

USCC Strategic Plan

Vision Statement

We believe compost manufacturing and compost utilization are central to creating healthy soils, clean air and water, a stable climate, and a sustainable society.

Mission Statement

The US Composting Council advances compost manufacturing, compost utilization, and organics recycling to benefit our members, society, and the environment.

Advocacy

Goal: To improve and expand legislative and regulatory advocacy at regional and national levels

1. Objective: Diverting organics for beneficial reuse
2. Objective: Develop and support upstream policies to minimize contamination
3. Objective: Strongly encourage EPA to amend review process to identify and manage Persistent Herbicides
4. Objective: Obtain grant funding to provide industry economic impact analysis

Education/Certification

Goal: Expand industry-wide professional development through education and certification for compost producers and professional specifiers

1. Objective: Grow USCC annual conference program and revenue
2. Objective: Launch, promote, and grow Operator Certification and additional education opportunities for compost operators
3. Objective: Develop programs to educate and certify professional specifiers and designers
4. Objective: Develop plan to build next generation of the industry
5. Objective: Develop and promote BMPs, operational safety and compliance programs

Infrastructure/USCC

Goal: Grow and strengthen the USCC financially and operationally

1. Objective: Develop an ongoing membership promotion and retention plan to achieve 1,000 member entities by July 1, 2019
2. Objective: Develop a plan for state chapters
3. Objective: Strengthen and capitalize on the STA program
4. Objective: Maintain and expand strategic alliances and partnerships

Marketing, Communications, and Public Relations

Goal: Communicate the value of USCC and Certified Compost™

1. Objective: Provide tools and programs targeted to expand compost and compost-related markets
2. Objective: Engage with colleges and universities to get involved in organics collection, composting, compost utilization, and the USCC.
3. Objective: Continue to improve the website and external communication methods as a primary means of providing strong support and educational resources to existing and prospective members, advocacy groups, policy makers, and the public
4. Objective: Develop marketing plan for food scrap haulers and generators