posters distributed to members, sponsors, state organizations
- 15 requests for posters from KAB chapters
- 200 posters distributed to California assembly
- Ad in Wall Street Journal
- 52 events held nationwide

### Toolkits

- Curb to Compost
- Compostable Plastics

## An Anniversary Celebration and a Call to Action



We're having an anniversary party this year: the USCC is 25 years old! Anniversaries are wonderful times that allow us to reflect on accomplishments and how we have successfully overcome challenges. Yet milestones are also a call to plot a course for the next quarter century. USCC's leadership has done that with a new three-year strategic plan.

COMPOST2017, our Silver Anniversary Conference in Los Angeles, CA, will be another capstone to our history as we expect it to be our biggest conference ever, with special activities and new energy.

The USCC Board of Directors looked at the latest and past membership surveys to assess needs and trends in the economy, technology, politics and social climate, and asked for input from close partners and allies. As a result, the plan (which you can find on our website <http://compostingcouncil.org/mission/>) is focused on Advocacy, Education/Certification, Infrastructure and Marketing, Communications and Public Relations.

Committees and Task Forces will develop Action Plans over the course of the next three years that will include resources and budgets; keep an eye out as we look for member participation in these projects.

One of the action items for the coming year is the rollout of our Certified Compost Operations Manager professional certification program developed by the CCREF. We are excited about the enthusiasm we have seen in the beta testing period and expect that this certification will take USCC and the compost manufacturing industry to a new level of professionalism.

Another major endeavor you can take part in as members is our first Member to Member Drive, called Reconnect. We are asking members to help on regional teams to invite back organizations and individuals who have been part of the industry, and the USCC, over the past decade, and to bring new faces to the table, especially in regions where we have Charter Chapters and chapters in formation. Chapter growth will also be a major theme in coming years; USCC leadership sees the work of our members in their states as another catalyst for growth of our organization to a new level.

By all means—let's celebrate how our industry has grown since 1992! We look forward to carrying out our vision so we will celebrate again in the year 2042.

—FRANK FRANCIOSI, EXECUTIVE DIRECTOR







**US** Composting  
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