MIDWEST BIO-SYSTEMS' NEWSLETTER
January 2005
Subject: Marketing Compost (cont'd)

The Challenge: Selling your Advanced Composting System humified compost product based on its true value to the purchaser. Compost is often given away by public entities or sold by private enterprises based on competitors' cost per yard or ton, rather than its value to the soil and growing plant.

Separating Yourself from the Competition: How is your product different (and better)? It was produced differently, with a carefully managed process.

- Your recipe was formulated with the desired C:N ratio, synchronized for its rate of decomposition; the structure rating and pore space of the various feedstocks were carefully considered.
- Moisture was kept at desired levels for optimal functioning of the beneficial microbes.
- Daily testing was done for temperature, CO_2, and moisture.
- Turning and watering decisions were made based on the daily test readings, not based on the calendar or on what was done in other years.
- Proven beneficial microbes were added (spread throughout the row) and enabled to multiply geometrically at the time intervals most beneficial to their respective needs.
- It was tested at the end of the cycle, both for what is not in it (e.g. pathogens, heavy metals, etc.) and for what is in it (aerobic to anaerobic ratio; species diversity, enumeration of beneficial microbes)

Soil and Plant Benefits: A high quality humified compost offers numerous soil and plant benefits, which both save and make money for the grower. Consider:

- Reduced soil compaction
- Fuel savings per acre as fewer trips across the field required
- Labor time & expense of the above
- Improved roots per acre
- Water comes from sub surface due to reduced compaction; drought stress better withstood
- Watering expenses reduced as water is retained in humus
- Electricity saved from reduced pumping
- Erosion resistance (wind/water)
- Environmental risk minimized as nutrients held in stable form, not leaching to groundwater
- Reduced need for inputs (herbicides/insecticides/fertilizers/etc.) as soil health improves
- Last year's unused fertilizer is accessed
- Improved residue decomposition
- Salt levels lowered by microbial remediation and combination with humus
- Pollutants in the soil eliminated by microbial remediation
- Buffering capacity reducing moisture & pH stresses
- Nutrient value (N-P-K & trace elements) increased
- Nitrogen fixing bacteria permit utilization of N from the atmosphere
- Humate value of humus for soils
- Increased yields 10-40% larger/heavier plants, nuts, fruits, flowers, kernels, & produce
- Disease damage reduced
- Insect loss reduced
- Plants using nutrients previously lost to weed pressure
- Improved germination rates
- Better appearance→better sales
- Improved store or shelf life

These All Represent Tremendous Value to the Consumer and Must Be Communicated