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
Sample Received: 8/12/2008

For interpretation of this report please contact:
Local Advisor: or regional lab
Soil Foodweb New York
soilfoodwebny@aol.com
631-750-1553

Consulting fees may apply

<table>
<thead>
<tr>
<th>Organism Biomass Data</th>
<th>Dry Weight</th>
<th>Active Bacterial (μg/g)</th>
<th>Total Bacterial (μg/g)</th>
<th>Active Fungal (μg/g)</th>
<th>Total Fungal (μg/g)</th>
<th>Hyphal Diameter (μm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results</td>
<td>0.360</td>
<td>95.9</td>
<td>1600</td>
<td>76.8</td>
<td>5385</td>
<td>3</td>
</tr>
<tr>
<td>Comments</td>
<td>Too Wet</td>
<td>Excellent</td>
<td>Good</td>
<td>Excellent</td>
<td>Excellent</td>
<td></td>
</tr>
</tbody>
</table>

| Expected Range        | Low        | 0.45                   | 15                    | 15                  | 100                 | 300                   |
|                       | High       | 0.85                   | 25                    | 25                  | 100                 | 300                   |

<table>
<thead>
<tr>
<th>Protozoa</th>
<th>Flagellates</th>
<th>Numbers/g Amoebae</th>
<th>Ciliates</th>
<th>Total Nematodes #/g</th>
<th>Percent Mycorrhizal Colonization</th>
<th>ENDO</th>
<th>ECTO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results</td>
<td>38170</td>
<td>76340</td>
<td>7635</td>
<td>27.8</td>
<td>Good</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Expected Range        | Low         | 10000            | 50      | 20                  |                                |      |      |
|                       | High        | 10000            | 100     | 30                  |                                |      |      |

<table>
<thead>
<tr>
<th>Organism Biomass Ratios</th>
<th>Total Fungal to Total Bacterial</th>
<th>Active to Total Fungal</th>
<th>Active to Total Bacterial</th>
<th>Active Fungal to Active Bacterial</th>
<th>Plant Available N Supply (lbs/acre)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results</td>
<td>3.36</td>
<td>0.01</td>
<td>0.06</td>
<td>0.80</td>
<td>200+</td>
</tr>
<tr>
<td>Comments</td>
<td>High</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td></td>
</tr>
</tbody>
</table>

| Expected Range          | Low                               | 0.75                   | 0.01                       | 0.75                              |                                    |
|                        | High                              | 1.5                    | 0.1                        | 1.5                               |                                    |

<table>
<thead>
<tr>
<th>Nematodes per Gram of Soil Identification to genus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bacterial Feeders</td>
</tr>
<tr>
<td>Achromadona</td>
</tr>
<tr>
<td>Acrobeloides</td>
</tr>
<tr>
<td>Butleriurus</td>
</tr>
<tr>
<td>Rhabditidae</td>
</tr>
<tr>
<td>Rhabditis</td>
</tr>
<tr>
<td>Fungal Feeders</td>
</tr>
<tr>
<td>Aporcelaimus</td>
</tr>
<tr>
<td>Eudorylaimus</td>
</tr>
<tr>
<td>Laimydotrus</td>
</tr>
<tr>
<td>Pungenius</td>
</tr>
<tr>
<td>Thorus</td>
</tr>
<tr>
<td>Fungal/Root Feeders</td>
</tr>
<tr>
<td>Stom &amp; Bulb nematode</td>
</tr>
<tr>
<td>Predatory</td>
</tr>
<tr>
<td>Clarkus</td>
</tr>
</tbody>
</table>

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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 marketplace

• Consulting
  – Compost Operation Startups
  – Growers, landscape, institutions
Products
Compost Top Dressing
Composting Supplies
TopTex Compost Row Cover
O2 Compost System
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!

**Graph Data:**
- **Y-axis:** Oxygen (ppm) and Activity (ug/ml)
- **X-axis:** Hours

Key Points:
- **O2** indicates oxygen levels.
- **Activity** indicates the growth activity of the organisms.
- **Aeration ended** at hour 39.

Graph shows a rising trend in oxygen levels and a fluctuating trend in activity levels until a significant decline after aeration ended.
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
Thank You!

Feel free to contact me if you have any questions.

(914) 837-2364

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