



## International Erosion Control Association

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### **NEWS FOR IMMEDIATE USE**

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### **IECA Initiates Market Study**

The International Erosion Control Association (IECA) is developing a market study to assess the size of the U.S. erosion and sediment control market. As one of two primary goals of IECA's Economic Research Committee, the study will capture data from nine general categories of products and equipment.

To insure the study reflects the perspectives of its membership, IECA created the Market Study Task Force, a group of ten association leaders who represent the manufacturing, consulting and publishing professions. The group has been working on the project since December and hopes to have the survey distributed by July with a final report issued by October. The Task Force envisions the study will become an annual or biennial project.

Dan Waldman, Economic Research Committee Chair and task force member, believes the study will have great utility to IECA. "The study will accomplish several important goals. First, it will give us a benchmark to identify trends in product usage and development. Secondly, it will give members an economic indicator of how important our profession is and the extent of its growth. Finally, it will add strength to IECA's position as our members seek to influence government and economic leaders."

The Erosion Control Technology Council (ECTC), an association of rolled erosion control product manufacturers, is assisting with the development of the study. ECTC's experience with similar market study reports will help IECA identify and avoid some of the common problems associated with obtaining the data.

IECA is a 3,000 member organization that connects, educates and develops the worldwide erosion and sediment control community.

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