



California Giant Improves Cold Chain Management as Summer Approaches

(Watsonville, CA– July 1, 2016 As the warmer weather emerges along with the first day of Summer in late June, so does the increased effort by California Giant to keep berries cold throughout the distribution system from field to the shopper's refrigerator.

California Giant Berry Farms knows cold chain management is of utmost importance in delivering the highest quality products to their consumer all year long and utilizes the best systems possible for their berries. To that end, the company is shifting to exclusively using the Locus Traxx technology Temperature Recorders on berry shipments leaving their cooling facilities as of July 1, 2016. Specifically, the SmartTraxx GO shipment monitoring system from Locus Traxx that provides the ability to continuously monitor any shipment at any time.

The SmartTraxx™ GO system is disposable and as soon as the tab is pulled from each unit, temperature and location data are sent in real-time to the cloud.

“As we look to drive extra costs out of the system, keeping an inventory of several different recorders for various customers at multiple shipping points drives costs up” says Anthony Gallino, VP of Sales for California Giant. “Our goal is to offer premium and consistent quality everyday and the cold chain is a key element of this process. Since we started using Locus Traxx products on our delivered loads, our temperature issues at arrival have dropped to below 1%, adds Gallino.

“Our job is to provide customers with the opportunity to enhance productivity and efficiency, develop new services and improve real-time decision making. The relationship between Locus Traxx and California Giant Berry Farms is one of collaborative learning and open communication, which I believe helps us to achieve these standards on a daily basis,” said Juliette Giles, Sales Manager at Locus Traxx.

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