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# COMPOSTER PROJECT

## MARKETING TACTICS IN ORGANIC COMPOST PRODUCTION



‘Encouraging Young Farmers To Produce Compost For  
Healthy Soil And Organic Food Using Innovative Solutions’



# MARKETING TACTICS IN ORGANIC COMPOST PRODUCTION

## 01 MARKETING MIX

The traditional definition of the marketing process can be explained as the delivery or promotion of a product or service by identifying consumer needs.

The factors that need to be taken into consideration during the marketing activities are the components of the marketing mix<sup>1</sup>.

The marketing mix, also called the 4Ps, consisting of product, price, place and promotion components, was first introduced by Jerome McCarthy (1960) and is a concept used by businesses in the determination and implementation of marketing strategies today. Marketing mix is a guiding concept in marketing practices and is widely used because of its simplicity. The marketing mix is as follows;

- Product
- Price
- Place
- Promotion<sup>2</sup>



In the marketing mix, although it has more than one focal point, the most product element attracts attention as it is directly related to the needs and desires of the customers, and the most ideal marketing strategy for a product is the most intangible, perceptual and tangible product features together with all the elements of the marketing mix. It is a strategy that combines by raising it to the next level.

In a marketing strategy that is desired to be effective on the targeted consumer group, it can be ensured that it reaches wider consumer groups by focusing on more than one marketing component. Businesses can determine marketing strategies by emphasizing the components of the marketing mix in the processes that they will introduce their new products to the market or make changes to their existing products. Businesses can apply different approaches to each component of the marketing mix, depending on the market in which the product is located and

the objectives of the marketing plan. Marketing professionals use feedback from the product audience for their product strategy<sup>3</sup>.

## 1.1. Product

It is a product or service offered to meet consumer needs and wants. It is important to distinguish the product from its competitors in the market it is in, to differentiate it and to market the product effectively<sup>3</sup>.

Since the product is purchased to meet the consumer's need, businesses should consider market researches in which consumer needs are addressed and feedback is available when making product decisions.

When the product component is evaluated in terms of compost, messages about the features, quality, presentation, packaging and benefits of the product can be given, and what the compost is produced from, its effects on the environment, its content, its effects on agriculture can be discussed<sup>4</sup>.



Some concepts related to the product component of the marketing mix are as follows;

**Product Variable:** It is the marketing component developed and presented in line with consumer needs.

**Core Product:** The main features of the product that meet the needs of the consumer.

**Extended Product:** Advantages and features that are more than the main features of the product.

**Mass Customization:** It is the economy of scale applied to offer customized product versions to products that consumers will request individually or as a group<sup>2</sup>.

## 1.2. Price

The selling price of a product is the price the consumer is willing to pay for that product. While pricing a product, the R&D, production, marketing and other costs of that product should be considered, and pricing made in this way is defined as cost-based pricing. Pricing based on the perceived value or quality of a product by the consumer is called value-based pricing<sup>3</sup>.

The price component of the marketing mix also refers to the pricing model and policies of the business, and the price component of the marketing mix is always associated with the product component.

When the price component is evaluated in terms of compost, it can be said that it will vary according to the average economic status of the targeted consumer group, the amount of demand for compost in the market, and the prices of the products of the competitors in the market. In addition, the cost of compost production and the targeted profit rate are also factors in the price component, and compost must be able to compete with other substitute products in the market, such as fertilizers<sup>4</sup>.



Some concepts related to the price component of the marketing mix are as follows;

**Price Transparency:** When the information about pricing policy increases, the consumer's pricing information also increases.

**Differential Pricing:** Pricing a product differently for different consumer groups or markets.

**Price Elasticity of Demand:** It is a measure of behavior that indicates the change in consumer demand for that product in response to price changes. The price elasticity measure shows the effect of the change in pricing on the demand for the product.

**Satisfactory Behavior:** When choosing a supplier or product, the consumer chooses not only rationally, but also by comparison.

**Pricing Level:** It is a product or the price that is deemed appropriate.

**Price Distribution:** It is the price range determined for a product that differs according to the suppliers.

**Dynamic Pricing:** It is the ability to regulate the selling price of a product according to the conditions of the consumer or the market<sup>2</sup>.

## 1.3. Place

The place component of the marketing mix relates to how the product is delivered to customers. In general terms, this element is; It is to maximize distribution in order to increase the sales of the product by minimizing transportation, inventory and stocking costs. When the place element is considered online, this can be considered as the ease of moving from one website to another.

The place component is also related to another component of the marketing mix, promotions and partnerships, but the place component's framework is less clear. The purpose of the Place and Promotion components is to maximize product visibility and attract target audiences. In terms of digitalization and online sales, when we consider a compost seller, the seller will need third-party websites to promote and make their products visible in addition to their own website in order to reach their target consumer group. To be successful in selling, the retailer will need to increase their visibility on third-party websites visited by its target consumer audience. To this definition; mobile applications, search engines and sites where product comparisons can be made<sup>2</sup>.



If the place component of the marketing mix is considered in terms of compost, it will be important that the product is accessible to the targeted consumer group. Factors such as the location of the compost production facility and the distribution network are the most important parameters. At this point, marketing compost from a point that sells other agricultural products, may mean reaching the product at low costs for consumers<sup>4</sup>.

Also one of the most important points regarding the place component is the type of product being sold. While basic consumer goods are easily available in many stores, some product lines are available in specific stores. Another important issue in marketing mix studies is whether the product will be sold in a physical store or online on digital platforms<sup>3</sup>.

Some concepts related to the place component of the marketing mix are as follows;

**Location Variable:** It is a marketing mix component that involves distributing products according to consumer demands and minimizing their costs in transportation, inventory and storage processes.

**Localization:** It is the process of adapting information about the website for countries or regions in online sales.

**Virtual Organization:** It is the use of information and communication technology for different tasks so that virtual organizations can work without physical boundaries. In this type of organization, qualified service is provided by outsourcing production and other tasks to third party organizations.

**Virtualization:** The process of a business that includes more than just a virtual organization<sup>2</sup>.

## 1.4. Promotion

The promotional component of the marketing mix relates to how communication is used in marketing to inform consumers and other stakeholders about the company's products. In the promotion component, digital marketing methods are also critical for marketing communication policies. While the right communication brings success to businesses, digital technologies change the way and channels of communication of businesses. Modernized businesses are developing more complex approaches to communicating with their target consumer groups. The promotional element of a business's marketing mix is part of its communication strategy. These approaches include targeted markets, product positioning and integration of different types of communication tools. Internet technology, on the other hand, is a communication channel to assist the consumer in the decision phase of the purchasing process by providing information about the benefits of the product in question<sup>2</sup>.



If the promotional component is handled specifically for compost, the use of compost in order to sell a product will provide information to the consumer about raising awareness about the subject and breaking negative perceptions and attitudes<sup>4</sup>.

## 02 PACKAGING AND THE IMPORTANCE OF PACKAGING

Packaging can be defined as the packaging material around a consumer item that serves to contain, identify, protect, display, promote and otherwise make the Product marketable and keep it clean<sup>5</sup>. The packaging is the protector of the product inside. It protects the product from physical effects such as external impact, getting wet, being damaged and prevents the product from deteriorating. Packaging ensures that the product reaches the consumer in the most economical way and creates ease of storage. An important task is to provide the consumer with ease of choice and use with the information it carries. Weight, price, date of manufacture, expiry date, content of the product, name of the manufacturer, definition of use, etc. All information provides great convenience to the consumer and the seller.

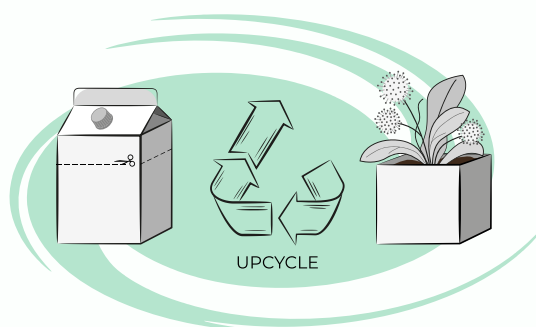
Packaging can inform the consumer of all the features of the product. It is almost like the language of the product. With the development of the modern age, factors such as the shrinkage of families and the increase in the number of people living alone have accelerated the production of portioned packaging. Packaged products are preferred because of the limited time people spend on eating, drinking and shopping in this intense working tempo, and ease of use and transportation. Therefore, the consumption of packaged products in developing countries is higher than in underdeveloped countries.

Although packaging has a great importance with its functions of protection, storage and information, it represents much more in recent years. Considering the criteria that affect the purchasing behavior of the consumer, packaging design is of great importance. The letters and symbols on the packaging, the colors used, the form of the packaging, the shapes and photographs used on the packaging affect the purchasing mechanism of the consumer. With the increase in consumption awareness, habits have changed and packaging design has become very important.



It is important for companies to draw attention to sustainability along with their marketing priorities in their packaging preferences. The use of reusable and recyclable environmentally friendly packaging will be able to appeal to the environment, sustainable development and environmentally conscious consumers. In this context, while designing new products in recent years, besides many design parameters, sustainability is also taken into consideration. Sustainable, environmentally friendly packaging affects customer preferences. The packaging industry is constantly improving itself in terms of food saving and waste reduction, taking into account the main tasks of packaging. Sustainable food packaging has many advantages such as using recyclable materials, reducing water use, reducing landfill waste, not causing air pollution, preventing greenhouse gas formation and not endangering human health<sup>6</sup>.

The negative environmental effects of packaging, which is an important part of the supply chain, should be taken into account and attention should be paid to the sustainability of the packaging used throughout the supply chain. With the decrease in the materials used for packaging, less energy is needed and this brings economy. Lightening of packaging materials should be accomplished with minimal use of materials without compromising the protection function. The use of thinner, less packaging material is an important strategy to avoid waste by reducing resource usage<sup>7</sup>.



## 2.1. Importance of Packaging

Marketing strategies to identify new needs in new markets it is formed in line with current market needs and new needs in the same market. While determining the marketing strategy, the changes in the market and the activities of the competitors are evaluated, packaging is also important in this process. Packaging of the compost helps the company make a difference in the competitive environment and gain competitive advantage. The business may either make changes to a product that has lost its profitability, or it may launch a completely different product. In both of these strategies, packaging plays a big role. The way to emphasize the innovation of products and to persuade consumers together with the integrated marketing communication elements, the necessary arrangements on the packaging are made.

The packaging of the compost products is as important as the 4 main elements of marketing (product, price, distribution and promotion). Packaging affects the position of the product in the market and the purchasing decisions of the consumer by directly advertising to the consumers. This is an important factor in the success of the product in the market. At the same time, packaging helps strengthen brand image and increase brand awareness.z



Packaging can be used to promote the product, showcase the logo and present information about the product. Thus, it can be both attractive and functional. This can be especially helpful for first-time customers. It carries out the communication function of marketing activities by transferring information about the product to the consumers and promoting the brand with the label on the packaging. New trends in marketing also increase the importance of being preferred as a marketing tool in product packaging<sup>8</sup>.

With the right packaging strategy, consumers can be interested in the colors, fonts and designs of the product and their product choices can be positively affected. This leads customers to recognize this brand more. It also makes it easy for consumers to repurchase without having to search a lot among similar product lines. Alternatively, consumers may recall their positive experience with the product through the packaging they see. In summary, packaging can make it easier to build brand awareness, brand loyalty, and maintain a loyal customer base.

While determining the strategies related to packaging, decisions are made in line with the marketing strategies and targets. When looking at marketing and packaging strategies specific to compost, the first question to consider is how to sell the compost. So unpackaged, bagged or both. Packaged compost is more expensive than unpackaged compost. Higher prices create higher transportation costs and larger markets. In short, packaging expands the potential market. However, for the same reason, large-scale commercial composters use packaged compost. Farm composters selling packaged produce must be able to compete with large producers. In addition, the packaging equipment cost and labor must cover the cost of storing the packaged product out of season.

Small volumes of packed compost can be offered to gardeners as a soil conditioner. In addition, compost buyers can visit the composting site and pack their compost in the amount they want, or the packaged products can be purchased from local shops. If the sales of packaged products are low, they can be packed by hand on the farm. Instead, it is possible to cooperate with a packaging company to pack the compost. Most on-farm composters find the heap market more convenient. Small producers compete as transportation costs limit the package market. The best market for this type of sale is gardeners are those who do local nurseries or landscaping<sup>9</sup>.



Packaged compost is more expensive than open bulk compost. With packaging, the number of compost customers can also be increased. It is not necessary to use special equipment for packaging in small volumes. Although laborious, compost can be packed using a shovel. Faster work can be achieved by using pack holders, pack binders or sealers. Counter valves, scales, pack closers and conveyors are used in high volume packaging operations. A wrapping machine may also be required, as most vendors pack the pack. An automated package line costs a total of about \$50,000. This does not include labor and product storage cost. In a plastic package, the moisture content of the packed compost should be at least 35%. Otherwise, the compost that decomposes in the airtight package may turn sour. In compost labeling, the manufacturer/person, characteristics of the compost, storage conditions, production code, date, intended use, instructions for use, and public health details should be stated on the package<sup>8</sup>.

Packaging can do much more than just carry an appropriate amount of compost. In addition to its core functions, packaging is an important opportunity for businesses: It helps to attract new customers with an eye-catching packaging, increase brand recognition with the addition of the business name and logo, increase product knowledge by including useful content about nutritional value, application methods.

# 03 COMPOST SUSTAINABILITY AND ECOLOGICAL PERSPECTIVE

Composting process and compost have numerous benefits for the environment, climate, soil, and the farmer. Farmers solve organic waste storage problems and contribute to the reduction of greenhouse gases with composting. When compost is applied to soil it builds up soil carbon and can sequester carbon dioxide from the atmosphere. Compost also contains various plant nutrients, so it can partially replace mineral fertilizers and save money as well as reduce the negative impact on climate. In general, compost is a valuable addition to a soil that helps to maintain its health and sustainability.

## 3.1. Composting Organic Waste Benefits Climate

Biowaste is made up of discarded plant and animal residues and includes garden/park and food waste. Usually, it makes up the largest part of municipal waste. In the EU alone each year between 120 and 140 million tons of biowaste is generated, but less than 40 % of them are being recycled<sup>10</sup>. Landfilling biowaste creates<sup>11</sup> as much as 400 kg of CO<sub>2-eq</sub> per ton as well as large flows of toxic leachate.

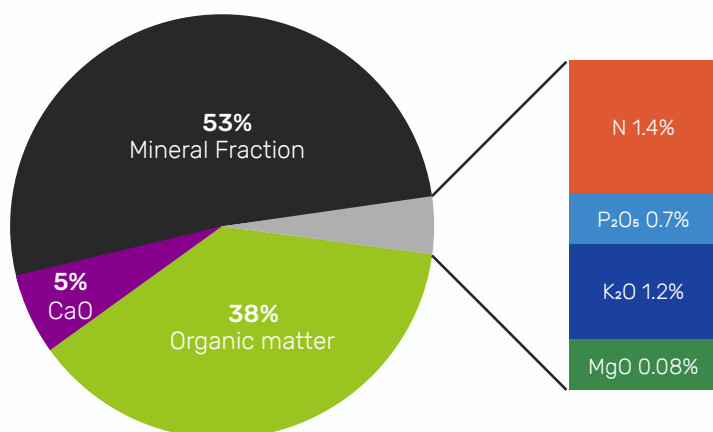
Another significant source of organic waste is biodegradable agricultural waste. They consist of crop residues, weeds, leaf litter, sawdust, forest waste, and livestock waste. If plant waste is not treated properly and left in the fields, they start rotting, creating odors, and attracting pests. Another environmental concern is the improper storage of manure. If done incorrectly, manure storage<sup>12</sup> can significantly contribute to greenhouse gas, ammonia, and nitric oxide. Improper application of manure to soil can cause<sup>13</sup> the production of ammonia and nitric oxide, and the creation of odors and groundwater pollution.

Composting organic waste reduce the negative impact of these wastes on climate as well as on air and water pollutions. The process of composting, depending on selected technology, directly produces<sup>14</sup> only about 57 kg of CO<sub>2-eq</sub> per ton of organic waste when using the open windrow technology.

## 3.2. Compost as soil amendment

Compost acts as a soil amendment due to its wide range of plant nutrients. Depending on feedstock types it can contain about 1 - 2 % nitrogen, 0.5-1 % phosphorus, and about 1 - 2 % potassium. It also contains other essential elements like calcium, magnesium, iron, zinc, and others. Compost can be an organic alternative to mineral fertilizer.

**Figure 1. Typical composition of compost (% of dry matter)**



One-ton of dry compost (Figure 1) can supply about 14 kg of nitrogen, 3 kg of phosphorus and 1 kg of potassium over a few years period. According to the worldwide mineral fertilizer prices (2022 December) these kinds of nutrients would be worth at least 30 USD. Since the level of moisture in compost varies about 40 - 60 % it could be calculated to 12-18 USD/ton of fresh mass compost.

Source: European Compost Network

Replacing a mineral fertilizer with compost can reduce GHG. Therefore, total compost (including direct emissions, carbon sequestration and mineral fertilizer replacement) lifecycle emissions<sup>14</sup> are about -690 kg of CO<sub>2-eq</sub> per ton.

## 3.3. Compost and carbon sequestration

Using organic matter amendments (such as compost) to the soil increases carbon storage within soils. Compost directly inputs carbon into the soil from itself, and an increase in carbon storage within soils also occurs indirectly from boosted plant production. Soil microbes are capable of effectively converting the organic matter present within compost into nutrients readily available for plants.

The boost in organic matter thus promotes the relationship between actively growing plants and the soil microbes that assist in building the topsoil. Because composted materials are already partially decomposed, the organic matter incorporated into the soil through compost application tends to be more resilient with a higher carbon ratio than an application of fresh plant litter or animal manures. Compost can thus serve as a slow-release natural fertilizer for plants and soils, enhancing the carbon sequestration process and plant production. With enhanced plant production occurring in soils, more liquid carbon leaks into the soil, leading to a boosted humification process and amount of carbon stored.

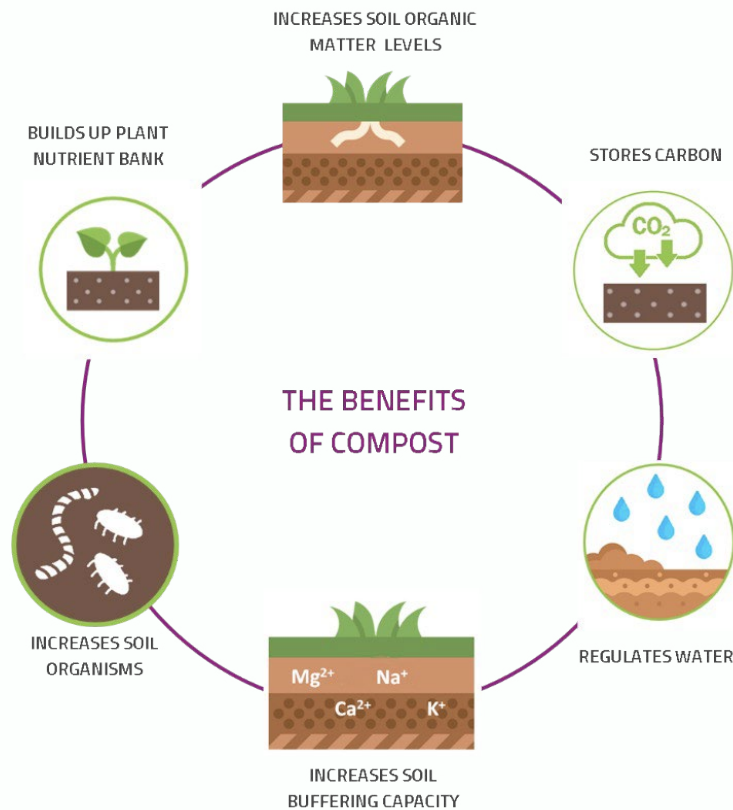
**Table 1. Calculated net changes in greenhouse gas emissions resulting from the application of selected organic materials<sup>15</sup>**

Organic material	Application rate	Net CO <sub>2-eq</sub> change due to increase in soil organic carbon	Net CO <sub>2-eq</sub> change due to nitrogen savings (savings from manufacture & changes in N <sub>2</sub> O)	Total net CO <sub>2-eq</sub> saving	Net CO <sub>2-eq</sub> saving / ton or m <sup>3</sup> (fresh mass) due to increase in soil organic carbon	Total net CO <sub>2-eq</sub> saving / ton or m <sup>3</sup> (fresh mass)
	Tons or m <sup>3</sup> (fresh mass) / hectare	CO <sub>2-eq</sub> (kg ha <sup>-1</sup> yr <sup>-1</sup> )				
Cattle Manure	42	2310	290	2600	55	62
Dairy slurry	83	1100	120	1220	13	15
Green Compost	36	5130	110	5240	143	146

The data in Table 1 suggest that: 1 ton (fresh mass) of green waste derived-compost applied to soil over one hectare (10,000 square meters) results in a net CO<sub>2-eq</sub> reduction of 143 kg/ha/year due to the increase in soil organic matter alone.

## 3.4. Other compost benefits

Figure 2. The benefits of compost



Besides the previously mentioned compost benefits on soil organic matter levels, carbon sequestration and nutrients, compost also has impact on<sup>16</sup>

- Water holding capacity – Compost increase soil water storage and reduce the need for irrigation.
- Soil biology – Compost increases the number and diversity of invertebrates and micro-organisms in the soil. This can help plants to resist disease.
- Soil structure – Compost increases soil aggregate stability, and soil porosity, reduces soil bulk density and, thereby reduces compactions.
- Cation exchange capacity – Compost increases the cation exchange capacity and the buffering capacity of the soil, and increases soil productivity.

# 04 MARKETING COMMUNICATION TRAINING

The management process that an organization establishes with different customer groups is called marketing communication. The basis of marketing communication, which is called the marketing communication mix, can sometimes be called the promotion mix. A set of tools used to communicate with the target audience in varying degrees of intensity and combinations make up the marketing communications mix. The success of a compost production company is related to meeting the needs of its customers as well as providing quality products and services to its customers. In order to achieve these, it is absolutely necessary to develop a marketing strategy. Marketing has become an important factor that directly affects the entire existence of the company. Companies should always keep communication with their customers alive and apply for the promotion.

## 4.1. The Communication and Awareness of Customers

There are some factors to consider before marketing compost products. These;

- Understanding customers' expectations from compost
- Ensuring the sustainable quality of compost to the extent that it meets the customer's expectations
- Presenting the product in a way that can highlight its value while preparing it
- Presenting the compost product in a way that can create a positive image
- Creating a compost brand
- To provide customer service and to ensure timely delivery of the product
- To determine the pricing of the product correctly

Compost has some basic different properties compared to other products. When developing compost-related marketing strategies, a compost-specific marketing strategy should be determined. First of all, it should be known that compost production is continuous and it should be considered that it is not determined according to the expectations of the market or the customer.

It is difficult to consistently determine the final composition and properties of the compost, due to the limitations of the initial quality of the biowastes that make up the compost and the preservation of the product composition over time.

In addition, storage of compost in unsuitable conditions; Changes will occur in the structure of the compost due to the fact that compost formation is constantly occurring and organic matter production continues, albeit to a small extent.

The main differences among compost types are based on the content of the compost. Different types of compost can be used for different applications. Every customer has different needs. According to these needs, the production method of compost will be determined.

### Determining Market Need

There are some key questions to ask in understanding customers' needs. By asking these questions, we can determine the customer's real need.

- ✱ How do you plan to use the compost ?
- ✱ What are the specific goals you want to achieve with your project ?
- ✱ Do you know your alternative products ?
- ✱ What are the conditions of transportation and delivery of the product ?
- ✱ At what stage is compost needed ?

In addition, economic savings from substituting inputs in compost production should be identified, measured, and disclosed. These savings may also be due to the organic materials found in the region. Sometimes, customers may want stable and certain quality products. These situations usually occur with compost types used for greenhouse cultures and nurseries. This type of compost must be of higher quality and may require a higher price.

### Compost product presentation: Bag or Bulk ?

The main difference between whether the compost is presented as packaging or as a bulk depends on the type of compost. If the compost is to be sold in places such as the Marketplace, it should be packaged. Such products are mostly purchased when there is a small need for compost, such as for homes and gardens. These types of products have additional costs such as screening, bagging, packaging, and packaging. All these costs increase the selling price of compost in the market.



Selling the compost in bulk allows it to be sold at lower prices as it requires lower production costs. Especially farmers and professional gardeners are interested in this type of compost. This compost can be used extensively in places such as large public gardens, sports fields, and wetlands.



## Demand and Production of Compost

The quality of the compost when it is first produced by a business is very important. If customers who demand compost are sure of the quality of the compost they buy and they like it, they will always want to buy compost of this quality. However, since compost production will vary depending on the source of the compost, it can be difficult to produce products of this quality all the time. At the same time, if the product cannot be produced with the quality that the customer expects in the first production, this creates a negative opinion of the customer and they may not show much demand for the quality compost produced later, as they will always think that similar products are produced. So, sustainability should be ensured in compost production at intervals requested by the customers. Efforts should be made to determine the resources we use and the working conditions well and to produce compost with a certain range of quality.

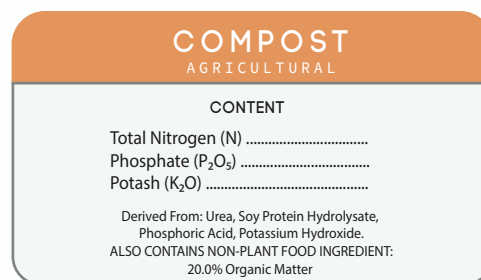
It is always necessary to offer the customer a guarantee of the constant quality of the product.

## Package Information and Labeling of Compost Products

Customers who buy compost products want to know about the features of the products and they usually request this information. These parameters are:

- Potassium, nitrogen and phosphorus contents
- pH
- Application rates for soils
- Salts and Conductivity (Factors that will limit product use)
- Application methods

- Necessary equipment for the application
- Pathogen contents
- Heavy metal contents
- Weed seeds
- Origin of biological wastes used in compost production



The efficiency of compost can be studied in local farms through cooperation with places such as universities and research centers related to the product. In this context, the content of composts can be developed and products of the quality desired by the customers can be obtained.

Labeling, which is one of the most important elements in marketing strategies, should also be considered in compost marketing. In many countries, there are legal regulations regarding the content of compost on the label and what the minimum values should be for these ingredients.

Some products are intended to be used for agricultural purposes and professional horticulture. In this context, they may request additional information about the compost content. This information can generally be what the nitrogen release is, the main forms of organic substances and specific usage doses for different applications. For information that is not included in the label, providing additional information on the product web page will be a good way to market the product both nationally and locally.



### Compost Market Creation

Creating a market for compost is critical. In this context, it is useful to know some information before compost marketing such as; what kind of farms are around us and which kind of compost is needed, what products they use as soil conditioners and fertilizers, and how much they cost.

Creating a marketing plan, identifying needs, and determining real goals will be possible with the acquisition of this information and the effort made to obtain this information. Estimated foresight works within two or three years begin to yield results, a customer database is created and it is possible to compare the results with competitors.

It is possible to present compost in different forms. Offering the compost in pellets or granules helps customers more easily apply this compost on their plots. It is clearly seen that compost has a good future in the agricultural sector. It is a valuable food source with organic value for agricultural products.

Sometimes the nutritional value can be increased by adding some mineral elements to improve the commercial value and commercial possibilities of compost. This provides new market opportunities as it will meet the expectations of the customers.

### Customer Service

After-sales support is important in compost marketing. Relations with the customer should not be interrupted after the sale. The after-sales customer must be informed about the use of compost, application rates, and timing, application equipment etc. Answering customers' questions helps to establish good relations with the customer and ensures the correct use of the product. Feedback from customers after the use of the product will contribute to the development of the product.

### Education

Trainings about the compost production and use are not only important for our current customers but also for the potential customers. Therefore all aspects related to compost production and its benefits must be explained. This type of trainings can be done through associations or cooperatives in villages, as well as through social media channels and local news channels.



These trainings can be a good reputation indicator for the facility and can also help the dissemination about the use of compost and gain new customers.

## 4.2. Marketing Communication Methods

There are many ways to communicate for customers in each segment in the marketing of compost, and the budgets of these channels can vary depending on the purpose.

## Direct Contact

In this communication method, the seller and the customer come face to face directly. In this process, the seller can understand the customer's expectations in detail. It is a very time-consuming, costly communication method that requires additional personnel employment. But your customer helps you win and retain. Direct communication can be by phone or email, or it can be in the form of direct door-to-door sales.

## Education

Face-to-face training could be given to potential customer groups and the promotion of compost products. It is a time-intensive practice, but a powerful form of practice. The compost application training to be given to the farmers enables the farmers to better understand the benefits of compost and it may be easier to persuade them to become customers.

## Word of Mouth

The most effective method that can be used in the marketing of the compost product is the word-of-mouth method. It is provided by the direct transfer of information about the product from one person to another. However, if your product is not of sufficient quality and does not deliver what is expected, this method of transfer may damage the reputation of your product. If the product is not reliable, the application of this method must be restricted.

## Advertising

Advertising is one of the most effective methods to reach the customers quickly. Less time is spent promoting compost products but needs to be managed professionally. It is a costly operation. In addition, the company's own vehicles, around the company's office or with packaging can also support the advertising. What to advertise:also support the advertising. What to advertise:

- ✱ Compost product information
  - Certifications
  - Test Results
  - Ingredients
- ✱ Technical Informations
  - Applications
  - Using Methods
- ✱ Customer References
- ✱ Specifications

There are some advertising instruments that can be used in advertising, such as:

- Website
- Social Media
- Media Channels ( Tv, Radio etc.)
- Markets
- Printed Material
- Local shoppers
- Demos at gardens
- Conferences and Meetings
- Conventional Advertising



## Exhibitions

Compost products can be displayed, promoted and promoted at trade fairs and public places.

## Packaging

Packaging studies on the product can make the product attractive. In this case, it provides you convenience in marketing your product. Packaging is an important form of communication. Logo, product information and promotion can be placed on the packaging at the same time. By making the packaging of the compost product attractive, you can introduce it to customers who uses it for the first time.

## Promotions

In sales promotions, special offers for the sale of compost products and in some cases free sales opportunities are provided. Compost products are distributed free of charge to the farmers, allowing them to test and experience compost products. During this experimentation process, training can be given to farmers on how to use them. The issue to be considered here is that compost is financially valuable. Therefore, compost products should be distributed free of charge to the farmer for once.

## Product Identity

Another way to communicate with the customer is to use your logo, image or slogan. If the product is introduced properly at the time of product promotion, people will recognize the product from its logo, slogan or image. Customers who cooperates in compost production trusts you.

## Publicity&Sponsorship

Publicity is always very important in marketing communication. It is necessary to introduce the product clearly and unequivocally with all materials that may be related to compost. At times, it may be necessary to sponsor places such as parks, sports fields and common resting areas, which are used extensively by the public, to create recognition in the eyes of the public.

## 4.3. Main Points For Using Marketing Communication Methods

When implementing a promotion strategy, it may be necessary to apply few or all the above methods. The composition of this strategy directly depends on the message we are trying to convey and our budget. The most important element is that communication methods can deliver clear and sustainable messages. It is always necessary to stay away from contradictory information that will confuse customers. The customer prefers clear and unambiguous information and trust.

### Key questions

- Who can influence the composting market? (Gardeners, large agricultural enterprises, farmers, unions etc.)
- Could you reach to them with an informational and promotional message?
- Which media channels do they follow?
- Which social media channels do they have and are they active on these social media channels?
- Which newspapers and magazines do they follow?
- Are there different any ways of promotion? What is their budget?



## Identifying the target group

It is important to clearly identify the target audience to ensure that promotional messages reach the right people. It is necessary to deliver your messages to the decision makers authorized to purchase your compost products. Doing promotional and promotional work directly to farm workers may not yield results, but getting it to farm managers and buyers can be a faster and more effective way to market a compost product.

Target groups may have a different approaches. Some people may not be too concerned with the parts written on the compost packaging and may decide according to what they see in practice. On the other hand, some customers may be inclined to check the contents written on the packaging and buy according to the legal procedure and benefits. So, it is necessary to know the each target groups well.

## Arguments and expectations

Establish high but realistic expectations in customers for the compost product. Praise the product to customers and give good publicity. Be balanced when making this presentation and make them feel that they shouldn't have miraculous expectations about the compost product. When the customer loses trust, he may not come back again. It is essential that claims are supported by evidence and are true.

- If you claim that the origin of the compost comes from uncontaminated organic waste, can you prove that you provided it ?
- If you state that you are offering a high quality and sustainable product, do you have adequate quality control processes ?
- If you say that the compost product contains beneficial nutrients that help the growth of plants, have you done the necessary tests for it ? Do you have these results?

# 05 ESTABLISHMENT LOCATION

## 5.1. Access to Raw Materials: The Importance of a Strategic Location for Compost Production

Access to raw materials is a crucial aspect of compost production. The availability and quality of raw materials can greatly impact the efficiency and cost-effectiveness of the composting process. A strategic location for compost production can help ensure a steady supply of high-quality raw materials, making the production process more efficient and sustainable.

One of the most important factors to consider when selecting a location for compost production is the availability of organic waste materials. These materials, such as food scraps, yard waste, and agricultural waste, are necessary for the composting process. A location that is near sources of organic waste, such as farms, grocery stores, and residential areas, can help ensure a steady supply of raw materials. Additionally, a location that is near transportation infrastructure, such as highways or rail lines, can make it easier to transport raw materials to the composting facility. Another factor to consider when selecting a location for compost production is the availability of land. Composting facilities require a significant amount of space for the storage and processing of raw materials. A location that has ample land available for the facility can help keep costs low and ensure that the facility has the space it needs to operate efficiently.





Climate also plays a role in the selection of a location for compost production. Composting is a biological process that relies on microorganisms to break down organic materials. These microorganisms thrive in warm, moist environments. A location that has a moderate climate can help ensure that the composting process occurs efficiently. Additionally, a location that is prone to extreme weather conditions, such as heavy rain or prolonged drought, can make the composting process more difficult and costly. The proximity to end-users of the compost is also an important consideration. A location that is near farmers or landscapers can make it easier to distribute the finished compost, reducing transportation costs and making the product more accessible to those who need it.

## 5.2. Proximity to End Users: Maximizing Efficiency and Reducing Costs with a Well-Placed Compost Facility

Proximity to end users is a key consideration when it comes to maximizing efficiency and reducing costs in a compost facility. By placing a compost facility close to the population it serves, it is possible to reduce transportation costs and increase the amount of organic waste that can be processed. When organic waste is transported long distances, it can become expensive and logistically difficult. For example, a compost facility located in a rural area will likely have to pay more to transport waste from urban areas than a facility located in an urban area. Additionally, the longer the distance that waste has to travel, the more likely it is that it will be exposed to the elements, which can degrade the quality of the compost.

In addition to reducing transportation costs, proximity to end users can also increase the amount of organic waste that can be processed. When a compost facility is located in a densely populated area, it is more likely to have access to large amounts of organic waste, such as food waste from restaurants and supermarkets. This means that the facility will be able to process more waste and produce more compost, which can then be used by farmers and gardeners in the area. Another benefit of proximity to end users is that it can make it easier for the compost facility to find customers for its finished product. When a compost facility is located in an area with a high population density, it will likely have access to a large number of potential customers, such as farmers and gardeners. This can help to increase the demand for the compost, which can in turn help to reduce costs by increasing the amount of compost that can be sold.

Proximity to end users can also help to reduce the environmental impact of a compost facility. When a facility is located close to the population it serves, it is more likely to use renewable energy sources, such as solar or wind power, which can help to reduce greenhouse gas emissions.

Additionally, when a facility is located in an urban area, it is more likely to be able to use greywater, which is water that has been used in households and buildings, to water the compost piles. This can help to conserve water and reduce the amount of fresh water that is used in the composting process.

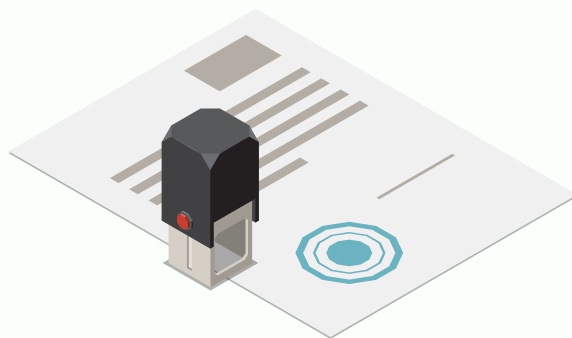


Proximity to end users can also help to reduce the environmental impact of a compost facility. When a facility is located close to the population it serves, it is more likely to use renewable energy sources, such as solar or wind power, which can help to reduce greenhouse gas emissions. Additionally, when a facility is located in an urban area, it is more likely to be able to use greywater, which is water that has been used in households and buildings, to water the compost piles. This can help to conserve water and reduce the amount of fresh water that is used in the composting process.

### 5.3. Compliance with Regulations: Choosing a Location that Meets Environmental and Zoning Requirements

When starting a new business, it's important to consider the location of your facility. Not only do you want to choose a location that's convenient for your customers and employees, but you also need to ensure that the location meets all relevant environmental and zoning regulations. Compliance with these regulations can be a complex and time-consuming process, but it's essential for the long-term success of your business. Compliance with regulations is also a critical aspect of starting a composting operation. One of the most important factors to consider is the location of the composting facility, as it must meet both environmental and zoning requirements.

When choosing a location, it is essential to research the local and state regulations for composting operations. These regulations can vary greatly depending on the area, and it is essential to ensure that the proposed location meets all requirements. Some of the key regulations to consider include those related to zoning, air quality, water quality, and waste management.



Zoning regulations dictate where a composting facility can be located and what type of operations are allowed in a specific area. For example, some municipalities may only allow composting operations in industrial or agricultural zones, while others may have more restrictive regulations. It is important to research the zoning regulations in the area where the composting facility will be located and to ensure that the proposed location complies with these regulations.

Air quality regulations are also critical to consider when choosing a location for a composting facility. Composting operations can emit odors and particulate matter, which can negatively impact air quality. Local and state regulations may set limits on emissions from composting facilities, and it is essential to ensure that the proposed location will be able to comply with these regulations.

Water quality regulations are also important to consider when choosing a location for a composting facility. Composting operations can potentially contaminate nearby water sources if not properly managed. Local and state regulations may set limits on the amount of nutrients and other pollutants that can be discharged from a composting facility, and it is essential to ensure that the proposed location will be able to comply with these regulations.

Waste management regulations are another important factor when choosing a location for a composting facility. These regulations dictate how the composting facility must handle and dispose of its waste. It is important to ensure that the proposed location will be able to comply with these regulations, as non-compliance can result in significant fines and penalties.

## 5.4. Transportation and Logistics: The Role of Location in Getting Compost to Market

Transportation and logistics play a crucial role in getting compost to market. The location of the composting facility, as well as the location of the end markets, can have a significant impact on the cost and efficiency of transportation and logistics.



When choosing a location for a composting facility, it is essential to consider the proximity to potential end markets for the compost. These markets can include agricultural operations, landscaping companies, and gardening centers, among others. By locating the composting facility near these markets, the cost of transportation and logistics can be minimized. This can be achieved by reducing the distance that the compost needs to be transported and by being able to take advantage of existing transportation infrastructure. Another important factor to consider is the type of transportation that will be used to transport the compost to the market. For example, if the compost is transported by truck, it is important to ensure that the composting facility is located near major highways or other transportation routes. This can help to reduce the cost of transportation and logistics by making it easier and more efficient to transport the compost to market. In addition, it is also important to consider the type of composting operation and the type of compost that will be produced. Some composting operations may require specialized equipment or transportation methods, such as refrigerated trucks, to transport the compost. It's important to consider these requirements when choosing a location for the composting facility. Furthermore, the mode of transportation also plays a big role in logistics. Using rail transport or shipping containers can be more cost-effective for long-distance transportation. However, these options may not be feasible for all locations, and it is important to weigh the costs and benefits of different transportation methods.

## 5.5. Community Support: Building Positive Relationships with Local Residents and Stakeholders

Community support is an essential factor in the success of a composting operation, as it can greatly impact the ability to get compost to market. Building positive relationships with local residents and stakeholders can help to ensure that the composting operation is well-received and accepted by the community, and can also provide valuable support for the operation.

When choosing a location for a composting facility, it is important to consider the community's attitude towards composting. Some communities may be more open to composting operations than others, and it is essential to ensure that the proposed location is in an area where the community is supportive of composting. One way to gauge community support is to conduct a survey or community meeting to gather input and feedback on the proposed composting operation.

It is also important to engage with local residents and stakeholders to ensure that their concerns are heard and addressed. This can be done through regular community meetings, open houses, or other forms of outreach. By engaging with the community, the composting operation can address concerns and provide information on the benefits of composting, such as reducing the amount of waste sent to landfills and providing a valuable resource for local farmers and gardeners.

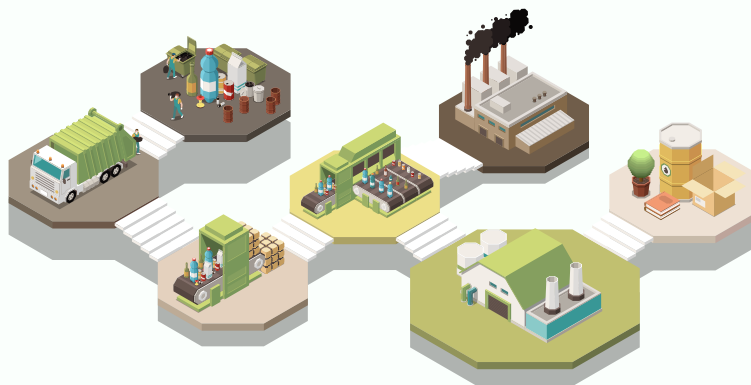
Another way to build positive relationships with local residents and stakeholders is to involve them in the composting operation. This can be done by offering volunteer opportunities, such as helping to maintain the composting facility or working on community composting projects. By involving the community in the operation, the composting facility can create a sense of ownership and investment in the operation, which can help to build support for the composting operation. Moreover, it's important to be transparent with the community about the composting process, any potential risks and the measures taken to mitigate them. The composting operation should be in compliance with all the regulations and guidelines, and should also be open to an inspection by the local authorities.

## 5.6. Scalability and Room for Growth: Planning for the Future with a Suitable Compost Production Site

When starting a composting operation, it is important to consider scalability and room for growth. A suitable compost production site must be able to accommodate the current and future needs of the operation, and must be able to adapt to changes and growth.

When choosing a location for a composting facility, it is important to consider the size of the site. The site should be large enough to accommodate the current and future needs of the operation. This includes not only the area needed for the composting process itself, but also areas for storage, equipment, and vehicles. It's also important to consider the potential for expansion, as the operation may need to expand in the future to accommodate growth.

Another factor to consider when choosing a location for a composting facility is the zoning regulations. It is important to ensure that the proposed location is in compliance with all local and state regulations and that the zoning allows for the type of operation proposed. It's also important to consider the future potential for changes in the zoning regulations and if the area may be rezoned in the future.



Access to infrastructure such as power, water, and transportation is also important to consider when choosing a location for a composting facility. It is important to ensure that the site has access to the necessary infrastructure to support the operation, and also to consider if there is room for expansion in the future. In addition, it is also important to consider the type of composting operation and the type of compost that will be produced. Some composting operations may require specialized equipment or processes, which may need to be accommodated in the design of the facility. It's important to consider the scalability of the technology used in the operation and if it can be adapted to accommodate future growth. Finally, a suitable compost production site should also be able to adapt to changes in the market and demand for compost. This means that the operation should be able to adjust production to meet changes in demand and should be able to accommodate new markets as they develop.

# 06 DIGITAL MARKETING TECHNIQUES TRAINING

## 6.1. Search Engine Optimization: Boosting Visibility and Driving Traffic to Your Compost Website

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in a search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.

One way to boost visibility and drive traffic to your compost website is by optimizing your website's content. This includes using relevant keywords throughout your website's pages, such as in the page titles, meta descriptions, and header tags. It's also important to have quality, informative content that provides value to your website's visitors. This will not only help with your website's visibility in search results, but it will also keep visitors engaged and coming back to your website.



Another important aspect of SEO is building backlinks to your website. Backlinks are links from other websites that point to your website. The more high-quality, relevant websites that link to your website, the higher your website will rank in search results. This can be done by reaching out to other websites and asking them to link to your website, or by creating valuable content that other websites will want to link to. Additionally, you can boost visibility and drive traffic to your compost website by optimizing your website's technical aspects.

This includes making sure your website is mobile-friendly, has a fast load time, and is easy to navigate. Search engines also give preference to websites that are secured with HTTPS. You should regularly analyze your website's performance and make adjustments as needed to stay on top of your SEO efforts. Use tools like Google Analytics to track your website's traffic, bounce rate, and other metrics, and make adjustments based on the data. Keep a close eye on your search engine rankings and monitor your website's backlink profile.

## 6.2. Social Media Marketing: Building a Community and Engaging with Customers on Social Media Platforms

Social media marketing is the process of promoting a product, service, or brand through social media platforms like Facebook, Instagram, and Twitter. It is a cost-effective way to reach a large audience and build a community of loyal customers for your compost business.

To start, it's important to identify which social media platforms are most relevant to your target audience. For example, if your target audience is primarily visual, platforms like Instagram and Pinterest may be more effective than Twitter. Once you have identified the appropriate platforms, you should create a strong, consistent brand presence on each one. This includes creating an engaging, visually appealing profile, and regularly posting valuable and relevant content that aligns with your business's mission and values.

One effective strategy for social media marketing is to create and share educational content that educates your audience on the importance of composting and how to properly compost. This can include blog posts, infographics, videos, and interactive content. Additionally, you can share customer testimonials, behind-the-scenes content, and promotions to engage with your audience and build a community of loyal customers. Another strategy is to use paid advertising on social media platforms. Platforms like Facebook and Instagram offer a range of advertising options, from sponsored posts to video ads. These options allow you to target specific demographics, interests, and behaviors, which can help you reach the right audience at the right time.





It's also important to engage with your audience on social media. Respond to comments and messages, and actively seek out conversations and opportunities to connect with potential customers. By building a community and engaging with customers on social media, you can build trust and credibility with your audience, which can lead to increased sales and customer loyalty. Lastly, the social media landscape is constantly changing, so it's important to stay up-to-date with the latest trends and best practices in social media marketing, and to monitor and adjust your strategies as needed. This can include testing different types of content, experimenting with new features and tools, and regularly analyzing your performance metrics to see what's working and what isn't.

## 6.3. Content Marketing: Creating Valuable and Informative Content to Attract and Educate Prospective Customers

Content marketing is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and educate a clearly defined audience with the goal of driving profitable customer action. It is an essential aspect of any digital marketing strategy and can be used to generate leads, increase brand awareness, and ultimately drive sales for your compost business.

To start, it's important to identify your target audience and understand their needs, pain points, and interests. Once you have a clear understanding of your target audience, you can create content that addresses their needs, educates them on the benefits of composting, and ultimately positions your compost business as a trusted authority in the industry.

One effective content marketing strategy is to create a blog and regularly publish informative and educational articles on topics related to composting, such as how to start a compost pile, how to use compost in gardening, and the benefits of composting for the environment. Additionally, you can create infographics, videos, and other visual content to make the information more engaging and easy to understand. Another step is to create and distribute e-books, whitepapers, and other long-form content that provides in-depth information on a specific topic. These types of content can be used to generate leads and establish your business as a thought leader in the industry.

You can also use content marketing to create and distribute case studies and customer testimonials that demonstrate the effectiveness of your compost products or services. These types of content can be used to build trust and credibility with your target audience and increase conversions.

It's also important to distribute your content across various channels and platforms to reach the widest possible audience. This can include your website, social media channels, email marketing campaigns, and online forums and communities related to composting. One important point to add is that it is important to measure and track the performance of your content marketing efforts, to understand how well it is performing and to make adjustments as needed. Tools like Google Analytics can be used to track website traffic, bounce rate, conversion rate, and other metrics. Additionally, you can use social media analytics to track engagement and reach on your social media channels. With this data, you can optimize your content marketing strategy and improve its effectiveness over time.

## 6.4. Email Marketing: Keeping in Touch with Customers and Boosting Repeat Business

Email marketing is a powerful tool for keeping in touch with customers and boosting repeat business for your compost business. It involves using email to promote products or services, build relationships, and drive customer loyalty.

To start, it's important to build a strong email list of opt-in subscribers who have agreed to receive your marketing emails. This can be done by offering a sign-up incentive, such as a discount code or a free e-book, or by including a sign-up form on your website or social media channels. Once you have built a strong email list, you can use it to create targeted, personalized email campaigns that speak directly to the needs and interests of your subscribers. This can include sending out newsletters, promotional emails, and automated email sequences that nurture leads and turn them into customers.



One effective strategy for email marketing is to segment your email list into different groups, based on factors such as purchase history, interests, and demographics. This allows you to create targeted campaigns that are more likely to resonate with each specific group and increase engagement and conversions. Additionally, you can use email marketing to create a sense of exclusivity and urgency. For example, you can send out exclusive discounts and promotions to your email subscribers, or send out a limited-time offer to a segment of your email list. This can help increase conversions and boost repeat business. Another effective strategy is to use email marketing to nurture relationships with your customers. This can include sending out helpful tips and advice, sharing customer success stories, and sending out personalized birthday or anniversary greetings. By building relationships with your customers through email, you can increase customer loyalty and boost repeat business. It is important to comply with email marketing laws, such as CAN-SPAM in the US and GDPR in the EU. These laws outline requirements for sending commercial emails, including obtaining consent, providing a way to unsubscribe and including a valid physical mailing address. Failure to comply with these laws can result in penalties.

## 6.5. Influencer Marketing: Leveraging the Power of Opinion Leaders to Promote Your Compost Brand

Influencer marketing is a strategy that leverages the power of opinion leaders, also known as influencers, to promote your compost brand. An influencer is a person who has a sizable following on social media and is seen as an authority or expert in a particular niche or industry. By partnering with influencers, you can tap into their existing audience and reach new potential customers for your compost business. To start, it's important to identify the right influencers for your brand. This includes finding influencers that align with your brand's values, mission, and target audience. You can also look for influencers who have a significant following in your target market and are active in the composting or gardening niche.

Once you have identified the right influencers, you can partner with them to create sponsored content, such as sponsored posts, videos, or Instagram stories. These types of content allow you to promote your compost products or services to a new audience, while also providing valuable content to the influencer's followers. Another important strategy is to host giveaways or contests in partnership with influencers. This can increase engagement and attract new followers to your brand.

Influencer marketing can also be used to create user-generated content (UGC) for your brand. This can include influencers creating content using your products or sharing their own experiences with your compost products or services. UGC can be highly effective in building trust and credibility with potential customers, as it comes from a trusted source rather than the brand itself.

Influencer marketing can be used to drive traffic to your website or social media pages. This can be done by including links to your website or social media pages in the influencer's bio or in the sponsored content. It is important to work with influencers who are a good fit for your brand and are transparent about their partnership with your brand.

## 6.6. Pay-Per-Click Advertising: Reaching a Wide Audience and Driving Immediate Sales through Platforms

Pay-per-click (PPC) advertising is a powerful tool for businesses that sell compost, as it allows them to reach a wide audience and drive immediate sales through platforms like Google AdWords and Bing Ads.

One of the key benefits of PPC advertising for compost businesses is the ability to target specific keywords and demographics. For example, a compost business can target keywords like "compost", "organic fertilizer", and "soil amendment" to reach people who are actively searching for those products. Additionally, businesses can use PPC advertising to target specific demographics, such as age, gender, location, and interests, to reach their ideal customer. For example, a compost business can target people who are interested in gardening, organic farming or sustainable living, which are likely to be interested in their products.



PPC advertising is also an effective way to drive immediate sales for compost businesses, as it allows them to place ads in front of consumers at the exact moment they are searching for a product or service. When a consumer clicks on an ad, they are taken directly to the business's website, where they can make a purchase or learn more about the product or service. Additionally, businesses can use retargeting to show ads to people who have previously visited their website, which can increase the chances of them making a purchase.

To maximize the effectiveness of PPC advertising for compost businesses, it's important to monitor and optimize the campaigns. For example, businesses need to track the performance of their ads, adjust their bids and targeting, and test different ad formats and messaging to improve their return on investment (ROI). Additionally, businesses should consider using different ad formats, such as shopping ads and video ads, to stand out and capture the attention of potential customers.

## **6.7. Remarketing: Targeting previous website visitors with special promotions and deals to encourage conversions**

Remarketing is a powerful form of digital marketing that allows businesses to target previous website visitors with special promotions and deals in order to encourage conversions. It is a way to re-engage with people who have previously shown an interest in a business's products or services by visiting their website.

Remarketing is typically accomplished through the use of cookies and pixels. Cookies are small text files that are placed on a user's device when they visit a website. Pixels are small images that are placed on a website and also work in a similar way as cookies. These technologies allow businesses to track the actions of previous website visitors and display targeted ads to them as they browse the web.

There are several different types of remarketing campaigns that businesses can run. One of the most common is display remarketing, which allows businesses to display ads to previous website visitors as they browse other websites that are part of the Google Display Network or other advertising networks. Another type of remarketing is search remarketing, which allows businesses to display ads to previous website visitors as they perform searches on Google, Bing etc.. Additionally, businesses can use email remarketing, which allows businesses to send targeted emails to previous website visitors.

The main goal of remarketing is to re-engage with people who have shown an interest in a business's products or services and encourage them to make a purchase or take some other desired action. By targeting previous website visitors with special promotions and deals, businesses can increase the chances of conversions and generate more revenue.

To maximize the effectiveness of remarketing campaigns, businesses need to track the performance of their ads and adjust their targeting, messaging, and promotions accordingly. Additionally, it's important to make sure that the remarketing list is segmented according to the behavior of the website visitors such as the pages they've visited, the time they've spent on the website, the actions they've taken and so on.

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