



COMPOST

EXECUTIVE SUMMARY

In the 1960s and 1970s, a group of Yale architecture students moved to the Mad River Valley of Vermont. Naturally, their attraction to the region had something to do with the picturesque landscape and the ski slopes. However, unlike many other places, Vermont had no prescriptive building code, which meant that they had a blank canvas to create whatever architectural wonders they could imagine. With this freedom, they could sketch out an idea over breakfast and have the framing in place by dinner.

Little did they know that they were laying the foundation for what would become the modern design-build movement in the United States. Their work resulted in some of the most daring and adventurous dwellings ever constructed. These structures weren't designed from elaborate blueprints; instead, they evolved piece by piece, much like a jazz musician crafting a unique solo.

One of the most iconic creations was a condo called the Dimetrodon, a Seussian asymmetrical castle. Each family involved in its construction built and maintained its own unit, fostering a strong sense of communal effort. Regular collaboration and shared decision-making were crucial for the project's success. The main architect, Jim Sanford, once stated in an interview with the magazine, *Sight Unseen*, "The people who lived there had to subscribe to a common idea, or it wouldn't have worked."

One might easily assume that such unconventional buildings would be uninhabitable or have deteriorated over time. However, the reality is quite the opposite. These structures remain occupied, thanks to the dedication and stewardship of those that live there. Additionally, the region established a sustainable design-build school named Yestermorrow, which continues to pass on these innovative architectural practices.

While businesses differ from buildings, Blue Earth Compost shares some similarities with these unique structures. Like the visionary architects of the Mad River Valley, we started without a traditional business plan, market research, or financial projections – in essence, without a set of "blueprints" for our enterprise. Our early toolkit consisted of a simple idea for a service, some expertise, and, most importantly, a resolute mission. We embarked on a journey of building our business while operating it, adding new elements as required to accommodate growth while remaining faithful to our core mission.

Our business journey closely mirrors the design-build philosophy. It's a continuous process of trial and error, feedback, and adaptation. When challenges arise or decisions need to be made, there's no rulebook to follow. We rely on our best judgment to move forward. Even seemingly simple aspects, like how to collect food scraps from commercial customers, have undergone multiple iterations. We transitioned from lifting large tubs into the back of an SUV to acquiring our first box truck and later upgrading to the dump trucks we now use. These changes significantly improved efficiency, the quality of work for our employees, and the overall service to our customers.

This iterative approach has instilled in us a belief that the secret to creating something sustainable doesn't necessarily lie in the initial design but in a steadfast commitment to process and mission. From this perspective, sustainability is achieved through responsible stewardship and care for what has been built. It centers on the idea that the most sustainable action is taking care of what we have.

Our approach is proudly service-oriented. Our responsibility is to our customers, employees, and the communities that support us. We see ourselves as stewards of our company, and in turn, our company is a steward of our community and Mother Earth.

Business people are accustomed to looking forward, not back. Our future success hinges on our ability to adapt to changes in our industry as it attracts more interest and investment. We've outgrown our startup status and now compete with much larger players. Our vision for the next phase involves connecting more dots in the food cycle by expanding into soil products and possibly venturing into cultivation.

No matter what the future holds, we'll approach it with the same determination and purpose that guided us from the beginning. Our ongoing efforts are rooted in a sense of stewardship and a commitment to a more sustainable tomorrow. When we look back a decade from now, we hope to celebrate numerous additional milestones in building the waste infrastructure that our communities and the planet desperately need – a legacy built to last.

– Samuel King
Co-owner

MISSION & VISION

Our mission is to change the way that people think about "waste". To this end, Blue Earth Compost makes composting accessible to homes, businesses, and events. In the process, Blue Earth Compost will be a force for positive change by improving our environment, creating good green jobs, engaging with our community, and by advocating for social and environmental issues.

We were founded on a simple premise; that food scraps do not belong in a landfill or incinerator. Instead, they should be recycled back into soil so that they continue their life cycle by becoming compost. In this way, we can build healthy and resilient soils capable of nurturing healthy plants and people.



TIMELINE

Nov 2013

Blue Earth Compost is founded

Apr 2015

Commercial services are established

Sep 2016

Wesleyan became our first university client

Aug 2017

Awarded reSET's social impact challenge

Feb 2020

Expanded into Massachusetts

Apr 2021

Middletown became our first municipal client

Nov 2022

Reached 25 million lbs of food scraps collected

Apr 2023

Our residential pilot starts in West Hartford

Apr 2014

Purchased by the Williams Family

Jan 2016

Our first employee, Sam King, is hired

Sep 2017

Awarded NERC's environmental leadership award

Dec 2018

Bought our first dump truck

Aug 2020

Reached 10 million lbs of food scraps collected

Apr 2022

Became a certified B-Corp

Apr 2023

Community equity round is closed

Nov 2023

10 years of Blue Earth Compost!

B-CORP CERTIFICATION

In 2022, we were certified as a B-Corp, meaning that we are a "company that meets the highest standards of social and environmental impact." This was a goal of ours for many years and it felt so incredible to achieve this milestone. Certification is a stringent process carried out by professionals from the B Lab agency in which they examine all of the impacts of a company with a fine tooth comb. These elements include governance, transparency, accountability, social and environmental impact, worker rights and treatment, and community stakeholder involvement, among others. They assign point values to how a business performs in these categories and if you meet a certain threshold, you can receive their certification.

To qualify, a business must receive 80 points out of a total of 200 available points. The median score for ordinary businesses who complete the assessment is currently 50.9. **We received a 95.1 which placed us in the top 5% of businesses of our size, worldwide. This means we've been recognized as one of the "Best for the World" for business's our size.**

Certified



Corporation



TM

Environment

ABOUT OUR INDUSTRY

Community Composting and Food Scrap Hauling businesses have burst on the scene in the last decade. According to data from the Institute for Local Self-Reliance (ILSR), only a handful of companies (including Blue Earth Compost) were around about a decade ago. That total has boomed to more than 150 companies with operations in 33 states, D.C. and Puerto Rico.

Blue Earth Compost is the largest hauler of source separated organics in the state of Connecticut and in the top 10% nationwide by total weight collected annually and number of customers.



IMPACT

\$1.7 Million

Spent in the local economy

540 ft³

of compost donated

44 People

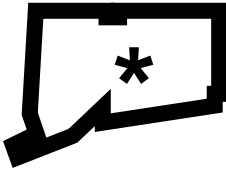
employed at BEC over the decade

SOME ORGANIZATIONS WE'VE SUPPORTED:

Cingari Foundation
Connecticut League of Conservation Voters
Connecticut River Conservancy • CT Science Center
Connecticut Sustainable Business Council
The Document Foundation • Foodshare • Journey Home
Kids Helping Kids • Keney Park Sustainability Project Natural
Dividends • On Earth • UConn Agricultural Extension
United States Composting Council • WECA
Women & Family Life Center

SUCCESSSES

We were the first in Connecticut to...



**secure a municipal
contract for food scrap
collection services**

**start a food scrap
collection service**



**operate a
commercial food
scrap dump truck**

Awards that we've won include:

2022 B-Corp Best For the World

2018 City of Hartford Mayor's Proclamation

**2017 NERC Environmental
Sustainability Leadership Award**

2016 reSET Social Impact Challenge Awardee



LEGISLATIVE ADVOCACY

Some bills we've supported:

2019 S234 - An Act Establishing Pilot Program for Curbside Food Waste Collections Used in Anaerobic Digestors

2020 SB 11 - An Act Concerning the Reliability, Sustainability and Economic Vitality of the State's Waste Management System

2021 SB 930 - An Act Concerning Food Waste Diversion and Anaerobic Digestion Facilities

And most recently,

2023 HB 6664 - An Act Concerning the Management of Solid Waste and Establishing the MIRA Dissolution Authority

Signed into law June 29!

INVESTMENTS

\$864k

has been invested in Blue Earth Compost over the last decade. Here is how we spent it:

\$133k

From the Department of Economic Development in 2017. Spent on a new dump truck.

\$22k

From Indiegogo campaign in 2018. Spent on supporting growth.

\$154k

From Webster Bank in 2021. Spent on a new dump truck.

\$180k

From Webster Bank in 2022. Spent on a dump truck and an electric step van.

\$379k

From equity crowdfunding to buy 2 dump trucks and support growth.

Since our founding, we've collected

40,069,833

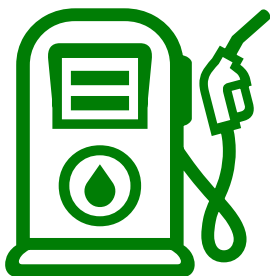
pounds of food scraps

mitigating CO₂ emissions equivalent to:



83.8M

pounds of
carbon dioxide



430K

gallons of
gasoline burned



463M

smartphones
charged



62.8K

tree seedlings
planted



5.2M

kilowatt-hours
of energy created



9.4M

miles driven by
an average car