

## Project Summary - Translating Recycled Organics Into Differentiated Products

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### PURPOSE

The project aims to strengthen Australia's ability to manage its recycled green organics stream through the development of a roadmap for the industry which focuses on a sustainable market based approach. This road mapping process will enable implementation of strategic plans for the recycled organics industry including the commercialisation of a series of composts differentiated for niche markets, to turn wastes into value.

The project will investigate recent developments in the USA, Asia and Europe in composting technology applications and conduct a consultative analysis to facilitate relevant technology transfer to Australia. In particular, the project will consider the marketing of innovative tightly targeted products to meet specialist needs by industry (eg. grape wine growing, turf production) specialist application (protecting water catchments from erosion, salinity, facilitating revegetation) and to achieve strategic outcomes (such as strategic protection of infrastructure from environment induced degradation).

Some progress has been made in developing niche products and in product integration with the fertilizer industry, with bio-solids and with animal manures.

Similarly, progress has been made in the US in the development of sales and marketing packages (with training support) to sell niche composts and in development of franchise brand arrangements to manage the integrity of quality, grading and product terminology. This experience is highly relevant to the Australian situation.

### Contribution to Australian Competitiveness

The project will position Australian industry as best practice leaders in managing and recycling municipal green wastes as a valuable sustainable resource.

The outcomes will contribute to a sustainable environment in Australia via the recycling of organic wastes which would otherwise be disposed of to landfill. The outcomes will also contribute to the economic gravity of a large variety of agricultural enterprises.

The benefit to Australian industry will be:

- creation of a market for up to 3 Million tons pa. of Recycled Organics (RO) pa in metropolitan Australia to a value of \$100 M;
- diversion of significant waste volumes (> 1.5 M tons pa. by 2010) from municipal landfill disposal thereby facilitating the achievement of resource recovery targets;
- engagement of the supply chain in developing a market based solution to the growing intractable "green waste problem";
- new sustainable environmental solutions available to client industries (eg. grape growing, land & infrastructure protection);
- new regional industry created for quality compost products to fill new niches;
- increased efficiency in partner sectors (the chemical fertilizer industry, local government, land fill operators, water treatment industry);
- integration/scale advantages for contract compost and fertilizer spreaders; and
- improved performance in the waste sector, and base support for extended producer responsibility and product stewardship programs.

## Outcomes

The project is directed at three principal outcomes, which are to:

- establish an effective competitive market-driven supply chain approach to managing the green waste issue by effective communication and engagement;
- access and transfer global technologies and best practice (including evaluation of accreditation program) to apply international experience to meeting Australia's needs by a roadmap approach; and
- establish new niche markets and applications to extend the market reach of composts and soil conditioners beyond urban customers and amenity horticulture to new niche industry users by concerted application of knowledge to identify and fill viable niches.

## Project Partners

- AusIndustry
- Compost Australia
- Department of Environment and Conservation (NSW)
- ACT No Waste
- EcoRecycle Victoria
- Zero Waste SA
- EPA (Queensland)
- WA Waste Commission
- COLLEX - ONYX (Industry in-kind support)

## Timescales

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|---------------------------------------|---------------------|
| ■ Project Formation:                  | May 2004            |
| ■ Stakeholder identification          | June 2004           |
| ■ Initial Study:                      | November 2004       |
| ■ Seminar and consultation fora:      | Early 2005          |
| ■ Dissemination, advocacy activities: | March - August 2005 |
| ■ Final Report due                    | August 2005         |

## Contact

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