

Converted Organics converts food waste into organic fertilizer using High Temperature Liquid Composting Technology, diverting waste from landfills and decreasing greenhouse gas emissions.

Marketing challenges

- The company needed a fact-based marketing plan to guide product commercialization
 - define target markets
 - determine products, prices and value propositions
 - determine channel partner strategy
 - define target customers
 - set tactics to effectively open-up target markets and access customers

Environmental problem company addresses

- A huge amount of food is wasted in the U.S.
 - 34 million tons per year
 - 14% of municipal solid waste (MSW) stream
 - less than 3% is recycled
- Food waste has a big environmental impact
 - when landfilled, food waste decomposes and generates methane gas - a potent greenhouse gas with 20x the global warming potential as CO₂
 - landfills account for 20% of all methane emissions in U.S.

Carbon Leaf Solution

- Wrote the go-to-market plan for organic fertilizer business targeting four segments
 - consumer
 - agriculture
 - professional lawncare
 - golf
- Evaluated value chains and selected strategic channel partners to maximize sales and margins in target markets
- Completed price/cost analyses to identify competitive opportunities and challenges
- Created product value propositions based upon product attributes and customers' key buying factors
- Re-allocated CA sales team to focus on Agrium, Helena Chemical and Simplot to drive growth in agriculture market
- Set market strategy to penetrate
 - Home Depot
 - Whole Foods
 - Wal-Mart
 - Sam's Club