

# *R. Alexander Associates, Inc.*

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## **COMPOST MARKET RESEARCH, ASSESSMENTS & DEVELOPMENT**

Compost is a unique product which can improve the physical, chemical (nutritional) and biological properties of soil and plant growth media. These characteristics make compost a valuable product which can be used in a variety of applications. High quality composts have been produced from leaf and yard debris, biosolids, municipal solid waste, animal manures, agricultural by-products, food and a variety of industrial by-products.

The specific characteristics that a compost product possesses determine in which markets it can most easily be sold and in which applications it can best be utilized. Because of this fact, as well as feedstock related issues and stigmas, geographic, demographic, and climatic variances and the variability of market segments, market development strategies are not always transferable from location to location. In fact, it is understood that compost markets are local or regional in nature. To further complicate compost market development, today, compost production is not typically governed by market demand, but by the economics of waste management, as well as environmental regulation. Simply, as composting has become an economically viable waste management tool, greater volumes of compost have been produced.

As greater volumes of compost have been produced, market development has received more attention. Developing long-term paying markets is not only necessary to optimize compost facility management, but compost sales revenues can generate substantial income which is important to the *bottom line*. Market development requires time and expertise, as well as resources.

To assist current and potential composters, **R. Alexander Associates, Inc.** offers a variety of market research and development related services, which include:

- *Market Assessments (sizing) & Quantitative Analysis*
- *Developing Marketing & Sales Strategies, Product Placement Strategies*
- *Defining Geographical Market Areas & Market Segments*
- *Product Characterization & Evaluation*
- *Determining Product Value*
- *Projecting Sales Revenues & Marketing Costs*
- *Determining Wholesale and Retail Market*

- *Opportunities*
- *Developing Promotional Materials & Programs*
- *Developing End Use Literature and Sales/Marketing Tools*
- *Locating Potential End Users and Brokers*
- *Defining and Evaluating Marketing Constraints*
- *Developing & Negotiating Sales Contracts*
- *Marketing Program Audits*

To complete worthwhile compost market research and to develop successful compost marketing programs, it is essential to have an understanding of various areas, including end use applications, product quality issues, user needs, government regulations, prior research, the green industry (agricultural and lawn & garden), and basic marketing/sales. **R. Alexander Associates, Inc.** can provide the technical expertise, historical insights, and practical marketing experience necessary to assist its clients in developing and operating successful marketing programs.

**R. Alexander Associates, Inc.** utilizes a range of market research techniques to ascertain the market related data necessary to evaluate current markets, estimate potential markets, evaluate product marketability and to develop successful marketing campaigns. These techniques include:

- *Telephone Surveys*
- *Mailer Surveys*
- *Personal Interviews*
- *Literature Reviews/Searches*
- *Vast In-house Library*

**R. Alexander Associates, Inc.** emphasizes the use of creative and integrated approaches that create long-term and economically viable market development solutions. Our approaches are based on years of practical market development experience, market research experience throughout North America and a broad-based knowledge of end-use markets.

Other related services offered include:

- *Product Marketing Assistance Programs*
- *Product Development*

- *Product Labeling and Registration*
- *Niche Market Development*
- *Development of Value-Added Products*
- *Development of Product Utilization Programs*
- *Employee Training and Education*
- *Evaluation of Marketing Options*
- *Trade Show Assistance*
- *Field Research/Demonstrations*

Visit [www.alexassoc.net](http://www.alexassoc.net) for additional information.