

Real-Time Loggers Solve Rejected Load Problem for California Grower

Situation: Millions of pounds of salad.

The Salinas Valley, located along California's Central Coast, boasts much to be proud of. Pinnacles National Park, Arroyo Seco River, River Road Wine Trail and Steinbeck Literary Trails are some of the attractions that make this an exciting place to visit and live. Often referred to as "The Salad Bowl of the World", approximately 70% of the nation's lettuce is grown in the Salinas Valley, as many produce companies have made this region home.

One such produce company has been in business since the 1920's, and grows a large variety of leafy greens and other vegetables in various regions around the country, as well as the Salinas Valley. The company produces millions of pounds of salad every month, packaged in an array of kits to satisfy almost any craving. The company's focus is always on providing the highest quality products, having implemented multiple food safety practices, such as performing frequent testing, stringent security requirements to prevent tampering, quickly resolving issues, and adhering to the Food Safety Modernization Act (FSMA). Salads are maintained at 36°F throughout the cold chain, and specially designed packaging is used to ensure the freshest product reaches the customer. Positively impacting the environment through greenhouse gas reduction and water conservation is also a top priority.

Problem: Too many rejected loads.

Temperature monitoring devices are typically selected by the company's customers. However, an issue with one customer, a

large grocery chain, necessitated a change. The grocery chain rejected four loads in a single day. The company knew their customer (the grocery chain) had very strict requirements when accepting shipments. If the cargo temperature was above 40°F for even one hour, the load would be turned away. Experiencing

four rejected loads in one day was a strong indication that the company had to find a new solution in order to regain the trust of their customer.

The rejected loads had been monitored by an in-transit logger which required PC download - upon arrival - to access trip history. In other words, by the time the company discovered out-of-range temperature conditions, it was too late to take action. Not only were there temperature

excursions with the grocery chain's shipments, the company had begun to see problems with loads going to other customers as well. Given that the company has such high standards for food safety and customer satisfaction, it is not surprising that they were deeply committed to identifying and correcting any issue impacting their ability to deliver high quality products.

The company knew they needed to remotely track the in-transit temperature of the loads to identify the cause of the deviations. The ability to track loads in real time would give them complete visibility during transport, and provide the detailed information needed to prevent further rejections.



Solution: FlashLink Real-Time Logger

DeltaTrak has a 30 year history of designing and manufacturing temperature monitoring solutions trusted by customers the world over. We endeavor to consistently provide high quality products, while also offering excellent customer support. We pride ourselves on our ability to create solutions which help our customers solve problems.

In search of a new solution that would enable the company to remotely identify excursions, the transportation manager contacted Wade Markham, DeltaTrak Regional Sales Manager, who responded immediately. By the next day, the FlashLink RTL Prime In-Transit Logger (Model 22362) was in route to the company. The RTL provides the remote in-transit temperature monitoring the company was seeking. Within a few days, the RTLs had been received and were in use. For the first thirty days, the company would equip every load going to the grocery chain with a DeltaTrak RTL, but, instead of going straight to the customer, the shipment was inspected at another of the company's processing plants located approximately 90 miles from the customer. Although getting the shipments to their customer on time was crucial, the company wanted to understand what had caused the previous temperature excursions, to avoid any issues with future loads.

DeltaTrak's Real Time Logger offers many benefits. The device has a trip duration of 15 days and offers location tracking and light sensing. The light sensor will detect vehicle door openings, making it easier to spot possible cargo tampering. Trip data, which is stored in the cloud, is logged every five minutes. Customizable high/low alarms alert stakeholders to temperature excursions.

Results: Problem solved. More business on the horizon.

The company is very satisfied with DeltaTrak's RTL because their Track and Trace team is immediately alerted to any in-transit temperature issues and given the power to take corrective action, saving hundreds of loads and preventing the loss of thousands of dollars. This is a major shift from the way the company previously managed the cold chain. In the past,



once an order left the processing plant the company was in the dark as to the status of that shipment, until its destination was reached. Now, with the use of the DeltaTrak RTL, the company is equipped with actionable data, which they now own. The cloud-based information is always available, and easily accessible from any web-enabled device, whether PC or smartphone.

Owning the trip data has offered some surprising benefits, like empowering the company to demand a higher level of service from its carriers. On several occasions the company has received out-of-range alerts, and upon inspecting the shipments, discovered carrier equipment defects, such as ripped air chutes. The temperature excursions were identified even before the carrier's on-board system indicated a problem. Simply put, the DeltaTrak RTL is a game-changer.

The company was so impressed with the DeltaTrak RTL that they began using it to monitor loads being shipped from four of their five processing plants. According to the company's Transportation Manager, DeltaTrak's real-time loggers are also very intuitive and simple to use, such that setting up parameters is easy, even for someone who may not be particularly computer literate. Since they began monitoring shipments with the RTLs, the company has also identified opportunities to make improvements in their loading and staging processes. As a result of the success they've witnessed using the RTLs with customer shipments, the company is in talks with DeltaTrak to use the real-time loggers internally, for all of their raw loads going from the coolers to all five of their processing plants. This would ensure the cold chain is maintained, and enable each processing plant to track its own loads. The company ships about 300 raw loads internally every week.

DeltaTrak® is a leading innovator of cold chain management, environment monitoring and food safety solutions for the food, pharmaceutical, life sciences and chemical industries. Contact DeltaTrak by phone at 1-800-962-6776 or by email at marketing@deltatrak.com. Additional information can be found at www.deltatrak.com.

