

Marketing

Confined Animal Manure
Managers' Conference 2020
Jan. 16, 2020

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What's the Goal?



- Review Textbook Marketing
- Examine Marketing from multiple perspectives:
 - Internal
 - External
- Ways to apply these techniques to our industry.
- Questions & Discussion

1st – Some Market Research

Choose the word below that best describes what you do?

- Composter
- Recycler
- Soil and/or Mulch
Manufacturer
- Organic Conversion
Specialist

Don't Think I Heard Anyone Say They Were An Alchemist

What is alchemy?

1.a medieval chemical science and speculative philosophy aiming to achieve the transmutation of the base metals into gold.

2.a power or process of transforming something common into something special



You Transform Discarded Materials Into Value Added Products

Here's How Textbooks Define Marketing

- The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

American Marketing Association <http://www.marketingpower.com/AboutAMA/Pages/DefinitionofMarketing.aspx>.

- The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

Dr. Christine M. Koontz Florida State University <http://archive.ifla.org/VII/s34/pubs/glossary.htm#M>

- “Marketing is the root of all income.”

Roy Young, <http://www.marketingprofs.com/4/young17.asp>



- Advertising
- Promotion
- Publicity
- Public Relations

ADVERTISING



**Compost
for Sale**
click here

This is a backyard.

This is a backyard on compost.



Always 20% of your household garbage is yard and food waste that can be turned into rich compost. Compost helps lawns and gardens thrive. You'll use less water and fertilizer, lower your trash bill and save landfill space.

Fill out form www.bouldercountyrecycles.net

730-564-3330



Revitalize your soil with . . .

NEW
**CLAVERING
HORSE-MANURE
COMPOST**

Large bag approx. 42 lbs.
12'6"

Small bag approx. 14 lbs.
5'6"

- A rich compost of horse-manure, natural, moist, easy to handle.
- Guaranteed free of weeds and diseases, with no long stalk.
- Contains nitrogen for growth, potash for strength and stamina, phosphorus for root development, calcium and magnesium.
- Used for conditioning the soil and for putting "body" into light or tired soil.
- Specially recommended for rose gardens, herbaceous perennials, lawn, fruit vegetables, and soft fruit.
- Useful throughout the year for mulching, mowing, and fertilizing.

Recommended by leading tree-care and gardening writers.

DIG IT IN NOW!



WHAT'S THE RECIPE FOR A **LUSH SPRING LAWN?** Top dress with Black Gold Compost this fall.

HOW TO USE BLACK GOLD COMPOST AS A TOP DRESSING:

- 1 Heavily core aerate entire lawn area, concentrating on most heavily trafficked areas.
- 2 Apply approximately a 1/2" layer of Black Gold compost. The most uniform and efficient way to apply the Black Gold compost is with a top dressing unit or manure spreader.
- 3 Smooth the surface using a raking device or using a weighted drag mat. The raking/dragging will break up the soil plugs, mix it with the Black Gold compost and backfill the holes.
- 4 Seed, lightly rake and water the top dressed area. It is important not to leave the grass seed on the soil surface. It should be covered by the soil/compost layer.

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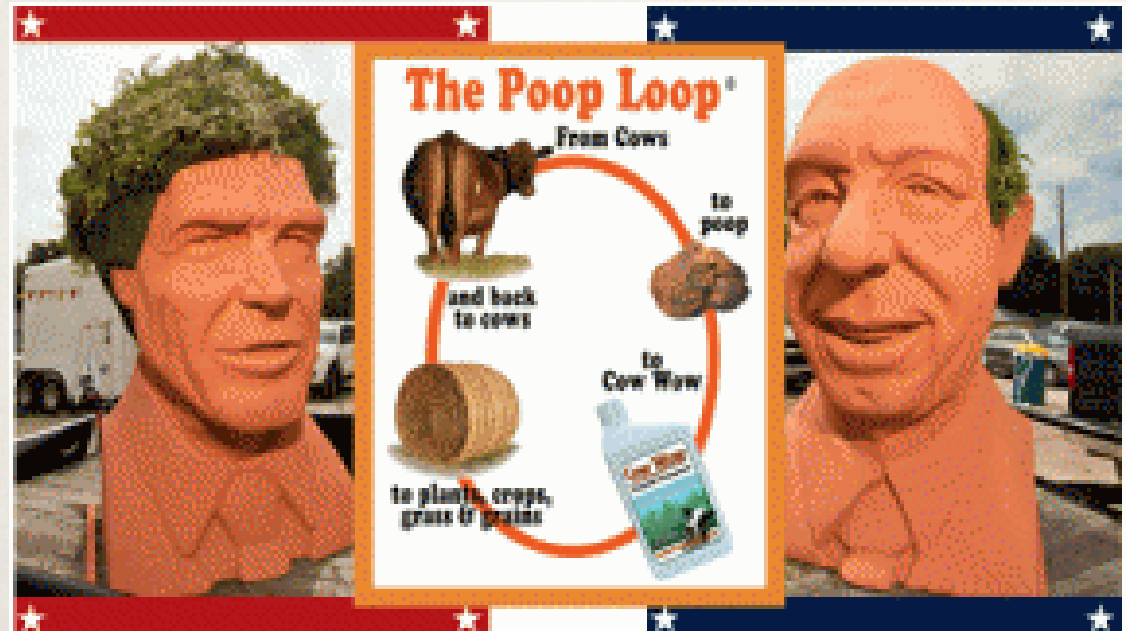
BELLEVILLE, IL
3521 E. Cronville Ave.
(618) 186-1010 (near JB Br 49)
Weekdays 9:30-4:30, Saturday 7-3
618-233-2007

www.stlecompost.com



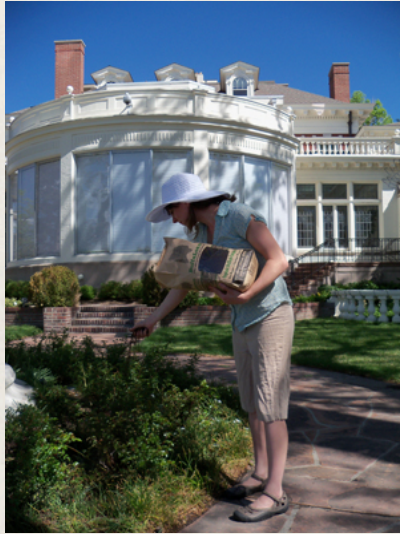
Calling Public Attention to Your Business!

PROMOTION



Keeping your company and your products in the mind of your target customer.

PUBLICITY



Buffaloam® promotes the use of their product at the Governor's Residence at the Boettcher Mansion in Denver, Colorado

An Act or Device to
Attract Public Interest!

PUBLIC RELATIONS

THE DENVER POST

Voice of the Rocky Mountain Empire

July 3, 2010

Grow

Bison-ranch byproduct is a gardener's loam on the range



By Kristen Browning-Biles The Denver Post

One of the byproducts of raising bison is huge piles of ... buffalo poop.

For most of their lives, the shaggy beasts at Diamond Tail Ranch graze on wild grasses, enjoying a complete food-or-fertilizer circle.

But once they come in for "finishing," the chips can pile up in the feedlot.

"Yeah, they generate a lot of waste," says Scott Butcher, manager of Diamond Tail Ranch in northern Colorado. He oversees more than 700 bison, cows and their calves on the ranch in the Larimer River Valley.

Even though the animals fight fences the way a toddler struggles against sitting still at a restaurant, they spend up to 20 days pinned and fermenting up before they are sold for slaughter.

After Butcher, whose family has owned the ranch since 1975, was persuaded for profit in the pop, Butcher had feeling he got from early weather sources of having it rained every 100 years to compost the chips into what he calls "bluffs" cat fish fertilizer.

To help reach one state that would burn the roots of garden plants, the buffalo chips are mixed with wood chips and left to compost for a year in pyramid-shaped piles 200 yards long and 6 feet tall. The finished compost is then sifted to remove debris, packaged and marketed as BuffaloLoam, a bacteria-free, all-natural compost. After about four years of large-scale composting on the ranch, Butcher is marketing BuffaloLoam to home gardeners in local garden shops and natural-food stores. A 4-pound bag is about \$4; an 8-pound bag is \$2.

Highlands Garden Center nursery manager Patrick Merrz recommends BuffaloLoam for indoor and outdoor use. The center uses it as a soil amendment for tomatoes and house plants. "It's the only one that's buffalo-based," says Merrz, who says he carries the product because it's local and affordable. "It's say 7's equivalent to earthworm castings, even a little better."

Kristen Browning-Biles: 303-954-1440
or kbrowning@denverpost.com

Where to Buy BuffaloLoam

Country Fair Garden Center, 2190 S. Colorado
303-757-6499

Highlands Garden Center, 8000 S. Holly St., Little
Rock, Highlands Ranch, 303-983-9500

Highlands Ranch Nurseries, 9575 S. Little
Rock, Highlands Ranch, 303-983-9500

Nick's Garden Center, 2011 S. Chambers Road,
303-696-6657

Pueblo Gardens, 1500 N. Broadway, 303-234-
3977/2-3454

Schert & Copeland Florists, 261 Valmont Road,
461, 303-642-6663

Village Cottage Natural Process, natural local
Whole Foods Market, 441 S. Westworth Blvd.,
Wood, 303-935-5500

Free-Range bison
thrive at Colorado's
Diamond Tail
Ranch. There, they
feed on native
grasses. The
byproduct goes
into BuffaloLoam
plant food.
Kristen Browning-Biles



The business of inducing the public to have understanding for & goodwill towards your enterprise!

Your Marketing Effort Must Be:

- **Planned & Coordinated**
- **Implemented Strategically**
- **Generate Measurable
Results**

MARKETING & SALES

Together, but Very Different

- **MARKETING**

- Introduces and promotes your product to the market.
- Encourages sales.

- **SALES**

- The act of creating a buying decision in your favor.
- Uses all of the “Marketing Mix” to make the sale

Here's A Different Approach

- Success today requires a comprehensive marketing plan.
- A successful marketing plan requires in depth analysis.

You Need to Know Your S.W.O.T.

- **S**trengths
- **W**eaknesses
- **O**pportunities
- **T**hreats

STRENGTHS & WEAKNESSES

*Are you willing to be brutally honest
with an internal analysis of your
business?*



Strengths



Weaknesses

OPPORTUNITIES & THREATS

Can you be even **MORE** brutally honest with an external analysis?

Opportunities



Threats





A Key Intersection

COMPOST

Is not a noun!

“A production process that converts organic materials into value-added soil improvement products.”

- *Component of growing media*
- *Top dressing*
- *Top Soil replacement*
- *Mulch*

Why would identify your product by the process that created it?



KNOWLEDGE IS POWER!

Know Your Company & Your Products

- Who makes it?
- What is it made of?
- When is it made?
- Where is it made?
- Why is it made?
- How is it made?

Know More About Your Competition

- Never speak poorly of a competitor.
- Be able to evaluate and compare your products & services.
- Be able to articulate your competitive advantage.

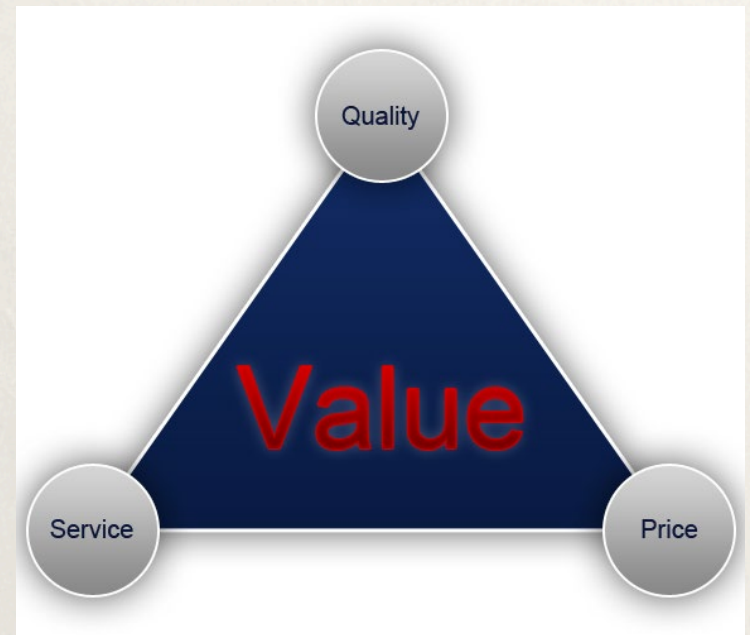


PRICE, SERVICE, QUALITY

Pick any two!

What's Your
Products Position?

- *Timex or a Rolex?*
- *Nordstrom or Wal-Mart?*
- *Mercedes Benz or Yugo?*

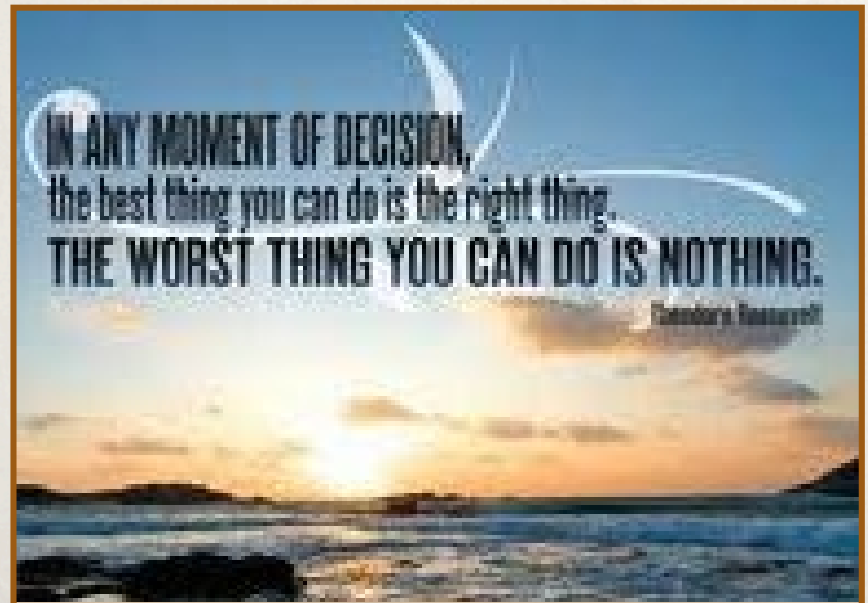


Keys to Success:



- Marketing is a process.
- It can be expensive.
 - *Especially if you don't invest in it.*
- It is the root of all revenue.
- Critical to separate yourself apart from your competition.

- Doing nothing is a guarantee of failure.
- Accept change and embrace it.
- Read everything you can on marketing and sales.
- Examine how other products are marketed.
- Perform a brutally honest SWOT assessment regularly.



Bulk vs. Bagged

Bulk

\$10-\$40/cubic yard

Can be sold from site

Can be wholesaled

Can be retailed

May or may not

need extra labor, but

labor costs less than

bagged.

Bagged

\$270/cubic yard

Labor

Infrastructure

Equipment

Market

Retail outlets



Compost enters the bagging line, usually through a hopper and conveyer, generally using a front end loader.

Bag Chute moves the bag to the point of filling. Bag may be opened and locked into place or may need a person to do that.





Bag is filled

Bag moves along
to heat sealer



Pallet Wrapper



SOIL CONDITIONER
ORGANIC COMPOST

Lealoma
100% ORGANIC
SOIL CONDITIONER
ORGANIC COMPOST

Lealoma
100% ORGANIC
SOIL CONDITIONER
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100% ORGANIC
SOIL CONDITIONER
ORGANIC COMPOST

100% ORGANIC
SOIL CONDITIONER
ORGANIC COMPOST

QUESTIONS



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COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

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