

SHIPPING SEASONAL FREIGHT: The **Problems**, The **Solutions**



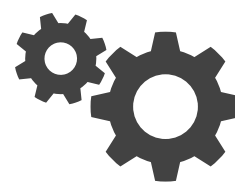
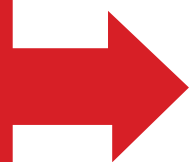
Problems

Solutions



Product Spoilage

The weather is always a factor when shipping product and the nature of the product means planning pickup and delivery times can't be last-minute. Throw in the extra government regulation that accompany food, especially refrigerated food, and you have a challenging logistics schedule. 3PLs can help!



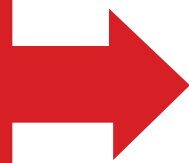
Communicate & Use Technology

Constantly monitor every shipment to ensure cargo temperature never rises above or below the safety zone. If a concern arises, your team can contact the driver immediately so they can pull over and rectify the problem before any product is damaged. This ensures a product remains safe from the farm field to the store shelf, with as little waste as possible.



Risk of Damage

Shipping produce and nursery freight poses a threat of damage while in transportation. These fragile items often need special handling to ensure they arrive unharmed. 3PLs offer carriers who are experts in their field.



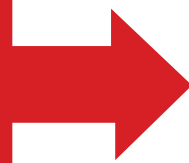
Plan & Implement SOPs

To ensure the product is transported in the correct conditions, create an SOP that assesses the product and its requirements for shipping. Make sure to have the correct insulation, e-tracks, temperature, and palletization. Create a checklist to make sure that shipping necessities are covered.



Capacity

In the heat of the season, it can be hectic finding someone to transport products - and with the possibility of spoilage, this adds even more pressure. 3PL's have thousands of vetted carriers to choose from.



Use Forecasting

Before the season begins, use forecasting to predict when and where you'll be shipping. Communicate this to your shipping manager and 3PL so that they can prepare and start finding the needed transportation. The better you can prepare for the season, the more time and money you'll save.