

Expanding Compost Markets

WeCare
Denali



WeCare
COMPOST • MULCH • SOIL

Emma Yates

- 5 years of industry experience with WeCare Denali
- Major focus on providing customer service through education, high quality products, and bridging gaps in the industry
- Passionate about advancement of compost research and education

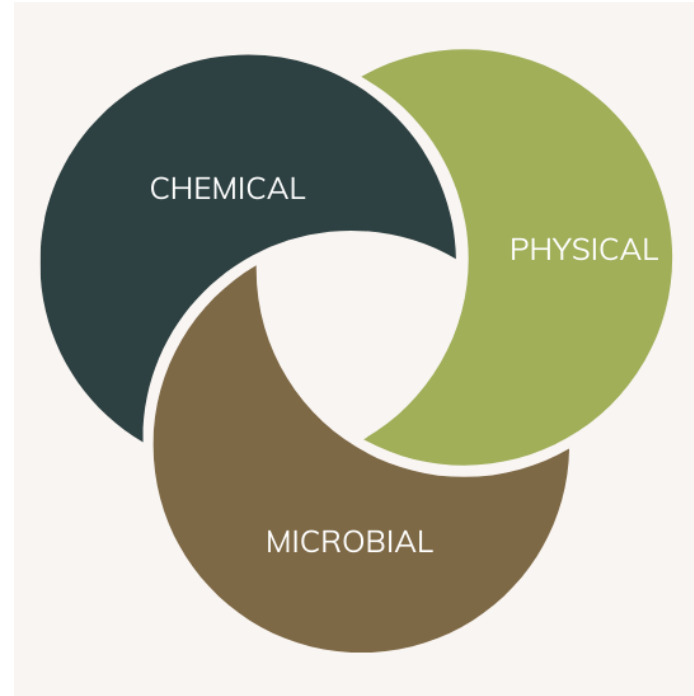


The 3 Pillars of The Compost Market

- Specifiers (Design)
- Contractors (Bid)
- Project (Use)



Why are
they using
compost?



WeCare
Denali

If you build it they will
come?



No.



Bridging The Gap

- 1. Lack of Education / Misinformation about Soil Amendments*
- 2. Customer Service / Supplier Product Knowledge*
- 3. Product Quality and Consistency*

Creative Collaboration



- Find your advocates
- Identify your common goals
- Things can not be done the way they always have
- Be Patient!!!!



Basic Compost Markets



Turf Establishment & Soil Renovation

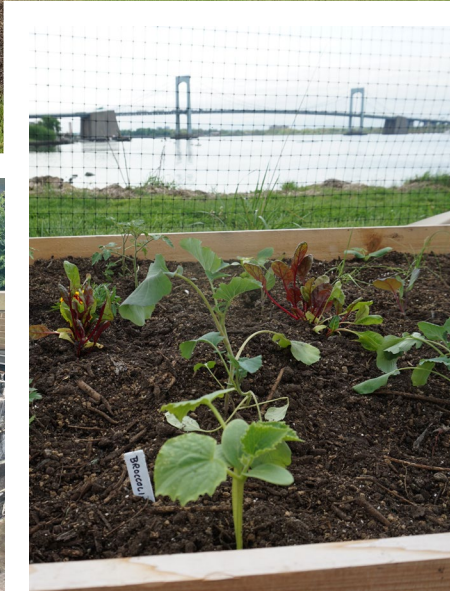
Turf Establishment & Soil Renovation



Sod installation.



Seed installation.



Planting Soils



Terraseeding / *Compost Blankets*



Wholesale Nurseries/Agriculture



Landscaping Backfill



Questions?

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