

Green Business Profile

Cathy's Crawly Composters

Address: Bradford, Ontario

Website: www.cathyscomposters.com

Number of employees: 2 full-time

Owner: Cathy Nesbitt



*"It may be in part to affect the bottom line, but I really think business owners are looking for more opportunities to do the right thing. Unfortunately, we don't always know how."
(Cathy Nesbitt)*

Introduction

In 2002, after an injury forced her to make a career change, Cathy Nesbitt found herself with an opportunity to start her own business. Intrigued by the potential of composting for rejuvenating the soil while lessening the amount of waste, Cathy started a vermicomposting company.

Celebrating ten years in operation, Cathy's Crawly Composters is operated by Cathy and her husband Rick.



What they did to go green

Over the past decade, Cathy's Crawly Composters can be credited with helping people across Canada divert several tonnes of waste from landfill sites.

The business focuses on selling vermicomposting kits and educating the public about the benefits and importance of vermicomposting.

According to Cathy, "Vermicomposting is a method of indoor composting that relies on specialty worms called Red Wigglers to break down organic waste into compost that can then be used to enrich the soil."



The worms eat approximately half their weight per day. Therefore, one pound of worms will consume about three to four pounds of waste/week, with little effort required by the owner.

Over the past ten years, Cathy has sold thousands of kits and over 5,000 pounds of worms, largely to people in urban areas – and particularly in apartments and condominiums.

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The benefits of going green

Cathy has seen a steady increase in the number of individuals and businesses wanting to know more and do their part to help the environment. “People sometimes think it’s going to cost too much to do green initiatives, or the economy is going to be negatively affected. Obviously, that’s false and false.”

The interest in making a difference has allowed Cathy and Rick to have a successful business that supports them as well as casual employees when they need the extra help.

Ever mindful of their own green business practices, the owners use recycled materials for packaging within their composting kits. Additionally, to increase awareness about their business and vermicomposting, Cathy and Rick have capitalized on the internet, traditional and social media – a green business practice on its own. Cathy points to the success of the use of this marketing strategy: “I went to Guatemala for a project as a result of my connection on Twitter.” Their online presence has also garnered them numerous media interviews, including one with a radio station in Chicago.

Future green plans

Cathy sees even greater opportunity for promoting to individuals in apartments and condominiums, even working with condominium associations to help them become recognized as ‘green condo complexes.’

For more information about incentive programs, or to obtain no-cost green business consulting to help with your green initiatives, contact the Green Economy Centre toll-free at 1.800.509.7554 or visit the website: <http://www.nottawasaga.com/get>