Association of Compost Producers
California State Chapter of USCC

A Public/Private Association - 501(C)3 - of:
- Public and Private Organics Residual Generators
  - Green Waste, Manure (into and out of animals)
  - Food Waste, Biosolids (into and out of people)
- Public and Private Compost Producers
- Public and Private Compost Marketer/Distributors

Our Vision:
- Support beneficial reuse of organics in California, compost playing a central role to
- Build and maintain sustainable healthy soils,
- Keeping our state’s lands productive, green and biologically diverse for generations to come.

Our Mission:
*Increase the quality, value and amount of compost being used in California.*

- Burrtec
- CR&R
- Engel and Gray
- Harvest Power
- Inland Empire Utilities Agency
- Kellogg Garden Products
- Los Angeles County Sanitation Districts
- P.F. Ryan and Associates
- Serrano Creek Soil Amendments
- Synagro
- University of California, Cooperative Extension
- Vision Recycling
ACP - Benefits of State Chapter Supporting Members

"A gathering of eagles." Networking and Collaboration

“A rising tide lifts all boats.” Compost Marketing Expansion

"A stronger voice at the Capital.” Legislative and Regulation

"A more effective message.” Education & Outreach

"Advancing compost intelligence and value.” Research - Technologies & Markets

"A compost leader!." Leadership

Organic Carbon & Soil Organisms

- Compost Contains ~50% Organic Matter by Weight
- Organic Matter is made of Carbon Compounds so it:
  - Provides food (energy) to the soil organisms
  - Provides tilth for water infiltration, holding and oxygen penetration
  - Sequesters carbon
- Must keep adding to the soil as it is eaten (metabolized, degraded) by the soil organisms
- Also it provides Organic Nutrients (“NPK”, i.e. nitrogen, phosphorous and potassium)
Programs with USCC & ACP

- **Public Awareness**
  - International Compost Awareness Week
  - Earth Day
  - Local City Events - you lead

- **Compost Market Projects**
  - Caltrans Workshops
  - Sustainable Landscapes
  - City Roads & Parks

Marketing Plan to Sales Tactics

- **Marketing Plan** – “*giving people what they want*”
  - Local Market Research – size and distance of
    - Agricultural markets
    - Landscape & Urban agriculture markets
    - Erosion Control markets
  - Build prospect lists – “CRM”
    - *e.g.*, [www.Salesforce.com](http://www.Salesforce.com)

- **Sales Tactics** – “*giving people what you have*”
  - Merchandising – mailers, email blasts, social media
  - Sales calls to large clients
  - Develop trusting, long-term relationships
Questions?
Comments?
Discussion...

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