



**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