Part of marketing compost involves gaining an understanding of what needs to happen before you can put your product on the shelves.

- Compost sample to Clemson’s Agricultural Lab Services
- Built understanding of DHEC document R.61 107-04 to understand where Furman Farm fits in to the legal structure
- Reached out to Clemson’s Agricultural Department, DHEC representatives, and other farmers for information
- Collaborate with Bruce Adams, Farm Fellows team

Marketing compost is also about helping others understand how to make and use the product.

- Created informational pamphlets about compost and composting techniques
- Designed waste diversion posters for the pilot waste diversion program in Einsteins and the Pden
- Taught a class from Next High School how to compost, methods of composting, and the basic science behind the process.

Knowledge creation and knowledge-sharing helps consumers make an informed decision and builds positive brand recognition. It will be more conducive for us to build a positive relationship through consumer education rather than pushing a brand in the early stages.

Expected Entry Level Market:
Members of the Furman community, closely connected members of the Greenville and Travelers rest communities
- Furman professors, CSA (Community Supported Agriculture) shareholders

My Fellowship evolved from a FYS Sustainability of Natural Resources semester-long project designed to make the Furman Farm’s compost marketable. This has been an evolving process of creating a framework both educational and economic, and we are now ready to move towards the final stages of product preparation. Future goals include packaging and expanding the market.