Market Assessment for Coco-Geotextiles and Coco Growing Media Products

client:

Foundation for a Sustainable Society, Inc.
(Philippines)

✛ *Ecotrust* conducted market research on the erosion control and soil amendment industries to identify opportunities for a Philippine producer of coconut fiber and dust products.

✛ *Ecotrust* identified potential products and distribution channels for coconut fiber and peat products which could effectively carry a conservation message, and helped FSSI forge a regional marketing and distribution strategy.

✛ *Ecotrust* identified and conducted due diligence on potential distributors of coconut fiber products and helped FSSI identify effective distributors and structure supply and distribution agreements.

Ecotrust was recently retained by a Filipino company to do market research and develop a marketing and distribution strategy for coconut fiber and coconut dust products. Coconut husks - about eleven billion annually - create a large waste problem in the landscape. Creating value-added products from coconut coir and dust create opportunities for rural residents who weave the erosion control nets on household looms. In addition coconut "dust" provides an alternative to peat moss which is generally mined unsustainably from peat bogs. *Ecotrust's* charge is to develop a marketing and a distribution strategy which differentiate the product in terms of its environmental and social benefits and expands the market for Philippine coconut fiber and dust products.

In addition, *Ecotrust* assisted FSSI in identifying and screening potential distributors. This included market research on potential distributors' product offerings, geographic range, financial strength, and commitment to sustainability. *Ecotrust* also provided advice and guidance in structuring and negotiating supply and distribution agreements.

· *Ecotrust* discovered that the market for coconut fiber and coconut dust is growing, fueled by increasing need for erosion control and stream restoration, and by the need for alternatives to peat moss in the nursery industry from both resource conservation and product performance perspectives.
· Product specifications and marketing materials for the major manufacturers and distributors of coconut products in the United States were compiled in addition to a summary of erosion control products, and information relating to the broader range of coconut products.
· The report detailed market trends and developments in the industry, increased activity and spending around ecological restoration, and regulatory impacts and policy developments.

The Foundation for a Sustainable Society was established to catalyze for-profit ventures that address rural poverty and environmental degradation and create opportunities for conservation-based development in the Philippines.

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An Ecotrust Project Profile