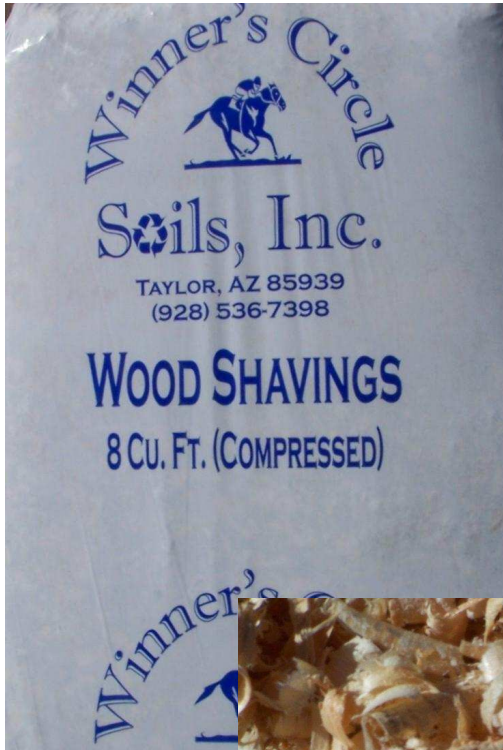


SUCCESS STORY—WINNER'S CIRCLE SOIL PRODUCTS, INC.



Bill Baldwin took over the family business in 2007 from his mother and father, a family-owned business for over 30 years in Taylor, Arizona. The firm has produced potting soil, mulch, topsoil, and baled shavings locally by recycling green waste and local forest products. In 2008, Bill applied for and received a USDA Forest Products Lab Woody Biomass Grant, with the help of Northland Pioneer College SBDC, the SWSFP, and the USDA Regional Biomass Specialist from Albuquerque, NM.



The grant allowed Baldwin to improve his shavings manufacturing unit, increasing efficiency, and lowering unit costs. The 2009 shavings market has felt some contraction due to the shrinking economy, however Baldwin has credited the improved efficiency as making a big difference in their being able to survive in this challenging economy.