

# Lesson 12

## Market-related information

### Learning outcomes

- The trainee knows the leading vermicompost producers.
- The trainee knows the countries that have a say in worm compost production.
- The trainee knows the countries that use high amounts of vermicompost in agricultural production.
- The trainee knows the approximate size of the vermicompost market.
- The trainee knows the consumer groups for vermicompost.
- The trainee knows the expectations and demands of the market for vermicompost.

### Instructions for the trainer

- The trainer shares theoretical knowledge through presentation.

**Basic requirements:** Computer, projector

## 12. Market-related information

With the global population increasing around the world, more agricultural production is needed to meet food and nutritional needs. For this reason, humankind has tried to find more efficient resources in line with the demand of the ever-increasing population, and as a result, agricultural systems in which fertilizers are used for various plants have been developed. Fertilizers are generally defined as chemical compounds applied to stimulate plant growth and are substances applied to the soil or leaves. Fertilizers are basically divided into two classes: natural (organic) and chemical (inorganic) fertilizers. Natural fertilizers are natural compounds produced by natural processes; Chemical fertilizers are substances produced as a result of chemical processes of natural sediments, that is, substances that have undergone chemical transformation.

In recent years, there has been intense interest in worm compost and the benefits this fertilizer provides. As the interest in question increases day by day, worm compost has started to become an industry. Vermicompost can be used in all areas of agriculture, in all kinds of agricultural activities using organic or chemical fertilizers, and in the nutrition of garden, greenhouse and living room plants. It also serves as a soil regulator due to its high aeration and high water retention capacity. While protecting plant roots from extreme temperatures, it reduces the development of weeds and the risk of erosion. Since the nutrients taken by the worm in liquid form after aerobic digestion are further broken down in the digestive system, they are rich in nutritional elements that are beneficial to the plant. It provides economic benefits because it supports sustainability in plant production. It is also intensively applied in the degradation and processing of solid organic waste, which has become an important environmental problem with rapid industrial development and population growth. This technique is used extensively around the world as it has both commercial and environmental value. Since fertilizer is one of the most important inputs of agriculture, the sector is directly affected by developments in the field of agriculture.

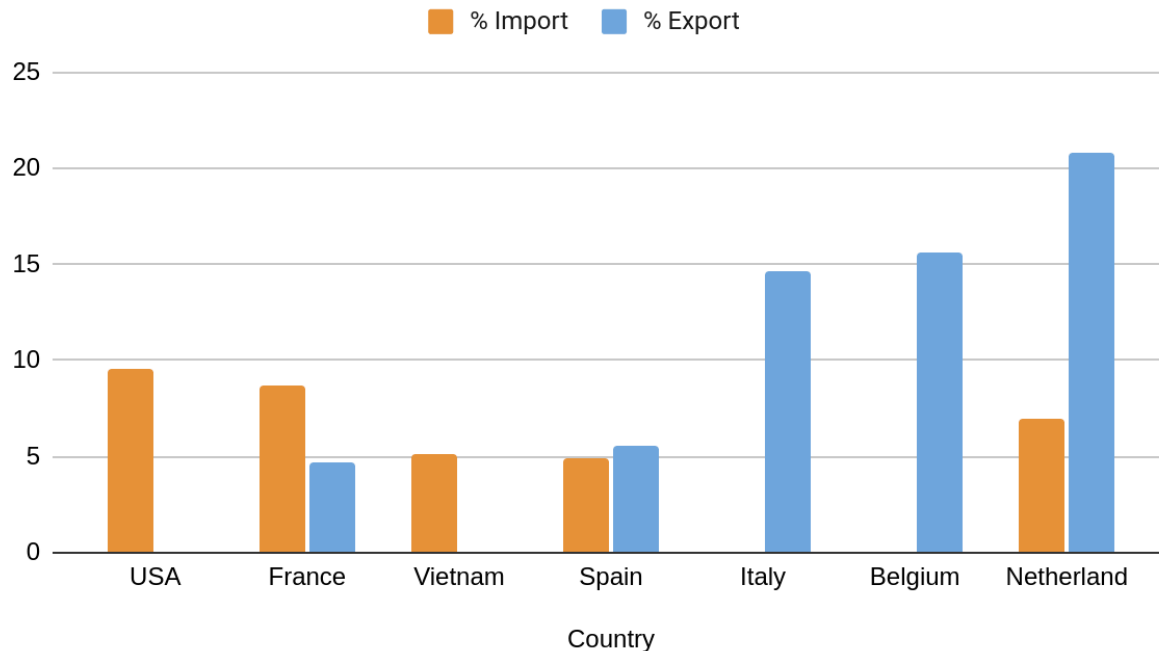
Vermicompost attracts the attention of many producers, institutions and organizations around the world interested in sustainable and organic agriculture because it is in the organic fertilizer group, is produced naturally and does not leave waste in the soil. In the report published by the International Fertilizer Association (IFA) on the medium-term course of the sector, it is stated that the supply and demand imbalance in Latin America and East Asia will lead to an import-dependent situation in the medium term, despite the decrease in fertilizer demand as a result of the new policies implemented by China. Emphasis is placed on the fact that it signals growth. It is predicted that imports from some key consumer countries in Southeast Asia (India, Indonesia and Malaysia) and Africa have the potential to increase. Vermicompost production has a very messy structure. Most vermicompost producers are located in India and Southeast Asia. India's share in the global vermicompost production value is 9.5%. The share of the New Zealand company MyNOKE, which is the leading manufacturer in the world, in the world market was 8.8% in 2015. With the expansion of the vermicompost market, the company's sales, which were 30 million dollars in 2014, reached 38 million dollars in 2018, with an increase of 24.89%.

Some of the world's leading companies in worm castings production:

- MyNOKE; (New Zealand) produces 150,000 tons of vermicompost with 1.2 billion worms
- Nutri Soil; (Australia) produces liquid worm compost
- Davo's Worm Farms (Australia)
- Worm Power; (USA) It produces organic liquid worm compost. Their products are CDFA certified by the California Department of Food and Agriculture Organic Program
- Kahariam Farms (Philippines)
- Sri Gayathri Biotec (India)
- Dirt Dynasty (USA)
- AgriLife (India)
- Suman VermiCompost (India)

HS (The Harmonized Commodity Description and Coding Systems) code 31.01: “animal or vegetable fertilizers (whether or not mixed together or chemically treated);

Top World % Imports and % Exports



World imports of "fertilizers obtained from chemical treatment or mixing of fertilizers of plant or animal origin" amounted to \$920 million in 2020

World animal or herbal fertilizer exports amounted to 928 million dollars in 2020

Turkiye is the 19th largest exporter of animal or herbal fertilizers in the world, with exports of approximately 8 million dollars in 2020.

A key to the success of a vermicomposting operation is a marketing or distribution program for compost products. To develop long-term markets, the products must be of consistently high quality. Other essential marketing factors include planning, knowledge about end-users, following basic marketing principles, and overcoming possible regulatory barriers and product stigma. Compost characteristics desired by end-users vary with

intended uses, but most compost users look for the following elements (in order of importance):

- Quality (moisture; odor; feel; particle size; stability; nutrient concentration; product consistency; and a lack of weed seeds, phytotoxic compounds, and other contaminants)
- Price (should be competitive with other composts, although high quality and performance can justify a higher price)
- Appearance (uniform texture, relatively dry, earthy color)
- Information (product's benefits, nutrient and pH analysis, and application rates and procedures)
- Reliable supply

How compost is sold depends on the amount, quality, appearance, and seasonal availability. Most compost is used in spring and early summer. Consider whether to sell compost in bulk, in bags, or both. Bagging expands the potential market because bags can be sold at retail outlets. Bagged compost may be sold at a higher price, which justifies higher transportation costs, and thus, can support a larger market area. The bulk market usually stays at the local level due to high transportation costs. The best markets for bulk sales are local nurseries, landscapers, and home gardeners. The following are potential end-users for compost:

- Growers (greenhouse, container, sod, field, agriculture, silviculture)
- Landscapers/turf managers (commercial properties, sports turf, residential lawns, cemeteries)
- Government agencies (parks, schools/universities, roadsides/highways, sports turf)
- Companies conducting land reclamation (landfills, sand/gravel pits, strip mines)
- Blenders/resellers (topsoil dealers/brokers, garden centers)
- Companies or agencies involved in environmental projects (wetlands, biofilters, erosion control, soil remediation, water filters)
- Farmers (fruit, vegetable, field crops, organic)

- Owners of golf courses and cemeteries
- Homebuilders and buyers (new home builders, renovators, organic gardeners, homeowners)

Rapidly expanding markets include homeowner use, custom topsoil blending, environmental applications, and agricultural uses. There are a number of ways to improve the marketing of your compost product:

- Hire staff who can talk about your products and their uses.
- Try selling to high-profile markets to get others interested in your products.
- Plant flower and vegetable gardens at your facility to show compost in action.
- Exhibit at industry trade shows and get involved with local trade associations.
- Promote a positive public reaction by conducting tours of your facility and offering hands-on activities for school children, such as planting things using compost.
- Lastly, contact local radio and television gardening shows about the possibility of interviews

Sources: [[90-91-92](#)].

