



WHERE THERE'S MUCK, THERE'S BRASS!

Adrian and Katie McLelland from Yarnton are the first to agree with this popular phrase! Their company, Happy Earth Soil, is an innovative new composting company that creates organic, peat-free Soil Conditioner and Leafy Compost from grass cuttings and leaves.

Since they began their composting business, they have built a steadily growing market for their products and are beginning to believe themselves that something that is apparently so simple can become a solid and sustainable business.

The couple first developed their method for making top quality compost when they lived in New York State, close to the Canadian border.

"The raw materials are grass cuttings and leaves" Adrian explained. "Our composting process includes getting the temperature over 60 degrees Fahrenheit and then regular turning to create an entirely natural compost which is free from weeds and harmful bacteria."

For now, they have 2 products: a soil conditioner and a leafy compost. "We knew that making this a business would need more than passion. We needed a consistent formula. So we did research to ensure

we could achieve excellent moisture retention and have a rich product capable of reviving tired soils which have lost their structure."

That effort was rewarded by outstanding results when they submitted samples to be tested at a soil testing laboratory in Brackley. "It is scientific proof that our method and product formulas are very high quality. They are especially rich in nitrogen."

Help getting started

Through OxLEP Business Adrian and Katie were able to get their business idea ready to launch more quickly. Following a meeting with a Network Navigator from OxLEP Business to talk through their plans, they were able to start working on their marketing and sales strategies. One of the biggest benefits has been the support they have had in finding other people in the sector willing to share their ideas.



HAPPY EARTH SOIL
 Kathleen McClelland
 info@happyearthsoil.co.uk
 07740195839
 www.happyearthsoil.co.uk

Being relatively new to running a business, they have also attended several workshops about a useful tool for developing their business proposition, planning and tracking their performance.

OxLEP Network Navigator Sam Hampton said: "There is a high level of mutual support in the sustainability sector. I made some connections and introductions for them to help build their network. It will be a benefit as they continue to grow their business."

Business taking root

"As a start-up business we're ready to scale up production as we grow." Adrian said. "At the moment we are selling business to business. It's no surprise that garden centres are the main market for our product, but we do have plans for growth which include other sales channels possibly online, so we'd be selling directly to customers then."

As an indication of their future sales, they have been closely monitoring demand from their first garden centres.

“ At our best locations we're selling 150 bags of each product every month. That's both our soil conditioner and the leafy compost. ”

OxLEP Business's Elevate programme helps you to start, run and grow your business. Find out more about OxLEP Business and how it can help you achieve your own goals.

W: www.oxfordshirelep.com/business
T: 01865 897181
E: enquiries@oxfordshirebusinesssupport.co.uk

OxLEPBusiness @OxLEPBusiness

