

Scotland

Expanding Compost Markets In The Glasgow And Clyde Valley Regions

Survey data reinforces need for composters in Scotland and the United Kingdom to aggressively educate prospects on replacing conventional products now being applied.

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A REGIONAL market development organization — Remade Scotland — wanted to quantify the current use of green compost as well as determine replacement markets that would bring higher values. Geographical focus was the Glasgow and Clyde Valley region of Scotland which has a significant population base generating large quantities of organic residuals. Prospective compost users from eight local authorities were interviewed: Glasgow, Inverclyde, East and West Dunbartonshire, North and South Lanarkshire, Renfrewshire and East Renfrewshire.

The goal was to contact approximately 10 percent of each of the targeted market segment using mail and telephone surveys. Remade Scotland contracted R. Alexander Associates, Inc. to conduct research, using standard surveys to tally use of existing compost products and re-

placements, and what barriers had to be overcome to increase sales of green compost. Each potential market sector was surveyed to determine what products were currently used for soil or media amending, or as a stand-alone soil-type product. Both suppliers and end users of these products were surveyed. Information regarding competing product quantities and pricing was also obtained, with the primary focus being on the quantity of materials used. This information was used in quantifying and qualifying the market, as well as better providing a picture of current and potential market volumes for compost.

Due to time and budget constraints, potential end users of compost within the agricultural and land reclamation sectors were not surveyed. Further, schools/universities were not surveyed in a quantita-



tive manner. However, information related to their potential utilization of compost was obtained and provided within the report. The primary database used during the project was purchased from the "yellow book." Although no database is perfect, it is used to provide a "population" for which a quantitative analysis can be completed. The target market segment demographics are listed in Table 1. Once the market data was obtained, it was tabulated and analyzed.

Data/Results

A great deal of detailed information was obtained during the research on each of the primary market segments. However, because of space constraints, only highlights of this data are listed:

Regional Councils (North Lanarkshire and Renfrewshire) are already large end users of green compost that they produce themselves (13,000 m³). There is also a fairly significant demand for compost within the Councils, as a replacement for traditional products such as topsoil. Seven of the Councils reported using a vari-