

Compost Marketing and Labeling Project

Figures 1-25

A survey of home gardeners (107) and businesses (47) conducted by the Cornell Waste Management Institute in 2000 with the goal to help insure that products made and sold meet user needs.

The Cornell Waste Management Institute, Woods End Research Lab, NYS Organic Recycling and Compost Council (committee of the NYS Association for Reduction, Reuse and Recycling), and the NYS Energy Research and Development Authority

Disclaimer: The survey respondents are compost users and not the general public since people were not interested in filling out the survey if they were unfamiliar with compost. The timing and limited funding did not allow for a statistically rigorous sampling protocol. However, valuable data were collected.

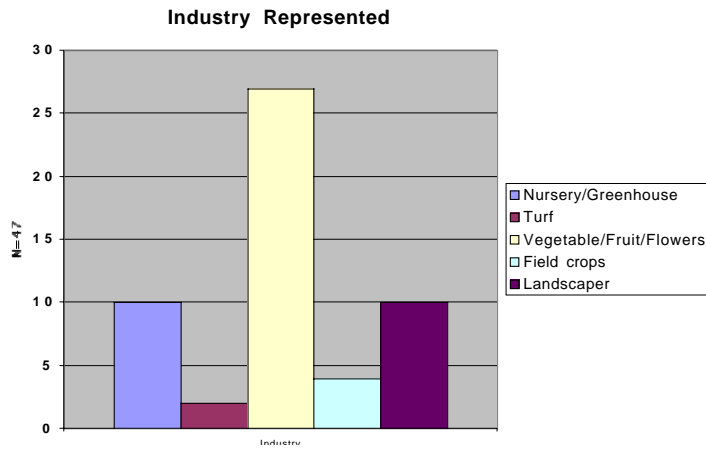


Figure 1. Industry represented

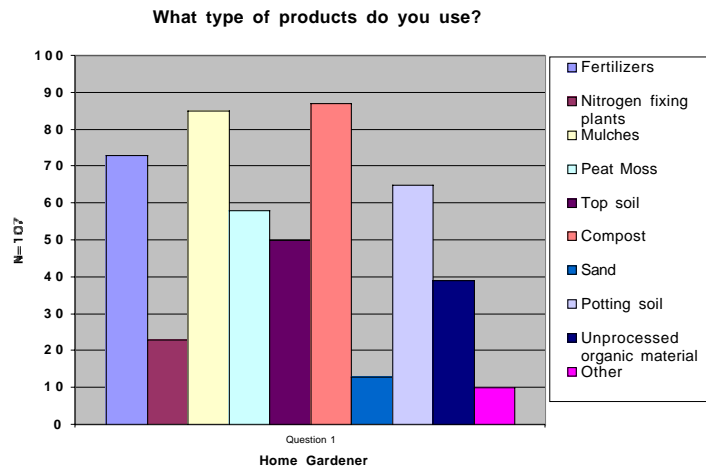


Figure 2. Home Gardener: What type of products do you use?

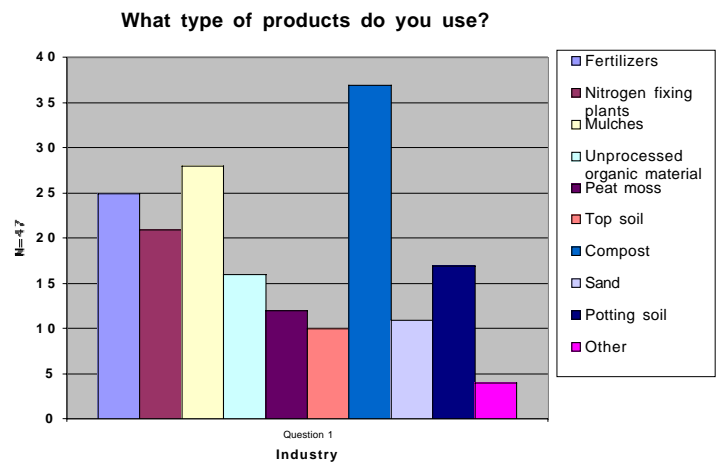


Figure 3. Industry: What type of products do you use?

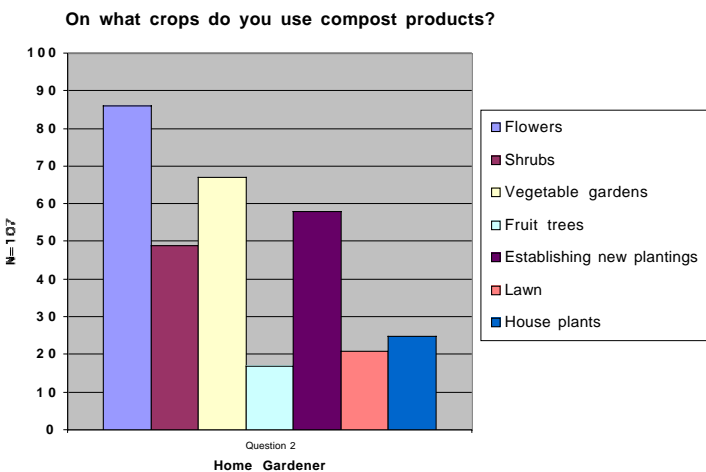


Figure 4. Home Gardener: On what crops do you use compost products?

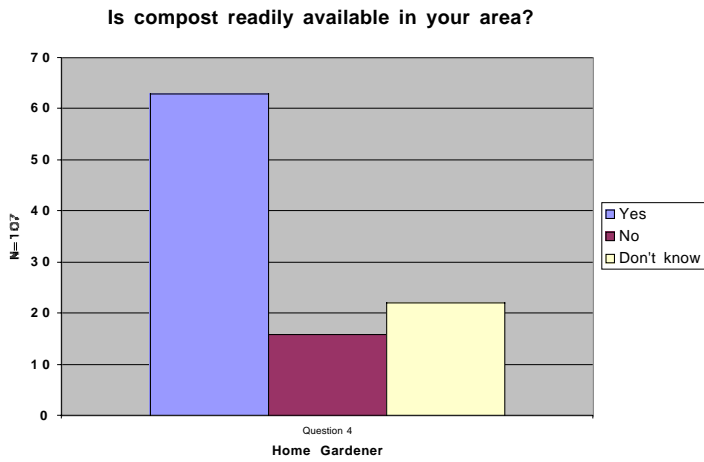


Figure 5. Home Gardeners: Is compost readily available in your area?

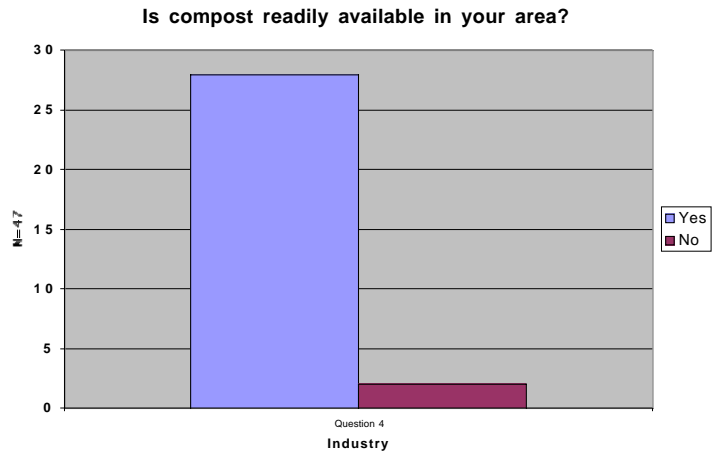


Figure 6. Industry: Is compost readily available in your area?

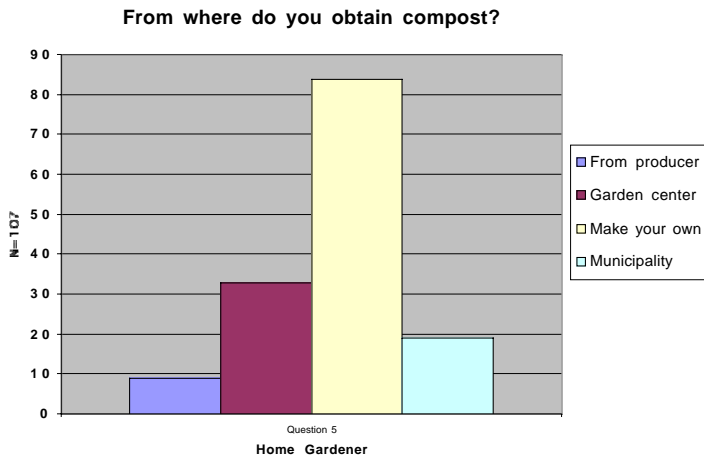


Figure 7. Home Gardeners: From where do you obtain compost?

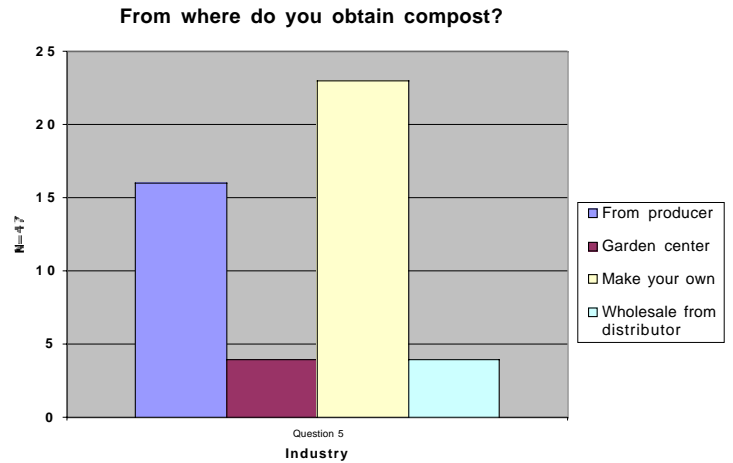


Figure 8. Industry: From where do you obtain compost?

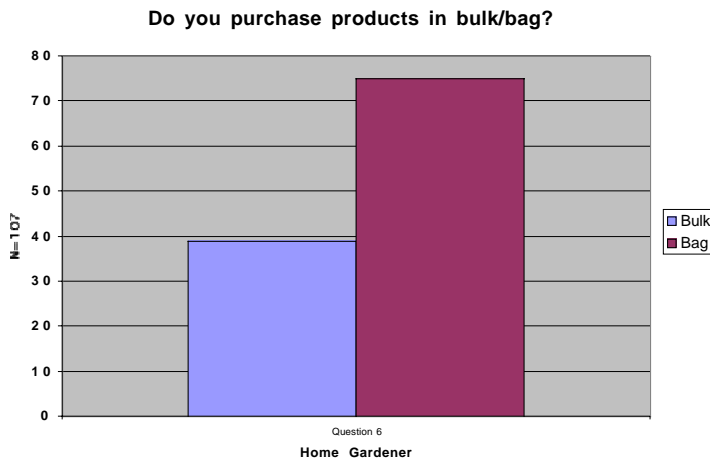


Figure 9. Home Gardener: Do you purchase products in bulk/bag?

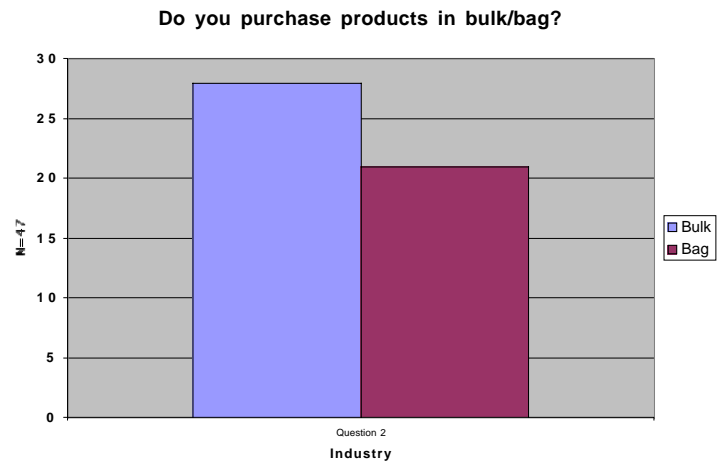


Figure 10. Industry: Do you purchase products in bulk/bag?

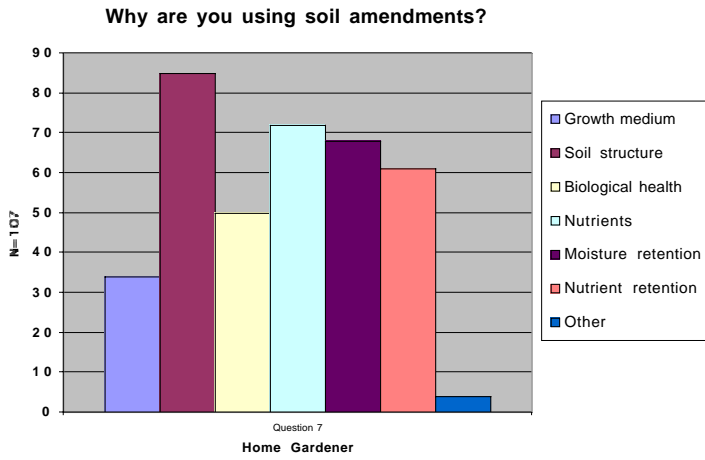


Figure 11. Home Gardener: Why are you using soil amendments?

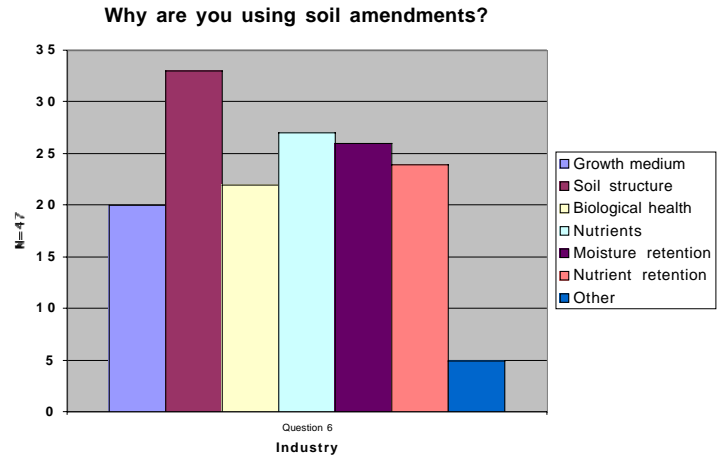


Figure 12. Industry: Why are you using soil amendments?

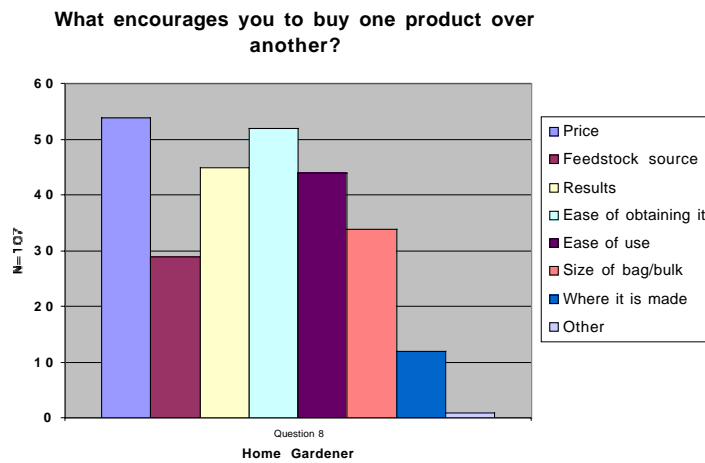


Figure 13. Home Gardener: What encourages you to buy one product over another?

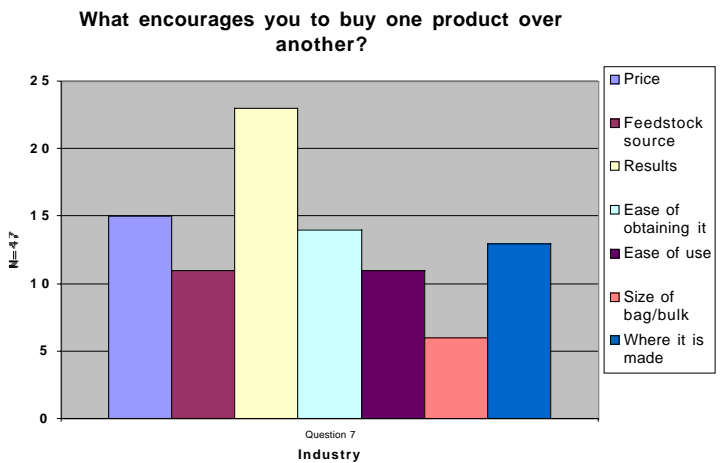


Figure 14. Industry: What encourages you to buy one product over another?

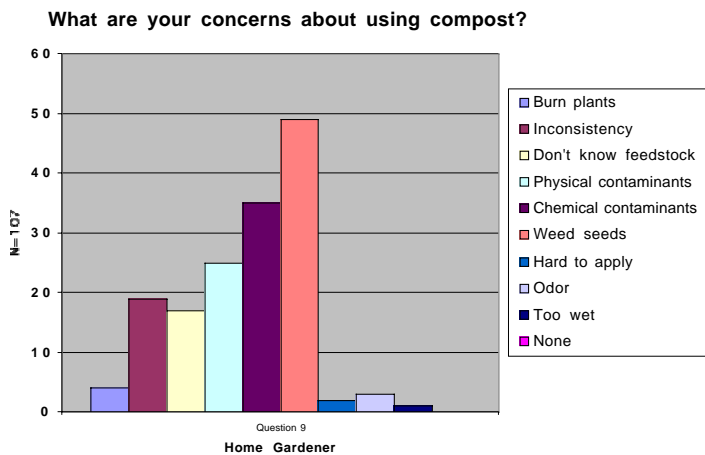


Figure 15. Home Gardener: What are your concerns about using compost?

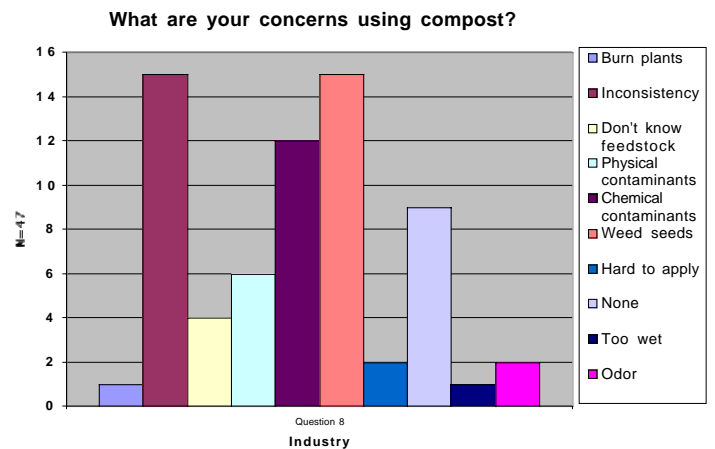


Figure 16. Industry: What are your concerns about using compost?

Are you able to get the information you need about a product?

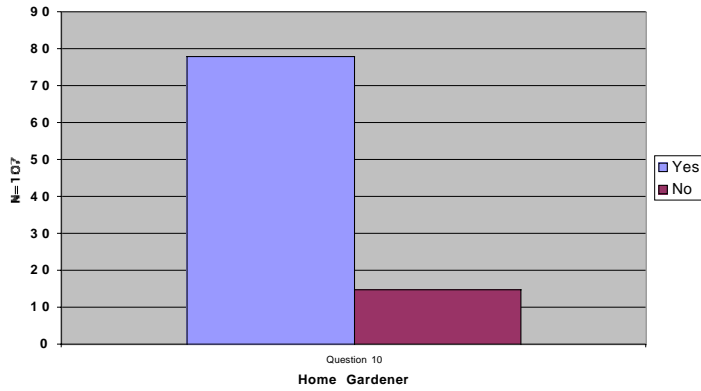


Figure 17. Home Gardener: Are you able to get the information you need about a product?

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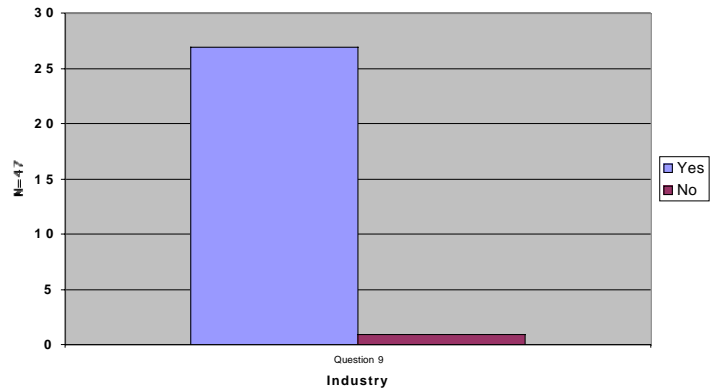


Figure 18. Industry: Are you able to get the information you need about a product?

From what source do you obtain information about compost now?

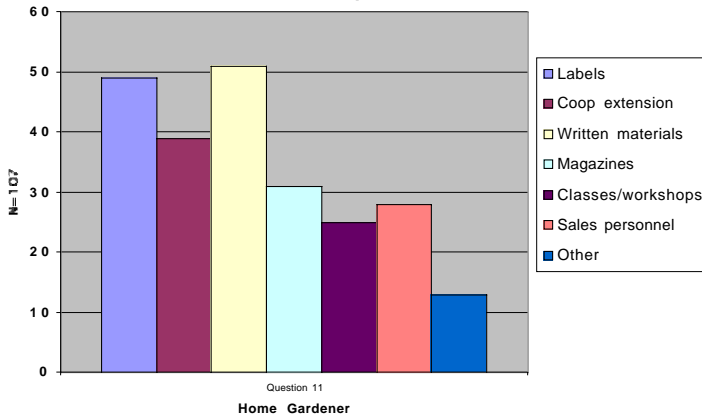


Figure 19. Home Gardener: From what source do you obtain information about compost now?

From what sources would you like to obtain information about compost?

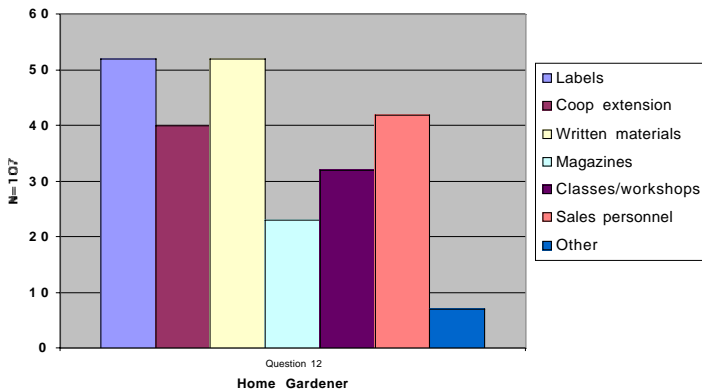


Figure 20. Home Gardener: From what sources would you like to obtain information about compost?

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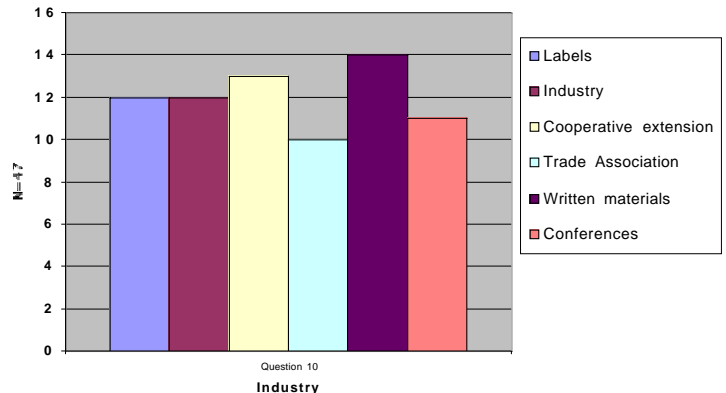


Figure 21. Industry: From what sources would you like to obtain information about compost?

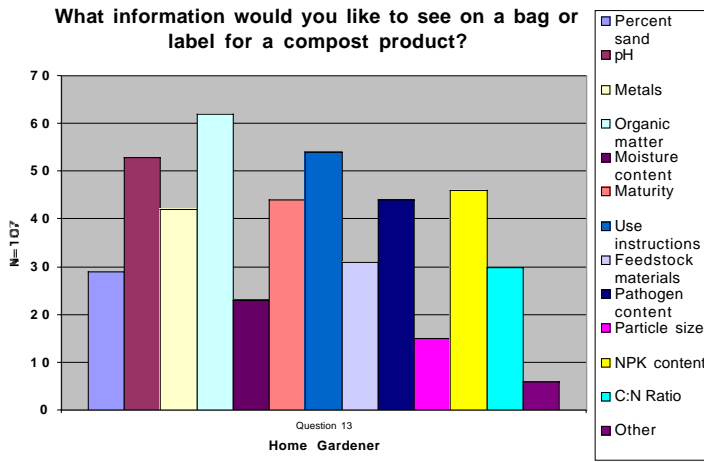


Figure 22. Home Gardener: What information would you like to see on a label for a compost product?

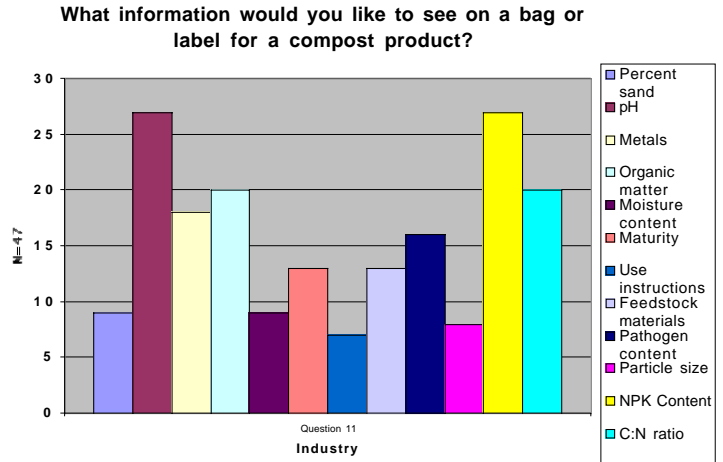


Figure 23. Industry: What information would you like to see on a label for a compost product?

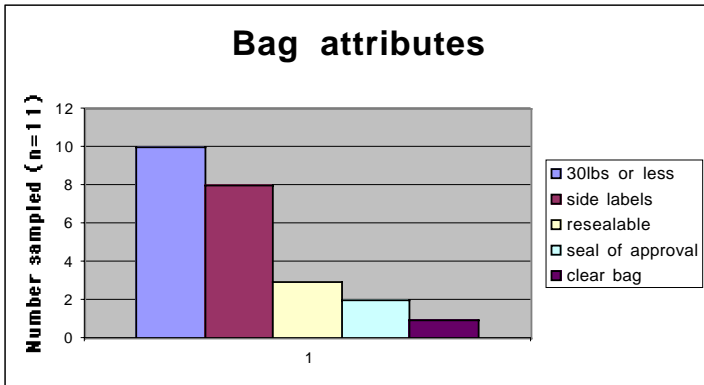


Figure 24. Bag Attributes

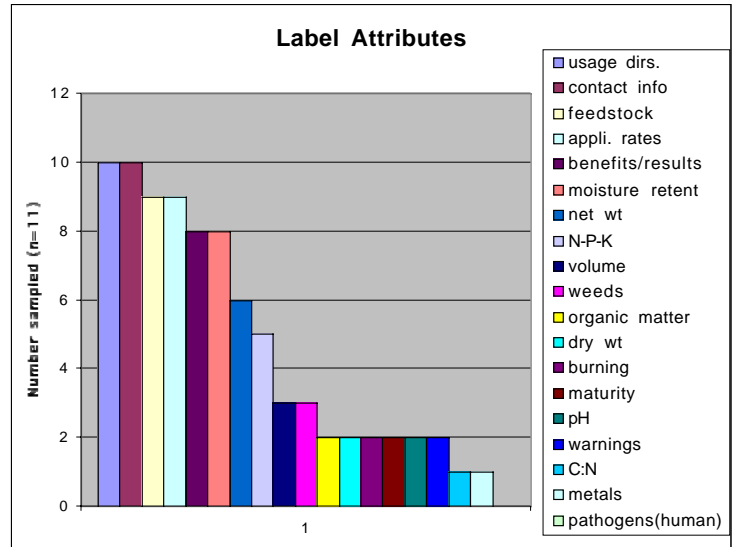


Figure 25. Label Attributes