Coast of Maine
NERC Spring 2014 Workshop

Product Quality & End Uses

- Determining the quality of the finished product
- How to identify end uses and available markets
Coast of Maine Organic Products, Inc.

- We make and sell premium-priced, compost-based, bagged garden soils
- We are both composters & consumer brand managers
- Head Office: Portland, ME
- Plant: Marion Township, ME
- Established: 1997
Mission

- Promoting well-made compost as the key to successful back yard gardening

- Providing local aquaculture & agriculture viable waste disposal options
  - eg. salmon, lobster, crab, wild blueberry, mussels, cow manure, etc.
Coast of Maine

- **Production**
  - Own compost yard & bagging plant in Downeast Maine
  - 4 Co-packers in New England, Mid West, Mid Atlantic & Canada
  - 5 Co-composters in Maine, Mid Atlantic, Mid West & Canada
Coast of Maine

Marion semi-automatic bagger

Turning lobster compost
Determining compost quality standards

Available residuals
- Marine residuals + blueberries and manure

End use
- Commercial - bulk
  - Agriculture, horticulture (growers and landscapers), government contracts, etc.
  - Consumer (back yard gardening) - bagged and bulk
Consumer market

- Premium versus every day-low-price
- Mass merchants versus independents
- Target market
  - Mostly suburban homeowners
  - Mostly female demographic
Consumer market

- Quality is how we differentiate ourselves from our competition
  - Quality of both product and service
  - Organic versus natural versus non-organic
Coast of Maine

- Organic Listing

MAINE ORGANIC
FARMERS AND GARDENERS

OMRI™
Organic Materials Review Institute
Organic listing standards

- No process chemicals (eg. dewatering polymers), bio-solids, gmo’s, etc.
- Acknowledgement of composting as a highly effective bio-remediation process
- Sourcing
- Production process
- Testing
Coast of Maine

QUODDY BLEND®
LOBSTER COMPOST
EXTRA RICH SOIL CONDITIONER
for FLOWER & VEGETABLE GARDENS
LOBSTER COMPOST & PEAT HUMUS

Net Contents: 1 Cubic Foot (28.3 liters)
Produced in Canada for Coast of Maine Organic Products, Inc.
Some of our competitors' bags
Coast of Maine
Coast of Maine

# Total Ingredient List

**Company Name:**

<table>
<thead>
<tr>
<th>Trade Name/Brand Name of Ingredient and/or feedstock</th>
<th>Generic description of chemical name</th>
<th>CAS No. and/or registration No. of Ingredient</th>
<th>Name, Mailing Address, and Phone Number of ingredient manufacturer</th>
<th>Function of ingredient in final product</th>
<th>Does the brand name of the ingredient appear on the OMRI Product List?</th>
<th>Percentage of ingredient in product by weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>SupraWeather NC12 (feather meal, USP N12)</td>
<td></td>
<td></td>
<td>Perle Corporation, Inc.</td>
<td></td>
<td>Yes, SupraWeather NC12 appears on the current OMRI Products List.</td>
<td>100%</td>
</tr>
</tbody>
</table>

Enter Total Percent (combined percent must add to 100%)
Growth Trial Testing

Solvita Maturity Index

PSU Laboratory Analysis
Coast of Maine

Growth Trials and R&D