

The Brand of Class B Biosolids

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History of Biosolids

- Sludge vs. Biosolids
- Disposal vs. Beneficial Reuse
- AB 939
- 40 CFR Part 503
- Advanced Levels of Wastewater Treatment
- More People / Less Farmland

Basic Product Branding Issues

- Recognition that Branding a Key Issue?
 - Both the Product and the Agency
- Class B Quality Standards
 - Based on Regulations
 - Not Based on Specific Customer Needs
- A “By-Product” of the Wastewater Treatment Process
- “Came From a Wastewater Plant”
 - Must Be a Waste!
 - Difficult for Science to Reverse This
- A Branding Strategy?

Brand Management

- Brands are All About Standards
- We Left Brand Management of Biosolids to Others
 - Haulers, Farmers, Residuals Management Companies.....
 - Its Our Product!
- Site Selection
 - Careful Selection Given the Basic Branding Challenges
 - Shipping Out of County or to another Region
- Applications and Procedures
 - Use on Specific Crops?
 - Time of Day, Weather?

Results

- An Overarching Negative Brand for Biosolids
 - Region to Region
 - Generator to Generator
 - Is one type of Biosolids better or best?
 - Does EMS Address the Biosolids Brand?

Moving Forward

- How Much Did it Cost Us to Not Manage This Brand?
- Could We Have Avoided the Negative Branding?
- What Does this Tell Us About the Future?
 - Our Products and Brand Management