

*Harvest Power is creating a sustainable future by diverting discarded organic materials (food waste and yard trimmings) from landfills and by producing renewable energy and soil products through anaerobic digestion and composting.*

## **Marketing challenges**

- The company generates revenue by:
  - getting paid tip fees to take waste
  - selling renewable energy
  - selling soil products
- The company needs to develop a focused marketing plan to maximize expected sales and margins from back-end soil products

## **Environmental problem company addresses**

- Reduces greenhouse gases by generating renewable energy (biogas) from organic waste
- Food / yard trimming wastes are a significant environmental problem in the U.S.
  - 35M tons of food waste are disposed of annually (14% of MSW); 3% is recycled
  - 34M tons of yard trimmings are disposed of annually (13% of MSW); 57% is recycled
- Converting organic wastes into renewable energy and soil products reduces methane gas pollution from landfills

## **Carbon Leaf Solution**

- Determined market potential for liquid fertilizer derived from anaerobically digested food waste
- Identified, prioritized and recommended target markets for liquid fertilizer based on market analysis
- Identify competitors and competitive products and prices in recommended target markets
- Defined product formulations to manufacture and market, including prices and packaging
- Evaluated value chains and recommended strategic channel partners to maximize sales and margins
- Recommended “go-to-market” tactical sales plan