

# Expanding Compost Markets

WeCare  
Denali



WeCare  
COMPOST • MULCH • SOIL

# Emma Yates

- 5 years of industry experience with WeCare Denali
- Major focus on providing customer service through education, high quality products, and bridging gaps in the industry
- Passionate about advancement of compost research and education

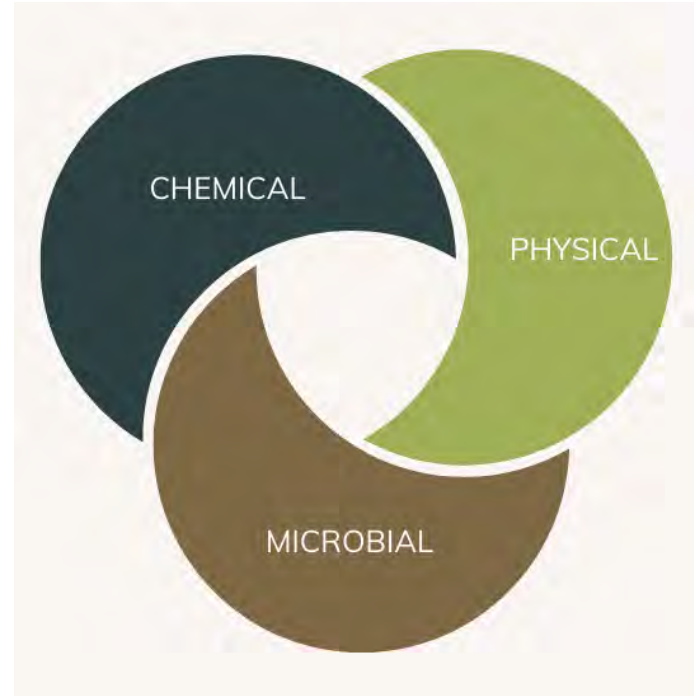


# The 3 Pillars of The Compost Market

- Specifiers (Design)
- Contractors (Bid)
- Project (Use)



Why are  
they using  
compost?



WeCare  
Denali 

If you build it they will  
come?



No.



## Bridging The Gap

- 1. Lack of Education / Misinformation about Soil Amendments*
- 2. Customer Service / Supplier Product Knowledge*
- 3. Product Quality and Consistency*

# Creative Collaboration



- Find your advocates
- Identify your common goals
- Things can not be done the way they always have
- Be Patient!!!!





# Basic Compost Markets





# Turf Establishment & Soil Renovation



# Turf Establishment & Soil Renovation



Sod installation.



Seed installation.



# Planting Soils





Terraseeding / *Compost Blankets*



# Wholesale Nurseries/Agriculture





# Landscaping Backfill



*Questions?*

*Emma.yates@denaliwater.com*