



SWAC Meeting - October 2017

In the Beginning...

- Started in November 2013 by Susannah Castle
- Purchased by Williams Family in April 2014
- Started as only residential service in W. Hartford and West End
- Approx 1,000 lbs per month diverted



The Early Days

- Outreach at events and farmers' markets built customer base up to about 50 households.
- Commercial service began in April 2015
- First truck purchased



Growing Legs

- Sam King is hired to run marketing and business growth in January 2016
- Commercial Service - approx 15 customers
- Residential Service - approx 65 customers
- Logo and marketing updated



Where We Are

- Codi Davis hired as Compost Services Assistant
- Commercial Service - approx 45 customers
- Residential Service - approx 140 customers
- Two trucks, new space
- 1.3 Million Lbs. Composted
- Impact Challenge
- Billings Forge



Where We Are Going

- Projected 200% growth
- Expanding Capacity
- Exploring Growth Strategies
- Adding Value to the Brand with new product offerings

