

Natural World Products

A composting
success story



Contents

- Company history
- Our activities
- Waste processing operations
- Managing a large composting business
- Success with green waste production
- Plans for the future

Production Yard



1. 7. 2003



- Formed in 1989 by current Managing Director Brendan Woods
- Currently employs 24 staff
- Currently processing 40,000 tonnes per annum licenced for 90,000 tonnes per annum



Our activities

- We collect and transport
 - Raw waste
 - Finished products
- We process
 - Green waste
 - Kitchen waste
 - Commercial organics
 - Wood waste
- We bag and distribute finished product

Waste processing

- Green waste
- Kitchen waste
- Wood waste

Green Waste

- Green waste from 10 Councils
 - Majority of waste processed today is green waste
 - Only company in NI to produce PAS 100 certified compost
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Direct delivery of
Brown bin waste
from a local
authority

Kitchen waste

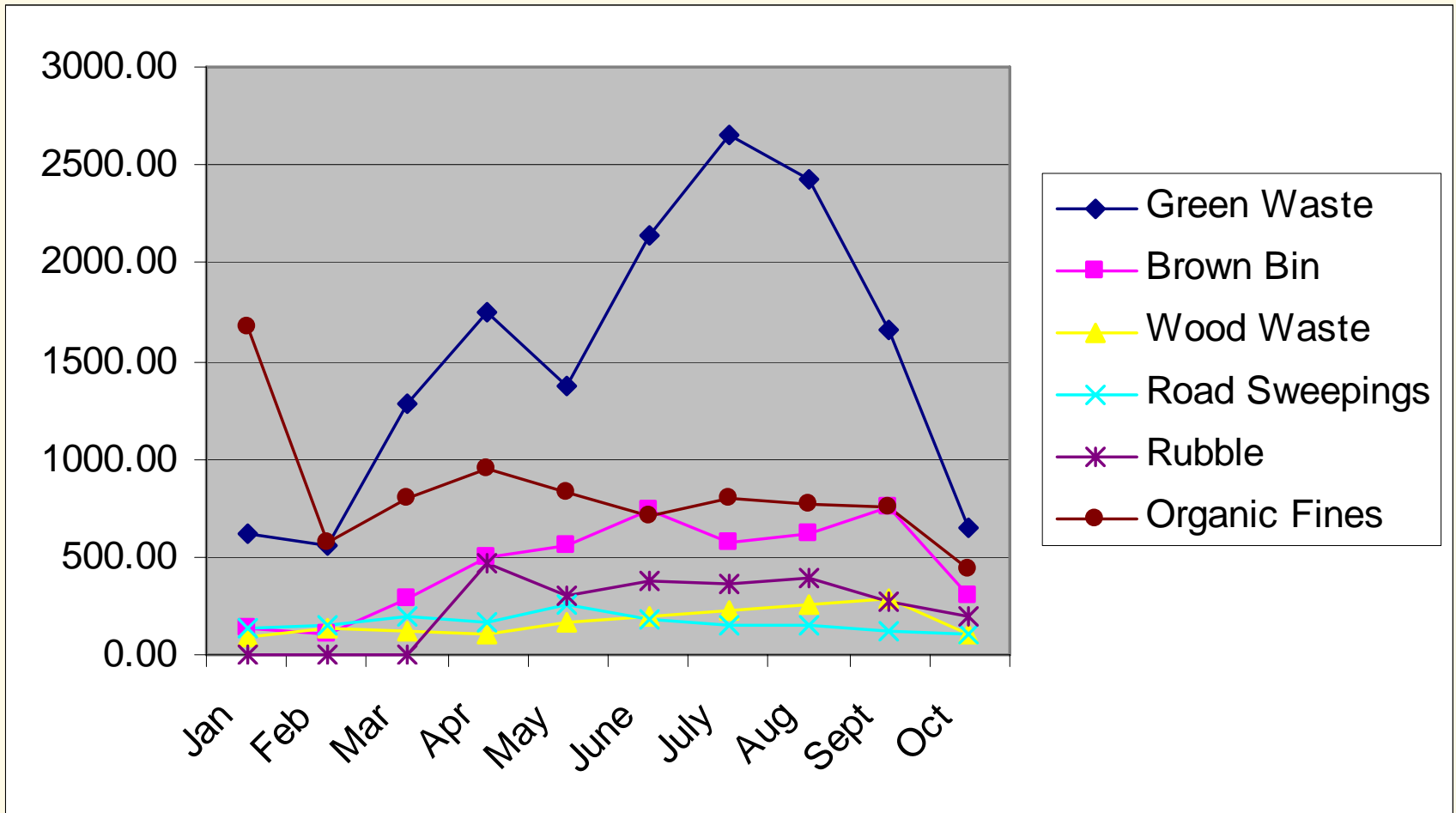


Wood waste processing



20.10.2003

Material flow rates



Successful green waste processing

- Good feedstock
 - Educating our customers has taken time
 - We invite their manager to visit us regularly
- High quality process control
 - Management
 - Staff education

Products



- Bulk horticultural products
- Bagged products



Management

- Investments in people and techniques
- People
 - Assigning responsibilities
 - Teaching people what needs to be done
 - Getting people working as a team
- Techniques
 - System of work
 - A process
 - Measure and manage

People

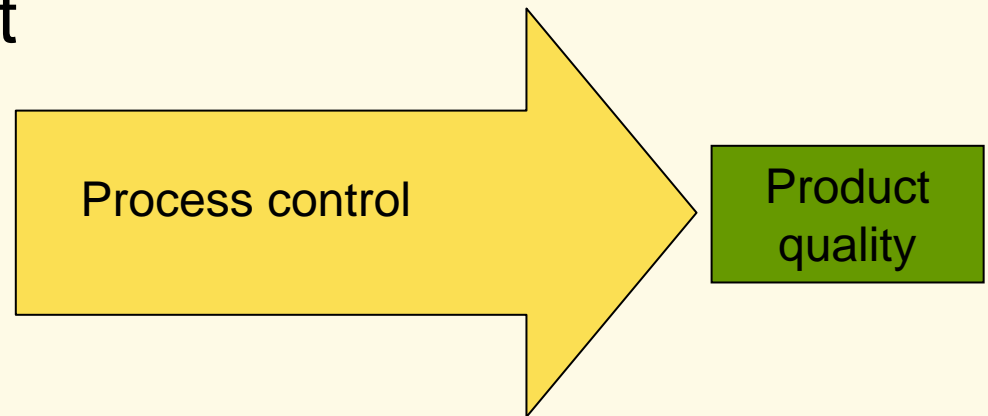
- Assigning responsibilities
 - Control on contracts
 - Waste acceptance and rejection
 - Environmental compliance
 - 1 person 1 job
- Formalising this



PAS 100

- Managing quality of the product
 - Turning regimes
 - Temperature monitoring
 - Stability of product
 - Contaminants
 - Nutrient levels
 - Testing regime

Logo



Marketing

- Issues

- Dominated by international companies
- Multiple products
- High sales budgets
- Traditionally peat based
- Low margin
- Point of sale



- Our approach

- Target home gardener
- High quality product
- PAS 100 certified
- Good quality branding
 - Product recognition
 - Environmentally aware customer
- Compete on price
- Dedicated sales person

Successful green waste production

- Feedstock quality
- Time
- Good quality product
 - Certified production and
 - Certified product quality
- Scale
 - 20,000 tonnes
- Compete with “high gloss” marketing

Compost Certification



Caolan Woods (NWP), Sharon Russell (CA) and Ian Garner (WRAP)



“Its one thing making compost its another thing making a compost you can sell”

Caolan Woods 2004”

