

SUSTAINABLE SUPPLY CHAIN PROGRAM



CASE STUDY

NYSP2I Supports Organix's Regenerative System Solution

Located in Seneca Castle, New York, Organix Green Industries, LLC (Organix) is a producer of vermicompost. Organix captures food and yard waste, along with biodegradable kitchenware as food for worms who create soil amendments. "Magix Soil Amendment" and "Magix Worm Ade" vermicompost products are currently sold in landscape stores, home and garden centers and hardware stores.

Challenge

Organix owners are dedicated to providing a local, regenerative food waste solution to the local community; however, they are challenged with communicating the sustainable characteristics of their products.

Solution

Organix requested assistance from the New York State Pollution Prevention Institute (NYSP2I) with sustainable attribute identification for their vermiculture soil amendments and developing customer messaging to articulate Organix's value proposition.

The work performed by NYSP2I included: (1) documentation and information review to better understand Organix soil amendments, ingredient inputs, previous research conducted, operations, current target markets and customer messaging, (2) an on-site visit, (3) benchmarking and competitive analysis, and (4) development of supporting customer messaging to describe the beneficial attributes of using Organix soil amendments.

Results

Results of the work performed by NYSP2I include:

- A comprehensive benchmarking summary of other vermicomposting facilities and how these companies communicate sustainable attributes of their products and processes
- Details on how Organix products enable points in LEED V4 for Building Operations and Maintenance as well as the International Living Future Institute (ILFI) Living Building and Community Challenges
- Guidance in pursuing USDA BioPreferred as a third party certification for Organix and facilitation of product testing
- Development of customer messaging tools to articulate the sustainable attributes of their products and regenerative system

CHALLENGE

- Organix wanted assistance in identifying and communicating the sustainable attributes of their products to current and new customers and identifying a third party certification to support their claims

SOLUTION

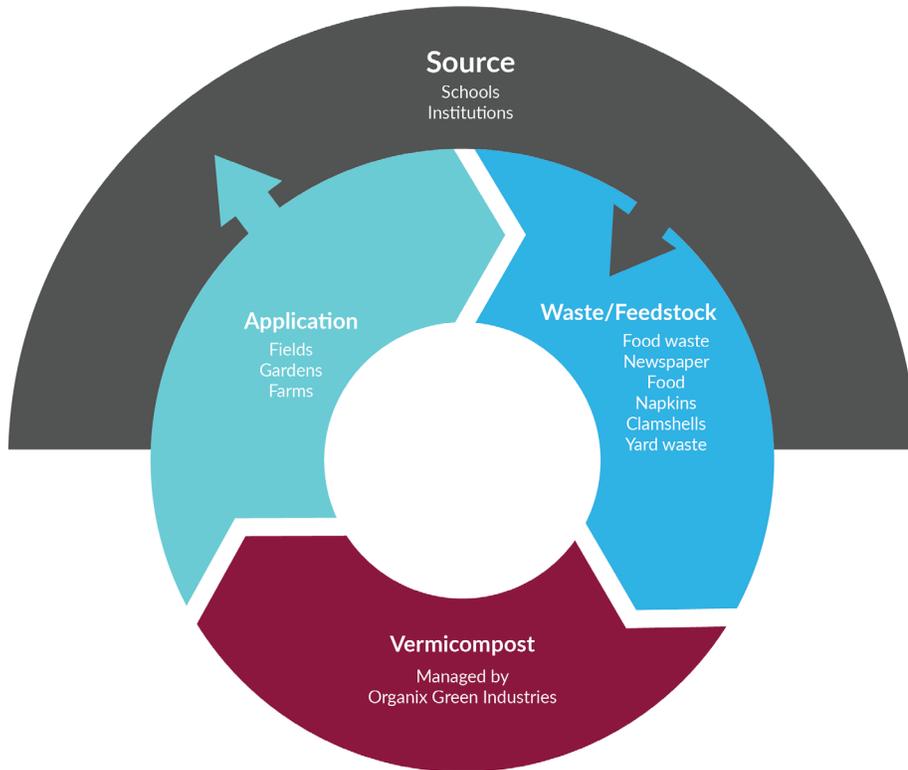
- NYSP2I assisted Organix with sustainable attribute identification, benchmarking of other vermicomposting facilities, and assistance towards 3rd party certification

RESULTS

- Organix has been enabled to continually improve their product positioning as a vermicompost producer and regenerative system solution provider



Organix's Regenerative System



Through this project with NYSP2I, Organix has been enabled to continually improve their product positioning as a vermicomposting facility, soil amendment producer, and regenerative system solution.

Testimonial

“The NYSP2I Team was so amazing during this project. They understood the value proposition and figured out how to communicate a regenerative solution to our markets. So thankful for their help and look forward to executing the road-map that they helped us establish.”

- Jacob Fox, CEO
Organix Industries, LLC

NYSP2I PARTNERS

R·I·T

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The State University of New York



New York Manufacturing Extension Partnership

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Regenerative System

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