

R. Alexander Associates, Inc.

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ORGANIC RECYCLED PRODUCT MARKET RESEARCH, ASSESSMENTS AND DEVELOPMENT

The recycling of organic by-products has become more commonplace in both the public and private sectors. Generators of organically based agricultural, municipal and industrial by-products have all found it necessary to consider new methods of managing these materials. Innovative techniques (e.g., composting, granulation/pelletization, anaerobic digestion) and new technologies (e.g., pyrolysis,) are enabling greater volumes of these organic by-products to be manufactured into value added products. These products may vary greatly in their form and function, but relatively all of them have the opportunity for beneficial reuse. As a greater variety and volume of organic by-products are recycled, a greater emphasis must be placed on developing viable markets and distribution channels for them. Organic recycled products may be produced from various feedstocks, including:

- *Yard Trimmings & Wood, Bark*
- *Municipal Biosolids*
- *Food Residuals & By-Products*
- *Municipal Solid Waste*
- *Industrial Sludges & By-Products*
- *Anaerobic Digestion By-Products*
- *Worm Castings*
- *Agricultural By-Products & Manures*
- *Paper, Cardboard*
- *Wood Processing By-Products*

In their current state, or once further processed, these products may be considered valuable commodities for use in a variety of commercial applications. *R. Alexander Associates, Inc.* possesses extensive experience in quality and processing issues, end use, as well as market identification, analysis and development.

Our services include:

- *Market Research and Quantitative Analysis*
- *Product Development and Improvement*
- *Market Development and Expansion*
- *Product Registrations*
- *Distribution/Marketing Program Audits*
- *Developing Marketing Plans/Strategies*
- *Defining Product Value and Market Areas*
- *Sales / Marketing Staff Training*

R. Alexander Associates, Inc. can provide these services and others, as well as customize services to meet our client's requirements. *R. Alexander Associates, Inc.* offers experienced professionals trained in marketing/sales, who have practical experience in product end use, and market research and development for organic recycled products. This *real-world* experience provides practical solutions which are economic in nature, long term and teachable. *R. Alexander Associates, Inc.* utilizes a wide range of methods to ascertain pertinent marketing and product utilization data, to determine the market potential for a specific product, and to develop and implement distribution/marketing strategies suited for a particular set of circumstances.

Visit www.alexassoc.net for additional information.