



8th Annual Conference & Exhibition
2008, Now or Never - Maximising Diversion

Thursday 22nd May 2008
The ★ Heritage Golf & Spa Resort, Killenard, Co. Laois, Ireland

Main Sponsors



Featuring

Duncan Stewart, TV presenter, eco- architect and environmentalist

Wesley Chesbro, Board Member of the California Integrated Waste Management Board



- ▶ **Trade Exhibition**
- ▶ **Trade Theatre with Presentations from Exhibitors**
- ▶ **Compost Products Showcase**
- ▶ **Awards Luncheon of 2008 - Compost Industry Awards & Certificates in Compost Facility Operation**
- ▶ **Consultant's Corner**
- ▶ **Machinery Display of Brown Bin Collection Vehicles**

Green ministers are controlling the environmental agenda for the first time. What influence will the Green agenda have on diverting organic waste from landfills and help Ireland avoid paying the Landfill Directive fines from the European Commission? The Environmental Protection Agency's recent Waste Report 2006 shows the amount of waste going to landfills is increasing and the other EPA discussion paper (Ten Options for Change) outlines ways to divert materials from landfills. The Cré Annual Conference, now in its eight year, is Ireland's premier organic waste management event. This year, the conference is a forum for debate and discussion on how we can divert organic waste from landfills to more sustainable solutions in order to meet Ireland's Landfill Diversion targets in 2 years time. This year's conference promises a most impressive line-up of speakers, international and national experts – all professionally involved in all aspects of organic waste management. Cré is delighted that US Governor Arnold Schwarzneger's board member Wesley Chesbro of the 'California Integrated Waste Management Board' will outline how California achieved a 50% diversion from landfill and is on its way to zero waste.

Conference Summary

Questions we'll be debating and discussing at this year's event include:

- ▶ What **fiscal instruments** can be used to divert organic waste from landfills?
- ▶ How do other **EU countries divert waste** from landfills?
- ▶ **How did California achieve a 50% diversion from landfill** and is now on its way to zero waste?
- ▶ **What are the impacts of the New Regulations** ?– Animal By Product Regulations and Waste Permit Regulations
- ▶ What are the **markets for compost** in Ireland?
- ▶ What are Ireland's **success stories in composting**?
- ▶ What are the **facts on MBT of residual waste**?

Session 1: Creating the Right Environment for Composting

08.00 - 09.00 h Registration & Coffee in the Exhibition Area, Consultants Corner & Presentations in the Trade Theatre.

09.00 - 09.05 h **Opening & Welcome Address**
(Conor McGovern, Chairman, Cré - Composting Association of Ireland)

09.05 - 09.15 h **EPA National Waste Database Report 2006**
(Dr. Gerry Byrne, Programme Manager, Environmental Protection Agency, Ireland)

09.15 - 09.25 h **Compost Industry Issues, Solutions and a Roadmap for Diversion**
(Percy Foster, Executive Administrator, Cré - Composting Association of Ireland)

09.25 - 09.45 h **A Survey of National Strategies and Instruments in EU Countries to Meet the Landfill Directive Targets**
(Josef Barth, Managing Director, European Compost Network)

09.45 - 9.55 h **Hitting the Targets for Biodegradable Municipal Waste: Ten Options for Change**
Dr. John Curtis, Environmental Economist, Environmental Protection Agency, Ireland)

10.10 -10.40 h Coffee Break in the Exhibition Area, Consultants Corner & Presentations in the Trade Theatre

Session 2: New Regulations

10.40 - 10.55 h **Regulation of Animal by Products in Composting**
(Tom Loftus, Principal Officer, Meat and Hygiene, Department of Agriculture, Fisheries and Food, Ireland)

10.55 - 11.10 h **Waste Permit Regulations for a Composting Facility**
(Brendan O'Neill, Senior Advisor, Department of Environment, Heritage and Local Government, Ireland)

11.20 -11.50 h Coffee Break in the Exhibition Area, Consultants Corner & Presentations in the Trade Theatre

11.50 - 12.15 h **Keynote Address: California's Next 50% Diversion - A Green Waste and Organics Action Plan**
(Wesley Chesbro, Board Member of the California Integrated Waste Management Board, America)

Session 3: Discussion Panel on Success Stories in Composting

12.15 -13.00 h **Commercial Brown Bin Service in the Northwest**
(Martin Eves, Managing Director, Envirogrind, Ireland)

Domestic Brown Bin (60 litre size) Pilot Scheme in County Wexford
(Paul Delahunty, Executive Engineer, Wexford County Council, Ireland)

Domestic Brown Bin and Green Waste Collections in Northern Ireland Produce Certified Compost Products
(Caolan Woods, Managing Director, Natural World Products, Northern Ireland)

13.00 - 14.15 Awards Luncheon in the Heritage Hotel Ballroom

Compost Industry Awards 2008

The Cré Compost Industry Awards showcase excellence and innovation across the composting industry on the island of Ireland.

Cré - Institute of Technology Sligo - FÁS Certificates in Compost Facility Operation

The students who have completed this course will be awarded their certificates by Dr. Richard Thorn, Director of Institute of Technology Sligo.

Session 4: Markets for Compost

14.15 - 14.25 h **Overview of Cré's Compost Marketing Initiatives**
(Percy Foster, Executive Administrator Cré, Ireland)

14.25 - 14.45 h **Achievement and Prospects for Compost Market Development in the UK**
(Dr. Ian Garner, Manager of WRAP Northern Ireland)

14.45 - 15.15 h **Identification of Markets for Compost in Ireland**
(Ron Alexander, R. Alexander & Associates Inc, America)

15.30 - 16.00 h Coffee Break in Exhibition Area, Consultants Corner & Presentations in the Trade Theatre

Session 4: Balanced Information on Mechanical Biological Treatment (MBT) of Residual Waste

16.00 - 16.15 h **Role for Mechanical Biological Treatment in Ireland (An EPA funded research study)**
(Bernie Guinan, Associate Director, Fehilly & Timoney, Ireland)

16.15 - 16.25 h **Three Years Experience of Operating an Irish MBT Facility**
(David Naughton, Panda, Ireland)

16.25 - 16.35 h **Mixed Waste Processing and a Quality Assured Composting Operation- Why I Do Both**
(Caolan Woods, Managing Director, Natural World Products, Northern Ireland)

16.35 - 16.50 h **Advantages & Disadvantages of MBT**
(Craig Benton, Principal, Composting & Recycling Consultants, Ireland)

17.00 h Conference Ends

18.00h Trade Exhibition, Consultants Corner, & Presentations in the Trade Theatre- Ends

Trade Exhibition & Trade Theatre

The conference this year will be the biggest compost related trade show in Ireland/UK. Exhibition space is free. A dedicated trade theatre will provide exhibitors with a five minute slot to give a presentation or play a promotional DVD during the coffee breaks/before & after the conference. This is limited and is offered on a first come basis.

Confirmed Exhibitors;	Enviros	FLI	Mac Machinery	Celtic Composting	JCB
	Presecolreland	TES	Accelerated Compost		
	Fehility & Timoney	VCU	Bord na Mona	Murphy Bros	Alpabloc
	Composting & Recycling Consultants		O'Toole Composting	RPS	Manvik

Consultants Corner

Reserve your complimentary one-on-one problem solving meeting with leading experts in the compost industry. Any problem, any topic consultants, veteran composters, researchers, marketing professionals, lab managers and others will be available to assist you. If you are a consultant and want to take part, please inform Cré. Details will be provided on www.cre.ie

The Compost Product Showcase

The Compost Product Showcase provides the opportunity to promote your compost products in a national setting and to share ideas on production and marketing compost products with composters from around the world. Showcase participants and conference attendees learn valuable lessons about quality compost production, branding and marketing. Details on display compost will be provided on www.cre.ie

Machinery Exhibition A selection of different 'Brown bin collection vehicles' from different suppliers will be displayed in the hotel car park.

Keynote Speaker- Wesley Chesbro, Board Member of California Integrated Waste Management Board, USA



Wesley Chesbro was appointed to the California Integrated Waste Management Board by the Senate Rules Committee on January 3, 2007. Mr. Chesbro represents the public on the Board. Mr. Chesbro is a leader in California's modern recycling movement, founding the Arcata Recycling Center in 1971. The Arcata Recycling Center is one of California's oldest and most successful recycling operations. As a founding member of the California Integrated Waste Management Board in the 1990s, Mr. Chesbro helped lead the statewide effort to achieve a 50 percent reduction in waste going to California's landfills. In the late 1980s he helped draft California's landmark waste management reform legislation which led to the dramatic reduction in the waste stream. Prior to his current appointment to the Board, Mr. Chesbro spent eight years as a member of the California State Senate including four years as Chair of the Senate Budget Committee. As Senator, he represented California's northbay and north coast counties of Solano, Napa, Sonoma, Lake, Mendocino, Humboldt and Del Norte. As a member of the State Senate, Chesbro was a leader on environmental protection, education, health care access, mental health services, and strengthening local governments. Mr. Chesbro has a long background as an elected local government official. He served from 1974 until 1980 as a member of the Arcata City Council. From 1980 until 1990 he served as a member of the Humboldt County Board of Supervisors.

Themed Meeting (Free to Members) "Compost Marketing & End Use" Friday 23rd of May

Cré is hosting a themed meeting on 'Compost Marketing and End Use' on Friday 23rd of May. The meeting will be held in "The Heritage Hotel in Portlouse town", not the hotel where the conference is held on 22nd. 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. He has also authored the *'Field Guide to Compost Use'*, and *'Landscape Architecture Specifications for Compost Utilisation'*, and more recently, *'The Practical Guide to Compost Marketing and Sales'*. 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.

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.

Remember, this Event is FREE to Cré members

BOOKING FORM

NAME

ORGANISATION

ADDRESS

E-MAIL

- **Conference Fee is €250** per Cré member, **€350** per non member (includes vat)
This fee includes all speaker notes, awards luncheon, tea & coffee breaks, trade exhibition, compost showcase and the consultant's corner.
- **Themed Meeting on Compost Marketing & End Use** is free for members. This is for only for members.

Cancellations / Substitutions

For those unable to attend, a substitute delegate may be sent at any time for no additional charge. Alternatively a refund will be given for cancellations received in writing, by fax or letter, up to 21 days prior to the conference. Regrettably no refunds can be made after that date.

Value Added Tax

As the conference is held in the Republic of Ireland, VAT is applicable @ 21% for all delegates, including those attending from outside the Republic of Ireland. This position has been verified by the Revenue Commissioners. International delegates can reclaim VAT under the 8th VAT Directive. This form can be downloaded from the conference website. Cré - Composting Association of Ireland VAT number is 6390931I.

	€
Conference fee	
Total Amount €	

CHEQUE ENCLOSED:(YES/NO) PURCHASE ORDER NO:_____ BANK TRANSFER: (YES/NO)

Post/ fax/ email to Ericka Murray (Conference Manager) Cré- Composting Association of Ireland, Business Innovation Centre, Institute of Technology Campus, Ballinod, Sligo, Ireland. Fax: 00 353 (0) 71 9144500 Tel: 00353 (0) 86 3257805 Email: ericka@cre.ie

International Bank Transfer (pay in Euros)

Please use the IBAN and Swift code to reduce your transfer costs

Account Name: Composting Association of Ireland
Address of Account Holder: PO Box 13, Dundalk, Co. Louth, Ireland
Bank Name: Bank of Ireland
Address of Bank: Kilcullen, Co. Kildare, Ireland
Bank Code: 90 11 40
Account Number: 15745814
BIC/Swift Code: BOFI IE2D
IBAN: IE50 BOFI 9011 4015 7458 14
PLEASE Reference: your name & <your-email@address>

Bank Transfers inside Rep. of Ireland:

Account: Composting Association of Ireland
Bank Name: Bank of Ireland
Bank Code: 90 11 40
Account Number: 15745814
PLEASE Reference: name & <your-email@address>

Location

The conference is located in the 'The Heritage Golf and Spa Resort', Killenard, Co. Laois (Not the hotel in Portlaoise Town). The hotel is about five minutes from Monastervan and fifteen minutes from Portlaoise town. On the M7, take Exit No 15 (Portarlington/Mountmellick). The hotel is signed posted and is about 5 minutes from the M7 motorway.

Accommodation

- ▶ The Heritage Golf & Spa Resort Killenard (Conference Venue) www.theheritage.com (€150 B&B – Single, Double/Twin €210) Tel: +353 (0) 57 8645500 (please quote Cre) (Rooms will be release on 14th of April)
- ▶ The Heritage Hotel in Portlaoise Town (€135 B&B – Single) www.theheritagehotel.com Tel: 057-8678588 (quote Cre)
- ▶ The Comfort Inn in Portlaoise Town (€89 B&B) www.ComfortHotelPortlaoise.com Tel: 057-8666702
- ▶ Gandon Inn, Emo Portlaoise (€50 B&B) www.gandoninn.com Tel: 057 8626622
- ▶ Hazel Hotel (4 miles from venue)(€70 B&B – Single, €110 B&B – double) www.thehazelhotel.com Tel: 045 525373

Full Conference Details can be Found on www.cre.ie