

Owning and Operating Facilities throughout British Columbia, Ontario, California and the Mid-Atlantic, Midwest states and Northeastern United States, Harvest Power is helping Communities better Manage and beneficially Reuse Organic Materials at a Lower Cost than Conventional Methods currently in the Marketplace

**Clean Technology  
Renewables**

**Harvest Power**  
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**Paul Sellew**  
CEO

**BIO:**

Paul Sellew is Chief Executive Officer (CEO) of Harvest Power Canada Ltd. and of Harvest Power, Inc. Paul has been a leader in the organics industry for more than 25 years. In 1982 he founded Earthgro, Inc., which grew to be the second largest producer of compost-based lawn and garden products in North America. He has also founded and led International Process Systems, Inc. (composting technology provider), Allgro, Inc. (compost marketing firm), Environmental Credit Corp. (carbon credit creation and trading), and Backyard Farms (hydroponic greenhouse to-

mato producer). Paul graduated from Cornell University College of Agriculture and Life Sciences.

**About Harvest Power:**

Harvest is creating a more sustainable future by helping communities better manage and beneficially re-use organic materials. The company harnesses the full potential of organic materials by recycling energy and nutrients back into local communities through its energy gardens and its production of nutrient-rich soils, mulches and natural fertilizers. Harvest owns and operates facilities throughout North America in British Columbia, Ontario, California and throughout the Mid-Atlantic, Midwest states and Northeastern US.

Harvest is a destination employer for more than 400 people in the US and Canada. We believe in the importance of sustainability, results, quality, integrity and workplace safety. Our experienced team is dedicated to harvesting and beneficially re-using organic materials, turning them into soils, fertilizers, energy, and engineered fuels. Today we supply millions of tons of mulches, organic fertilizer and soil products, in conjunction with our retail and municipal partners in the US and Canada.

Harvest was named to the Cleantech 100 (Top Global Cleantech companies), designated "Emerging Company of the Year" by the New England Clean Energy Council, and received a KPMG award for "Top Infrastructure Project" in the world in 2012.

**Interview conducted by:  
Lynn Fosse, Senior Editor**

**CEOCFO:** Mr. Sellew, would you describe Harvest Power?

**Mr. Sellew:** Harvest Power manages organics that we generate as part of waste in our society such as yard waste, leaves, grass, brush, food waste. Our business model is to maximize the value out of these organics and through the collection of a tipping fee, producing renewable energy using a platform of anaerobic digestion technology and then marketing the end products in the forms of soils, mulches and fertilizers.

**CEOCFO:** What process do you utilize; is it unique?

**Mr. Sellew:** Unlike other clean technology companies, our renewable energy technology is a completely proven approach, using a technology called anaerobic digestion, which is the biological breakdown of organic materials by microorganisms. Their metabolic byproducts are something called biogas, which is a methane-rich natural gas type product that we can turn into electricity, thermo energy, or natural gas that can be further processed into compressed natural gas (CNG), which could be used as a transportation fuel. It is a very flexible fuel source.

**CEOCFO:** Why does your process differ and why is it better?

**Mr. Sellew:** Our business model is what really makes us unique. We are an owner/operator. We operate 28 different facilities in North America. We invest the capital and then work

with generators of organics and charge them less than what they are charged currently, which often means that we are diverting materials from the landfill which is the predominant disposal method for organics in North America. Then we repurpose these organic materials through the production of renewable energy and the sale of fertilizer and products. What makes us unique is the ability to take the complete responsibility from A to Z and do this in a cost effective manner while producing renewable energy, and while reusing the nutrients in the form of organic fertilizers, mulches and soils. At the end of the day, what really makes us unique is that it is a complete commitment to sustainability for the generators of these organic wastes, and it can all be accomplished at a lower cost.

**CEOCFO:** Who is using your services today?

**Mr. Sellow:** We are operating in California, British Columbia, Ontario, throughout the northeast and mid Atlantic and Florida.

**CEOCFO:** Is the geographic footprint opportunistic or planned?

**Mr. Sellow:** Yes, we are more focused on the coast because of population density, good policies in place to support renewable energy, good end-product markets for both agriculture and lawn and garden. Those are the markets that are most attractive to us right now and this is why we are focused on them.

**CEOCFO:** How do you attract new business?

**Mr. Sellow:** We go to generators of organics and we offer them a service that allows them to lower costs and participate in a sustainable solution for their organic materials that they generate. We operate in the free market and we have a business model that is not dependent upon subsidies, unlike many other clean energy companies. From our standpoint, we can offer value and savings, and at the same time, environmental responsibility. We have an enormous pipeline of business.

**CEOCFO:** Are you able to accommodate anyone that wants to use your services?

**Mr. Sellow:** It needs to be source-separated organics. We do not take municipal solid waste. We take clean streams of organics because in addition to energy, we make end products out of that, so we only deal with materials that are separated at the source.

**CEOCFO:** Where do you see the greatest areas of growth?

**Mr. Sellow:** We see growth on the east coast, west coast, other selected markets in the US and Canada. From there, we feel we have enormous opportunity in our core markets. Our initial focus is North America and we think that long-term, there will be tremendous opportunities overseas.

**CEOCFO:** Do you feel that the majority of companies that should know about Harvest Power are aware?

**“We have a disruptive business model that we can manage organic materials and organic wastes at a lower cost than conventional methods that are right now in the marketplace. We can generate a very successful strong profitable business out of that, which has many legs and is going to continue to grow.”**

**- Paul Sellow**

**Mr. Sellow:** We are a new company, so we basically have been in the market for less than four years. We have close to five hundred employees, twenty operating sites, revenue north of \$100 million, so we have come a long way in a short of a period of time, but we are still a relatively new company.

**CEOCFO:** How do you reach potential customers?

**Mr. Sellow:** We reach them with old-fashioned business development relationships in the market place and targeting customers and municipalities that basically can benefit from the use of our technologies and services, just the old-fashioned way.

**CEOCFO:** How is business these days?

**Mr. Sellow:** Business is strong. We have a big pipeline and many great opportunities in front of us. We are

well capitalized. We have capital to invest. Yes, business is strong.

**CEOCFO:** Do you feel the interest in ‘green’ is increasing?

**Mr. Sellow:** I view it as a bipartisan issue. Ultimately, you look at the forces of sustainability and realize we will basically be forced to behave in more sustainable and thereby ‘green’ ways. I think the innovation that has occurred through technological development will allow us to do that in a time period, which will surprise people in that we will get there sooner than many people think. Many people discount the role of innovation. I think there is a great deal of innovation going on out there right now with companies like Harvest and other companies that will allow municipalities, governmental agencies, corporations, generators of organics, to do the right thing and lower cost as well as promote sustainability all at the same time.

**CEOCFO:** What is the competitive landscape?

**Mr. Sellow:** Right now, organics for the most part are landfilled in this country, so the landfills are filling up. I think we will look back and ask why we threw away all

of these valuable materials. As that understanding becomes an accepted understanding in the marketplace, I think that will further the drive toward the beneficial reuse of these materials.

**CEOCFO:** What do you see ahead?

**Mr. Sellow:** I see new growth, continued growth and continued success for our business. There is a huge marketplace out there: hundreds of millions of tons of organics are generated on an annual basis in North America. Therefore, we are still scratching the surface. We are one of the largest right now in North America but we think there is enormous amount of additional market opportunity out there for us.

**CEOCFO:** Are there any additional services that you would like to provide anywhere along the line?

**Mr. Sellow:** Our focus is to be open to technological developments. We manage millions of tons of organics so from that standpoint, if there are new things developed either from our own R&D efforts or others that allow us to maximize further value out of these organics, we are open to that and we will incorporate that into our business model.

**CEOCFO:** Why should the business and investment community pay attention to Harvest Power?

**Mr. Sellow:** We have a disruptive business model that we can manage organic materials and organic wastes at a lower cost than conventional methods that are right now in the marketplace. We can generate a very successful strong profitable business

out of that, which has many legs and is going to continue to grow. We are a young company but we have accomplished a lot in our less than four years of being in the business. We are well capitalized and we think there is a huge market opportunity out there.



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