



## Camperdown Compost

*Delivering value for farmers leads to growth*

Camperdown Compost provides an inspiring example of how focussing on delivering value for farmers has produced a profitable and growing business that is generating local employment and also providing environmental benefits.



Camperdown Compost illustrates how a company's innovative approach through utilising technology, engaging with customers and matching business models to customer needs can deliver value direct to farmers and provide growing, profitable agribusinesses.

Camperdown Compost is a regional business that specialises in making compost. It was established 16 years ago. The company runs its own EPA licensed composting operation that can process more than 20,000 tonnes per annum. It currently employs around 20 people.

Around 5 years ago the company also began making compost on farms and this has led to a major expansion of its business. This year it will service more than 120 farms in Central and South West Victoria covering around 30,000 hectares and processing around 70,000 tonnes of compost.

Camperdown Compost's philosophy is based on **delivering value to farmers**

**though improved productivity.** This is achieved by matching compost recipes to particular farm soil conditions. The approach provides benefits to farmers that include increased soil performance, higher yields, reduced pest problems and so reduced costs of herbicides and pesticides, reduced veterinary bills, and reduced fertiliser costs. There are also direct environmental benefits through replacement of chemical fertilisers and healthier farm soil systems. While carbon dioxide is produced when making compost, its use leads to greater storage of carbon in the soil. Soils get deeper and more friable.

**Camperdown Compost has changed its business model to deliver enhanced value—the basis of innovation**



A major innovation in recent times has been the development of Green Pastures milk. This milk is produced from farms using Camperdown's composting systems and is sold in Coles supermarkets around Australia. It is marketed as environmentally friendly milk, directly returning value to participating farmers through a price premium on their milk.

The success of Camperdown Compost also illustrates the **benefits of collaborating.** Green Pastures involves collaboration

between Camperdown Compost, local dairy farmers, Warrnambool Butter and Cheese and Coles supermarkets. Camperdown Compost is also collaborating with researchers from Monash University to investigate the benefits of using compost in crop production.



Camperdown Compost has significant growth plans. This includes further expansion in the number of farms it services. For instance, Tony Martin has been appointed to expand operations on farms in the Geelong region and the company will this year take all of Geelong's green waste. The company also plans growth in Green Pastures milk production, and will extend composting to improve soil production across a wider range of agricultural activities and soil types.

For more information: <http://www.campcompco.com/index.htm>

*This innovation hotspot is an initiative of the G21 Agribusiness Forum - to illustrate the success of innovative agribusinesses active across the region. See: <http://www.g21agforum.com.au/>*