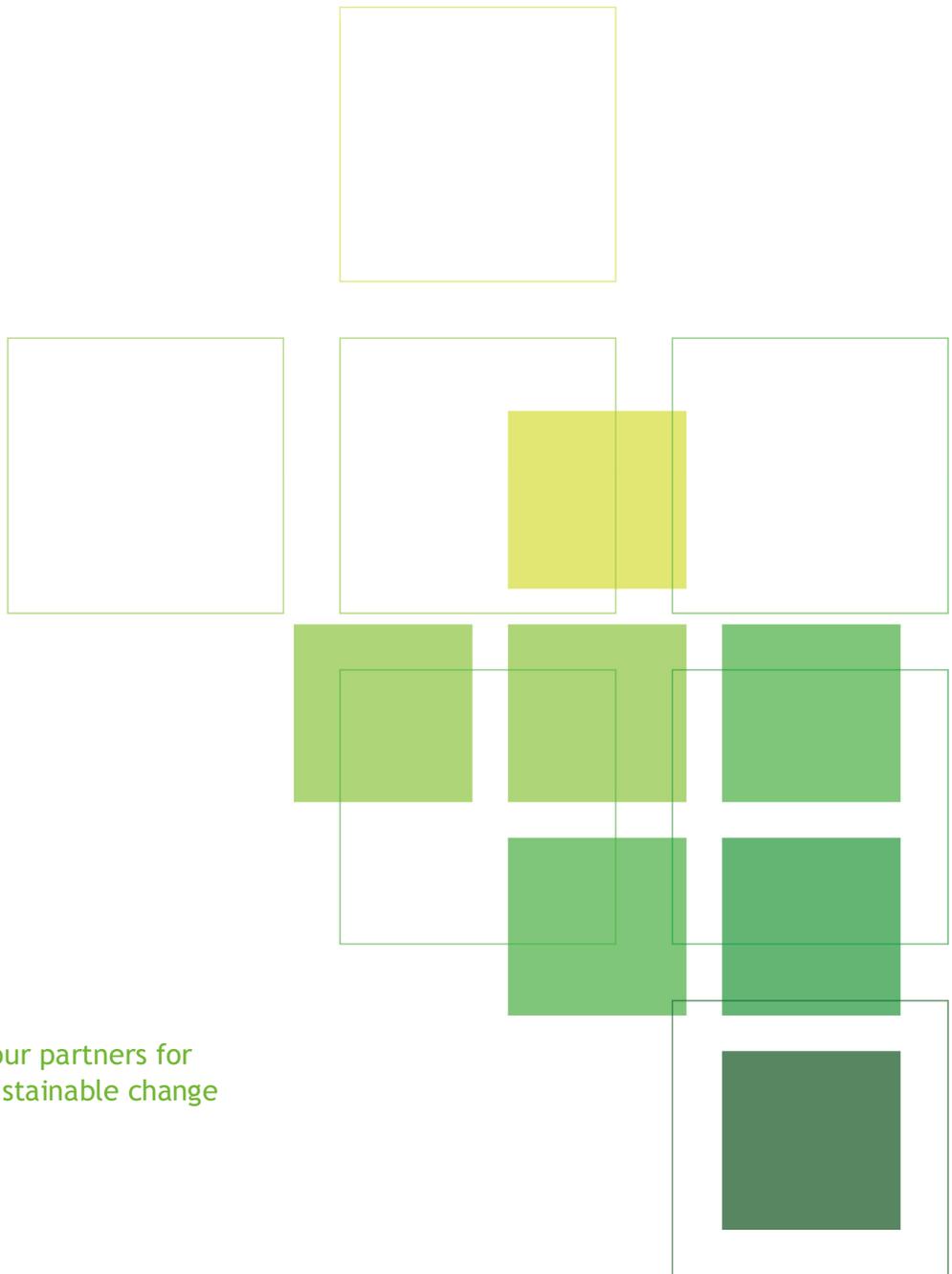


# Case Study...

Why PAS?





*“BSI PAS certification improves confidence in composted materials among end-users, specifiers and blenders, and helps producers differentiate products that are safe, reliable and of high performance.”*

Waste and Resource Action Programme (WRAP)

Client...  
WRAP

## The Challenge...

The use of waste derived compost and anaerobic digestate (biofertiliser) can help farmers improve the condition of their soil and provide valuable nutrients. However, to increase the use of these products it is essential that users continue to have confidence in their quality and safety. A number of operators are able to generate an income from the sale of high quality products to farmers and there is a need to investigate how they do this and how their example can be taken up more widely by other producers. BSI PAS 100 and 110 specifications provide reassurance that compost and digestate have been produced to recognised quality standards and are becoming the basis for quality products in the industry.

EandSP led a consortium of experts in the delivery of a study to understand the nature of the supply of compost and digestate products to farmers, including the business models and marketing messages adopted by producers in supplying high quality materials to farmers and the uptake of BSI PAS standards.

## The Work...

**Strategy** - EandSP investigated the strategic development of the markets for compost and digestate in the UK and produced a market strategy analysis which examined the information reaching farmers, the effectiveness of communication routes to the market, and the adequacy of existing information.

**Project management** - Ed Gmitrowicz managed the consortium of partners in delivering answers to the wide ranging objectives of the study including understanding options available to operators in improving quality, the investment factors for producers and marketing approaches adopted for agriculture.

**Technical** -to support the knowledge and expertise of EandSP on waste management, anaerobic digestion and production of guidance, composting expertise was provided by David Border Composting Consultancy, technical market research expertise was provided by Databuild and specialist economic assessment and financial modelling expertise was provided by Cranford Economics Ltd.

**Stakeholder engagement and communications** - the project included obtaining detailed information through face-to-face and telephone interviews with compost and digestate producers, workshops with farmers, focus groups with crop consultants and engagement with equipment producers and trade bodies. A wide range of communications materials were produced including case studies on the benefits of producing quality compost or digestate, marketing and investment guides for producers and purchasing guides for farmers.

## The Outcomes and Benefits...

**For the environment** - the greater uptake of quality compost and digestate has benefits for the local environment through improved soil structure and soil water retention, and compliance with PAS standards controls contaminants being spread on land and reduces odours during spreading. Benefits to the global environment also arise through the reduced use of fossil fuel derived fertilisers.

**For the bottom line** - the study investigated the costs and benefits of BSI PAS certification. BSI PAS certification allows a higher price to be charged for the compost and digestate, which improves the economics of production.

**For people** - Agriculture is the largest market for compost and digestate in the UK. Sustainably growing that market, as more compost and digestate is produced, will create and secure jobs.

If you'd like to know more get in touch with Ed Gmitrowicz on 07766 879774 or e-mail [ed.gmitrowicz@eandsp.co.uk](mailto:ed.gmitrowicz@eandsp.co.uk) and visit our website at [www.environmentandsustainability.co.uk](http://www.environmentandsustainability.co.uk)