

INSECT FRASS FERTILISERS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an insect protein company engaged CPL Business Consultants to assess the market opportunity for insect frass in agriculture in the growing markets of organic fertilisers and crop production aids. CPL conducted a comprehensive assessment of the market opportunity for frass in plant health and nutrition based on a wide range of primary and secondary research. CPL was able to provide detailed strategic recommendations for R&D, NPD, market positioning and market entry.

BACKGROUND

Farming insect livestock as a source of alternative protein produces large quantities of [frass](#) (the ‘dung’ produced by insects). A large part of the business is in valorising this co-stream effectively. CPL Business Consultants has a broad range of expertise in food ingredients and in agriculture and its team includes consultants with previous experience in entomology, food technology and agriculture. Frass has a number of interesting properties which add significant value over its nutritional content as a fertilizer for plants.

OBJECTIVE

The objective of this study was to assist our client with determining the market opportunity for the positioning of insect frass in the growing market of organic fertilisers and crop production aids. The aim was to see how the highest value could be obtained and how the higher value markets could be accessed. Our client also sought information and guidance on strategic questions relating to customers, end-use perceptions and customer knowledge.

Utilising more almost four decades of experience from working in plant health and nutrition markets, CPL produced an extensive report on the insect frass fertilisers market opportunity based on a wide range of primary and secondary data sources. This included market data, custom research, proprietary databases and information from industry stakeholders. This comprehensive review covered B2C and B2B products.

As part of the project, CPL carried out a survey of >4k farms gaining a good real-world indication of organic inputs based on farmers’ actual experience and perceptions of frass in the farming community.

An outline of the report can be found below.

INSECT FRASS FERTILISERS

EXECUTIVE SUMMARY

Introduction to Insect Frass and Organic Fertilisers

- Megatrends
- Fertilisers
- Soil Amendment
- Biostimulants
- Biopesticides

Insect Frass Fertilisers Markets Overview

- Organic Fertiliser Market for Insect Frass
- Insect Frass Market in Soil Amendment
- Overview of Frass in Biologicals
- Insect Frass Biostimulant Markets
- Insect Frass Biopesticide Market

Organic Farming in North America

The report included detailed market information by state and province in the United States and Canada.

- Organic Farming Market by State and Crop
- Fertiliser Market by State
- Manure Use by State
- Total Organic Fertiliser Market
- Use in Nursery and Garden Centres

Customer Analysis

CPL surveyed >4k farms in North America and supplemented this with findings from expert interviews and desk-based research.

- Customer survey
- Pricing
- Customer needs

Competitive Analysis

CPL examined the market for direct competitors, complementary and substitute products, including detailed information on how products were positioned and marketed, and how insect frass could compete in this market.

- Value chain
- Profile summary
- Company profiles

ADDITIONAL PROJECTS

In addition to insect frass fertilizers, CPL has worked on other projects focused on market opportunities for fertilisers e.g. [Slow Release Fertilisers Market](#), [Opportunities in Horticultural Fertilisers](#), and [Biofertilizers Overview](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).