



**FREIGHT TRANSPORTATION  
REVIVAL OR SURVIVAL  
*-FROM THE FRESH SIDE OF LIFE-***





# REVIVAL- UNDERSTANDING THE PAST

- 1960's/ 70's- NO COMPUTERIZED INVENTORY SYSTEMS
  - FRESH AND FROZEN PRODUCE, MEAT, SEAFOOD BOUGHT FROM TERMINAL MARKETS
  - BUYERS WERE WELL VERSED IN THE FUNDIMENTAL COMMODITIES
  - BASIC COMMODITIES WERE SOLD
  - RAILROADS HANDLED IT ALL – SERVED EVERY TERMINAL MARKET
- 1980'S – COMPUTERIZED INVENTORY REPORTS
  - BUYERS BEGIN MOVING AWAY FROM TERMINAL MARKETS- MOVE TO TRUCK
  - RAIL SERVICE SUFFERS
  - NEW FURTHER PROCESSED ITEMS- CHANGE IN BUYING PATTERNS
    - CRYOVAC MEATS, PROCESSED PRODUCE, IQF
    - THE SUPER CENTER GROCERY STORE
- 1990'S/ TODAY – WAREHOUSE AND INVENTORY MANAGEMENT SOLUTIONS
  - AUTOMATED REPLENISHMENT, RFID, GPS TRACKING
  - SELL BY DATES ON FRESH PRODUCE?
  - JIT INSTEAD OF JUST IN CASE
  - HOME MEAL REPLACEMENTS



# YESTERDAY AND TODAY





# CHANGING THE MODAL

- REALIZE DISTRIBUTION HAS CHANGED
  - DON'T FIGHT IT- PLAY IN THEIR SAND BOX NOT YOURS
  - SOLUTIONS ARE NEEDED
- CONTROL THE TRANSIT SCHEDULE- AS CLOSE TO TRUCK AS POSSIBLE
  - REDUCE WORKLOAD ON NETWORK
    - REDUCTION OF MAINLINE TRAIN STARTS
    - REDUCTION OF TERMINAL SWITCHING
  - EXPANDS PRODUCT OFFERINGS
    - WORKS WITHIN CURRENT PERISHABLE BUYING PATTERNS
    - SOLVES MIXER LOAD SOLUTION
- SINGLE ORINATION – SINGLE DESTINATION
  - OPTIMIZES NETWORK EQUIPMENT CAPACITY
  - REDUCES LOCAL SWITCH MOVE
  - FLEXIBILITY IN ORDER SIZE- COMBINE LIKE ITEMS
- OPERATE IN A SAFE, SECURE, CONTROLLED ENVIRONMENT
  - POINT A TO POINT B
  - PROTECT COLD CHAIN
  - INVENTORY VISIBILITY AND TRACKING
  - FOOD SAFETY AND SECURITY



## **SURVIVAL- THE FUTURE**

- **Guarantee-** Equipment and transit schedule
- **Control-** Product traceability- from origination to destination
- **Privacy-** Secured web based inventory access
- **Consistency-** Weekly transportation supply and rates
- **Flexibility-** Less-than-truckload capabilities
- **Security-** Sealed Railcars Nonstop from Origin to Destination – 24 hour- surveillance at each location
- **Commitment** - Environmental sustainability and fuel conservation