



## **Cré Themed Meeting Friday 23<sup>rd</sup> of May 2008 Heritage Hotel, Portlaoise**

### **"Markets for Compost"**

Cré is hosting a themed meeting on 'Markets for Compost' on Friday 23<sup>rd</sup> of May. The meeting will be held in "The Heritage Hotel in Portlaoise town", not the hotel where the conference is held on 22<sup>nd</sup>. The meeting will start at 9am and will finish at 15.30pm. This meeting is free for members. Members can send two staff. Non members are not welcome. The workshop will be delivered by Ron Alexander of R. Alexander Associates, Inc. Mr. Alexander is a horticulturalist with almost 25 years of experience working with compost. The workshop will focus on marketing and uses of compost. There will also be a presentation which will review why composting facilities have failed and outlines the issues which the Irish composting industry should avoid. This meeting is different to the training course delivering on marketing last March.

#### **Why Compost Marketing Programs Fail**

The basic reasons why compost marketing programs fail (and how to avoid this from happening).

#### **Why Composting Facilities Fail**

Examines why high technology options for composting have failed in the USA. It will provide case studies, a list of common mistakes, and planning/implementation suggestions to avoid such failures.

#### **Important Compost Characteristics and Benefits**

Discussion of the many technical benefits of compost and analytical test methods to monitor its quality.

#### **Making the Pie Bigger – Strategies to Expand Markets**

Outlines a variety of methods in which governments can encourage the expanded use of compost.

#### **Compost as a Tool, Green Compost as a Tool for Golf Course Construction & Maintenance**

Outlines the benefits and major uses for compost on golf courses and sports pitches.

#### **Opportunities in Reclaiming Land with Compost**

The major uses for which compost has been used to reclaim land. Everything from brown field redevelopment, regeneration, bioremediation, to wetlands creations will be discussed.

#### **Using Compost in Erosion/Sediment Control, and Other Urban Water Management Situations.**

Outlines the benefits and uses of compost in managing water. It will also review related research and case studies.

#### **Using Compost in Landscaping and Turf Applications**

Outlines the basic applications for compost in the landscape and turf management trades.

**To attend, please send an email to Percy Foster (Email:percy@cre.ie) or phone 086-8129260.**

**Remember, this Event is FREE to Cré members**