Compost Quality and Marketing to Bulk Users

By Jen McDonnell

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Giving Resources New Life®
Casella’s Beginnings

• Casella was founded in 1975 as a single truck operation in Rutland, Vermont

• In 1977, Casella operated the first recycling facility in Vermont

• The company has remained under the same management for nearly 40 years

Over time our business has evolved from a consumption/disposal model into a “Resource Solutions” model. Our mission is to create value for our customers and our communities by Giving Resources New Life®. We provide resource management expertise and solutions to residential, commercial, institutional, municipal and industrial customers helping them achieve their zero waste goals.
• Headquartered in Rutland, VT
• Operating in 13 states
• Annual revenue of nearly $500 million
• 1,800 employees serving 200,000 customers
• In 2012 we recovered over 890,000 tons of recyclables and organic materials
• Using landfill gas to generate enough electricity for 30,000 homes annually
• Recent awards: Climate Leadership Award, Natural Gas Vehicles for America Achievement Award, Vermont Governor's Award for Environmental Excellence
Our Network of Resource Solutions

- Hauling Facilities
- Recycling Facilities
- Organics Facilities
- Landfills
- Landfill Gas-to-Energy
- Transfer Stations
Innovation

Single Stream Recycling Facilities

CNG Refuse Fleets

Landfill Gas Power Plants

Anaerobic Digesters for Food Waste
Casella Organics: Industrial Residuals Management

Paper Mills

WWTPs & Compost Facilities

Power Plants
Soil Amendments

earthlife®
by casella organics

Growing Healthy Lawns & Gardens

CASSELLA RESOURCE SOLUTIONS: ZERO-SORT RECYCLING • COLLECTION • ORGANICS • ENERGY • LANDFILLS
Composting
Composting System
Product Line

- Premium compost
- NutriMulch
- GroMax
- SuperPeat
- Organic certified
Compost Quality

Key Quality Indicators

• Ammonia
• Nitrate
• pH
• C:N Ratio
• AgIndex
• CO2 Respiration
• Maturity Indicator
• Seed Vigor
Additional Quality Analyses Tools

• Soil Food Web
• Solvita
• Particle Size Analyses
• Before & After Soil Test
• Customer Success
Physical and Visual Quality
Quality Service

- Timely delivery
- Technical assistance
- Large volumes
Measuring Success

- Product Quality
- Product Consistency
- Repeat Customers
- Increased Demand
- Product recognition
Examples of Bulk Uses

- Golf Courses
- Athletic fields
- Landscape projects
- Nurseries & Garden Centers
- Industrial uses
- Topdressing large areas
Increasing Compost Demand

- Believe and demonstrate compost has value
- Share product knowledge
- Innovate with product development
- Branding (e.g. STA)
- Fill a Need/Create a Need
  - Acton, MA
  - Denver, CO
  - Texas DOT
Demonstrate Value

What are your customer’s options?
(your competition)

How is compost better?
Compared to wood chips, peat, fertilizer, etc.
Denver Water: Tying to Occupancy Permit

Before a newly constructed premises may be landscaped, property owners must amend their soil with compost so the soil more efficiently retains water. This rule applies to all new residential, commercial, government and industrial properties within Denver Water's service area.

- Importance of Soil Amendment
- To Pass a Soil Amendment Inspection
- Schedule a Soil Amendment Inspection
- If the Property Fails Soil Amendment Inspection
- Transfer of Ownership
- Winter Extension
- Phased Projects

Soil Amendment Agreement

For more information:

Soil amendment: 303-628-6670 or soilamendment@denverwater.org
Tap issues: 303-628-6100
Meter set/inspections: 303-628-6145
Compost Usage Is Growing

_TxDOT’s Compost Utilization Program Becomes Nation’s Largest Market_

Recommended spec: “100 cubic yards of compost shall be uniformly incorporated into the top 4 inches of Section 1 of the Planting Area.”

Barrie Cogburn, RLA
Design Division

_Texas Department of Transportation_
Specifications Are Available & Established

LANDSCAPE ARCHITECTURE/DESIGN SPECIFICATIONS FOR COMPOST USE

SHORT FORMAT

- Turf Establishment with Compost
- Planting Bed Establishment with Compost
- Compost as a Landscape Backfill Mix Component
- Compost as a Landscape Mulch
- Compost as a Soil Blanket for Erosion Control
- Compost as a Filter Berm for Sediment Control

US Composting Council - 4250 Veterans Memorial Highway • Suite 275 • Holbrook, NY
phone: 631-737-4934 • fax: 631-737-4929 • uscc@compostingcouncil.org • www.compostingcouncil.org
Research and Development: Examples

- **University of Rhode Island** – Researching the use of compost in roadside applications with support from the state Department of Transportation.

- **University of Connecticut** – Compost used to ascertain the effect of organic matter sources and sand type on the physical properties of native soils.

- **Yale University** – Assessment of respiratory health risks posed by biosolids aerosols emitted during and after land application. We provided Class A compost samples and analytical data.

- **Maine Department of Environmental Protection** – We supplied compost to the Maine Compost Project for the study of large animal carcass management through composting in 2001, 2004 and 2005. Compost was also supplied for disposal of duck flocks in 2002 and for ongoing research related to Avian Flu Emergency Response Planning (2006 to present).
Get Involved: Industry Associations

North East Biosolids & Residue Association

Maine Landscape & Nursery Association

U.S. Composting Council®
Looking Ahead

• Food Waste Bans = more products

• Challenges with SSO compost

• How can we work together to find new uses for compost?

• Concerns w/ persistent herbicides
Use Earthlife Compost to Grow Yourself a Boat