

Addressing Niche Markets



Presented by Peter Schmidt
Compostwerks LLC

Where is the market?

Landscape Contractors

Home Gardeners

Growers

Municipalities

Schools/Institutions

Creating a niche...

Let's look at Compostwerks!

- Diversity in market offerings
- Market items which compliment each other
- Be on the cutting edge
- 'Clean' Image
- Visibility in the market place
- Consistency and safety
- Scientific Approach

Organic Growers

At the minimum, provide

Soil Foodweb Assay

E Coli >800 CFU



Compost Foodweb Analysis

Report prepared for:

Compostwerks LLC
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Report Sent:
Sample#: 03-007870 | Submission:03-003528
Unique ID: 8/12
Plant:
Invoice Number: 0

peter@compostwerks.com Sample Received: 8/12/2008

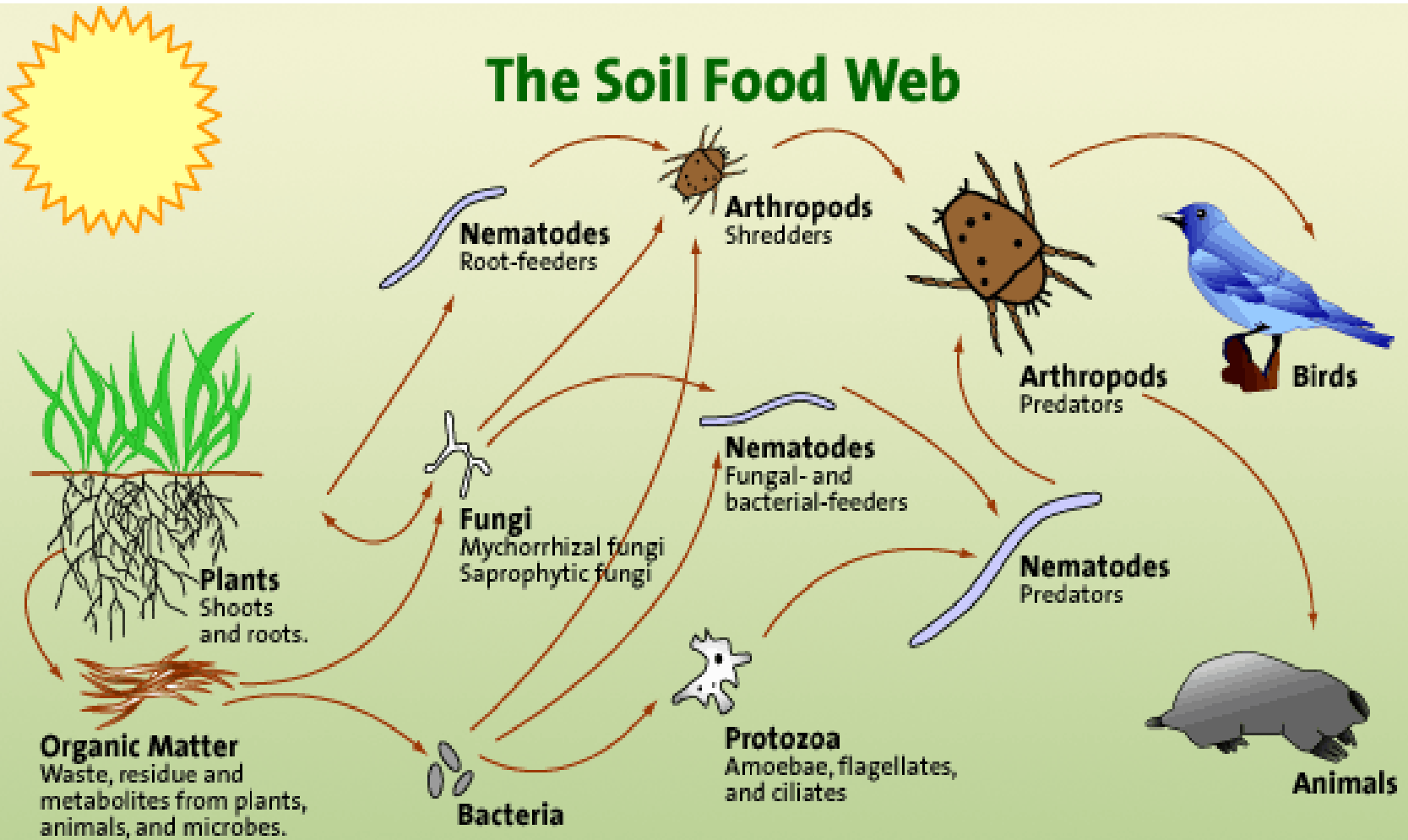
For interpretation of this report please contact:

Local Advisor: or regional lab
Soil Foodweb New York
soilfoodwebny@aol.co
631-750-1553

Consulting fees may apply

Organism Biomass Data	Dry Weight	Active Bacterial (µg/g)	Total Bacterial (µg/g)	Active Fungal (µg/g)	Total Fungal (µg/g)	Hyphal Diameter (µm)	Nematodes per Gram of Soil		
							Identification to genus		
Results	0.360	95.9	1600	76.8	5385	3	Bacterial Feeders		
Comments	Too Wet	Excellent	Good	Excellent	Excellent		Achromadora		0.58
Expected Range	Low	0.45	15	100	15	100	Acroboloides		0.78
	High	0.85	25	3000	25	300	Butlerius		1.94
							Rhabditidae		0.78
							Rhabditis		0.39
							Fungal Feeders		
							Aporcelaimus		0.39
							Eudorylaimus		1.36
							Laimydorus		0.58
							Pungentus		0.19
							Thonus		0.97
							Fungal/Root Feeders		
							Ditylenchus	Stem & Bulb nematode	0.39
							Predatory		
							Clarkus		1.74
Organism Biomass Ratios	Total Fungal to Total Bacterial	Active to Total Fungal	Active to Total Bacterial	Active Fungal to Active Bacterial	Plant Available N Supply (lbs/acre)				
Results	3.36	0.01	0.06	0.80	200+				
Comments	High	Good	Good	Good					
Expected Range	Low	0.75	0.01	0.01	0.75				
	High	1.5	0.1	0.1	1.5				

The Soil Food Web



First trophic level:
Photosynthesizers

Second trophic level:
Decomposing Mutualists
Pathogens, Parasites
Root-feeders

Third trophic level:
Shredders
Predators
Grazers

Fourth trophic level:
Higher level predators

Fifth & higher trophic level:
Higher level predators

Attributes of Successful Composters

- Wet Compost...A big problem
- Addressing Weed Seed
- People smell with their eyes
- Clean Image
- Diverse enough to deal with seasonality
- Work With Community
- Part of the solution, not the problem
- Keep the carbon local!

Services

**Here are some things that will
make you really stand out in
the market place**

- **Consulting**
 - **Compost Operation Startups**
 - **Growers, landscape, institutions**

Products



Compost Top Dressing

Composting Supplies





TopTex Compost Row Cover

O2 Compost System



Vermicomposting

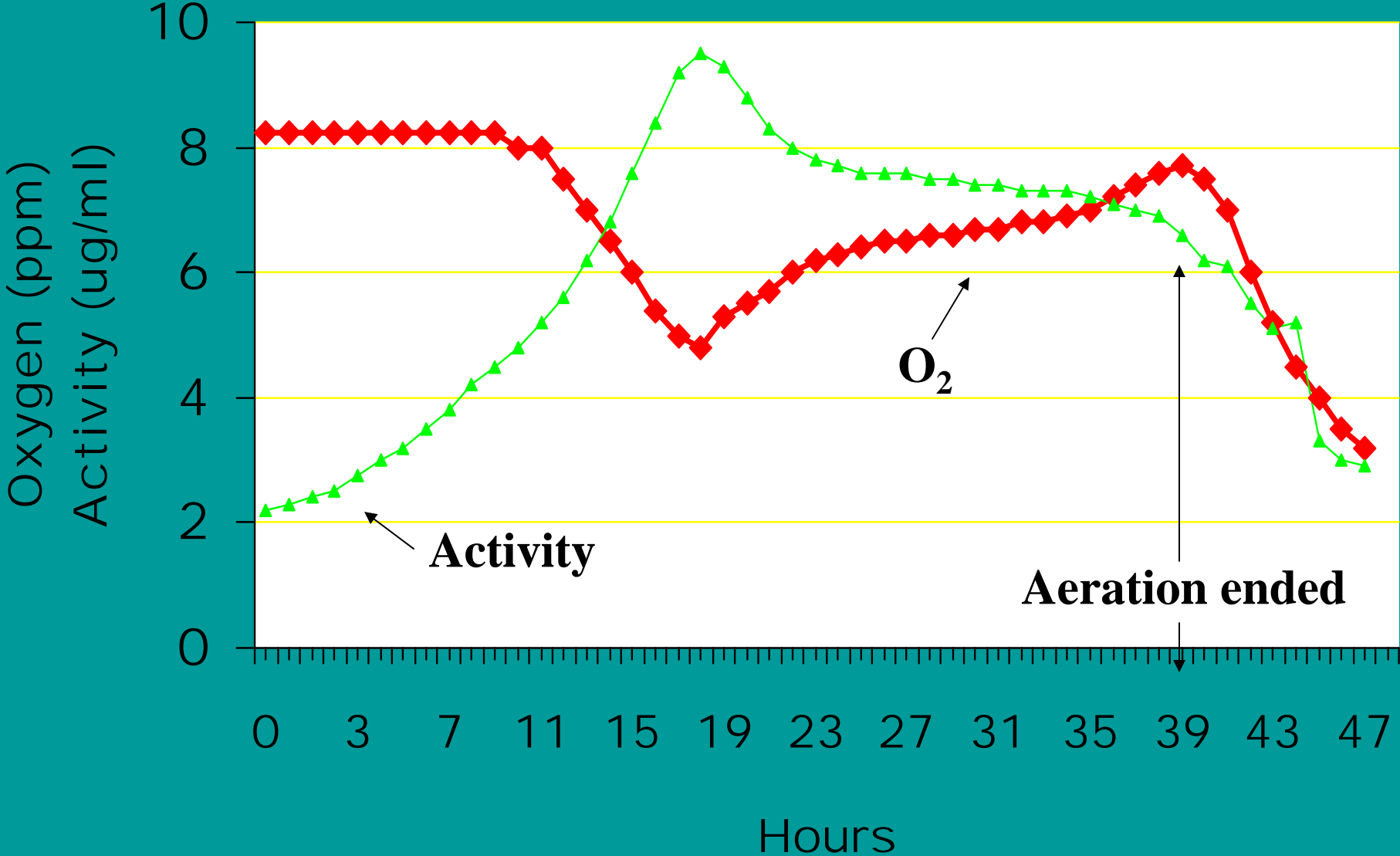




What is Compost Tea?

Compost tea is made when the biology and soluble nutrients attached to specially produced compost is extracted into oxygenated water and brewed for a certain amount of time. Microbial foods are generally added to aid in the growth and reproduction of beneficial microbes.

Growing the Organisms – Aerobically!





15 foot swath





Organic Fertilizers

- N-P-K normally in the single digits
- Feed the soil, not the plants
- Organic Fertilizers are microbial foods
- Made of a diversity of substrates
- Pelletized, Powders or Liquids
- They are Immobile in Soils



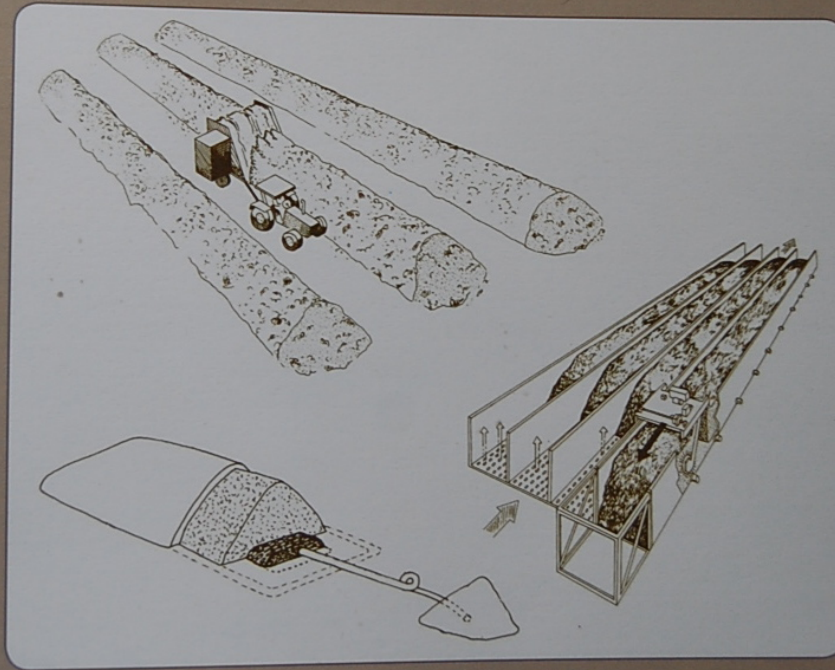
Compost Tea Applications

Pricing

- Bulk compost
- Specialty compost
- Equipment
- Soil amendments
- Consulting
- Home consumer items
- Packaging

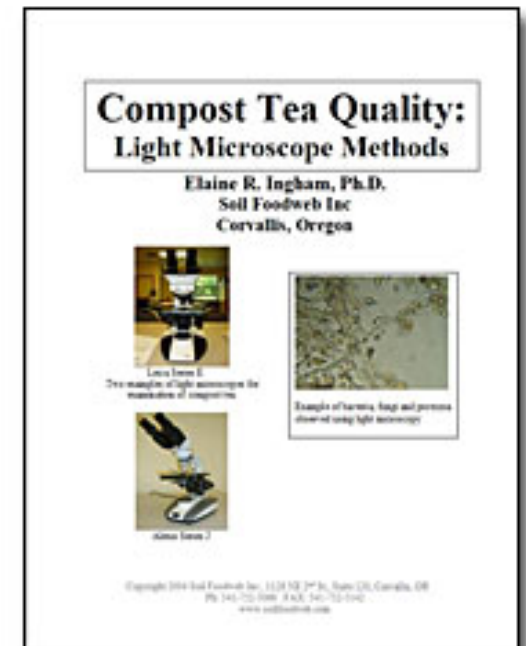
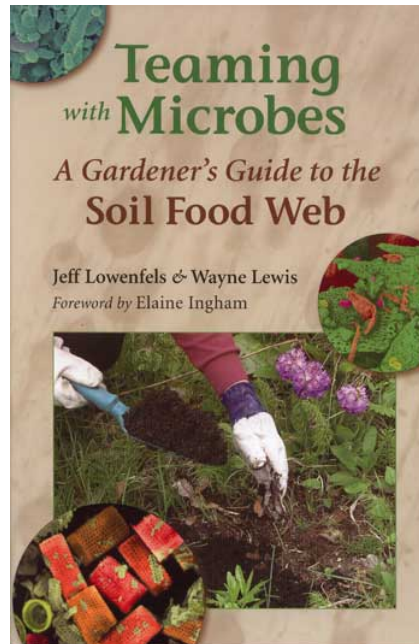
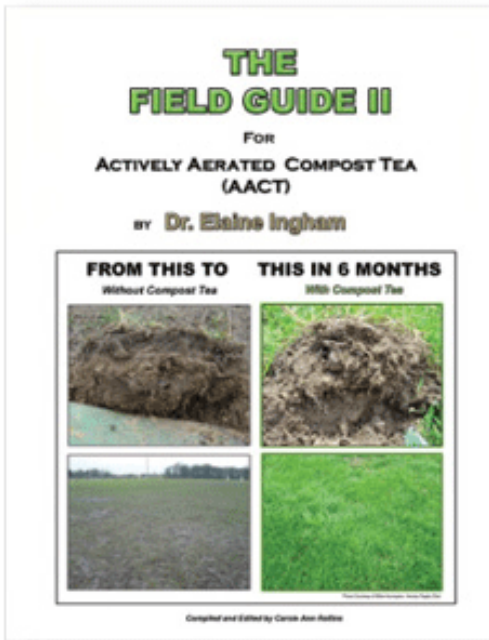
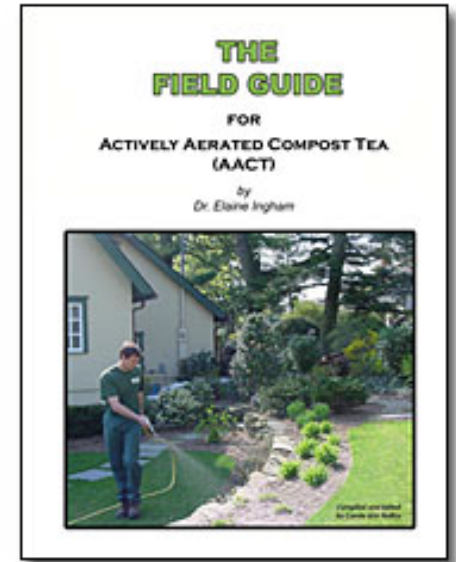
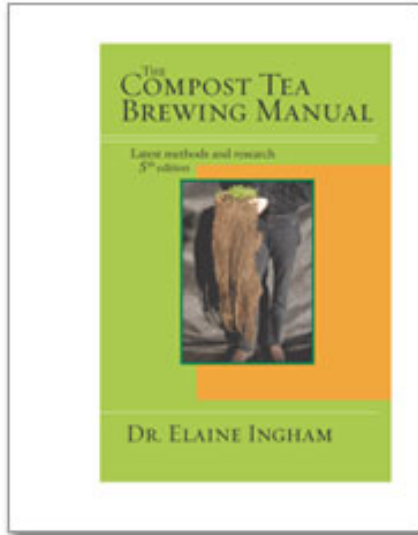


On-Farm Composting Handbook



Natural Resource, Agriculture, and Engineering Service (NRAES)
Cooperative Extension

Additional References



Thank You!

Feel free to contact me if you have any questions.

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