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Fresh food logistics:
more service or lower costs?
this is the dilemma

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Our «no-comfort zone»

- Competition : the choice
- Internationalisation : the need
- Logistics and infrastructures : the challenge
- Sustainability : the emergency

**in this very contestable GLOBAL MARKET, FRESH FOOD EXPORT is
(and will be) the last option for Growth**

KEYS WORDS :

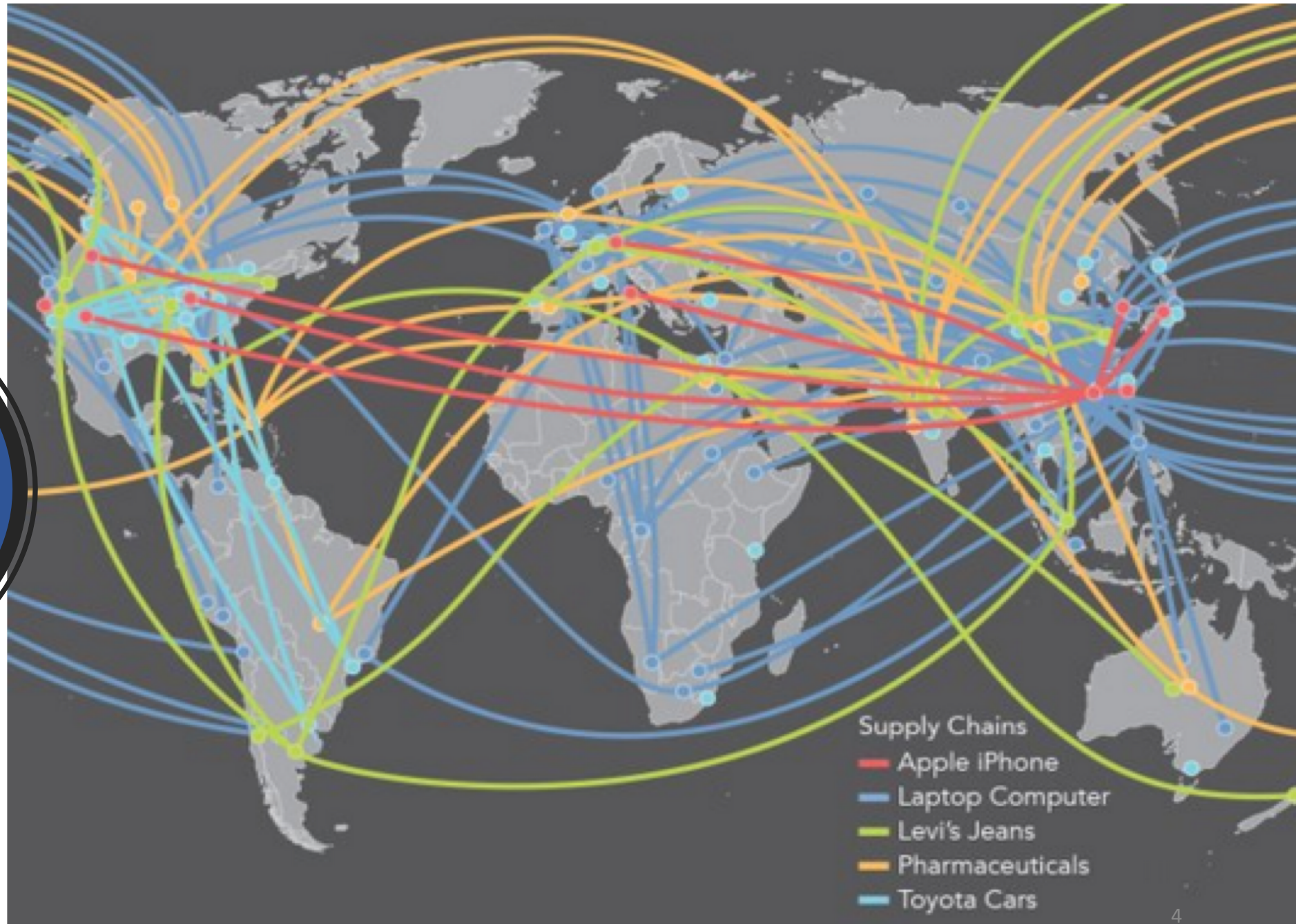
- Global Worldwide trade
- growth on Perishable Transport and logistics
- News challenges:
 - Intermodal transport
 - Inland platforms
 - “news logistic corridors”
- Towards very global Supply Chain
- The infrastructural and digital connectivity change economic system
- new free trade areas vs. new TRADE WARS : the arduous job in this “dynamic” (dis)Equilibrium
- Maritime vs. Rail&Road transport: cooperation or conflict

how to drive quietly in this turbulent marketplace ?

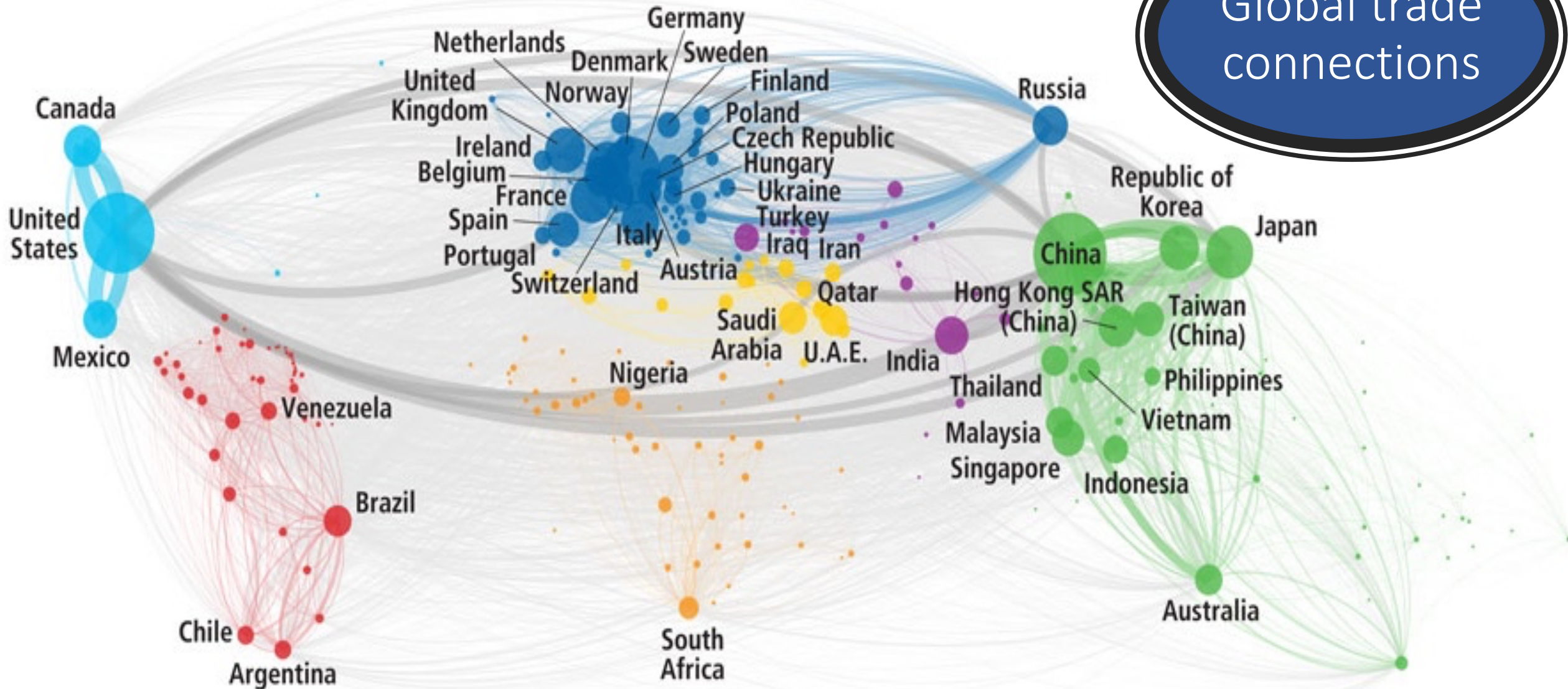
8 pictures

Towards
global
supply chain

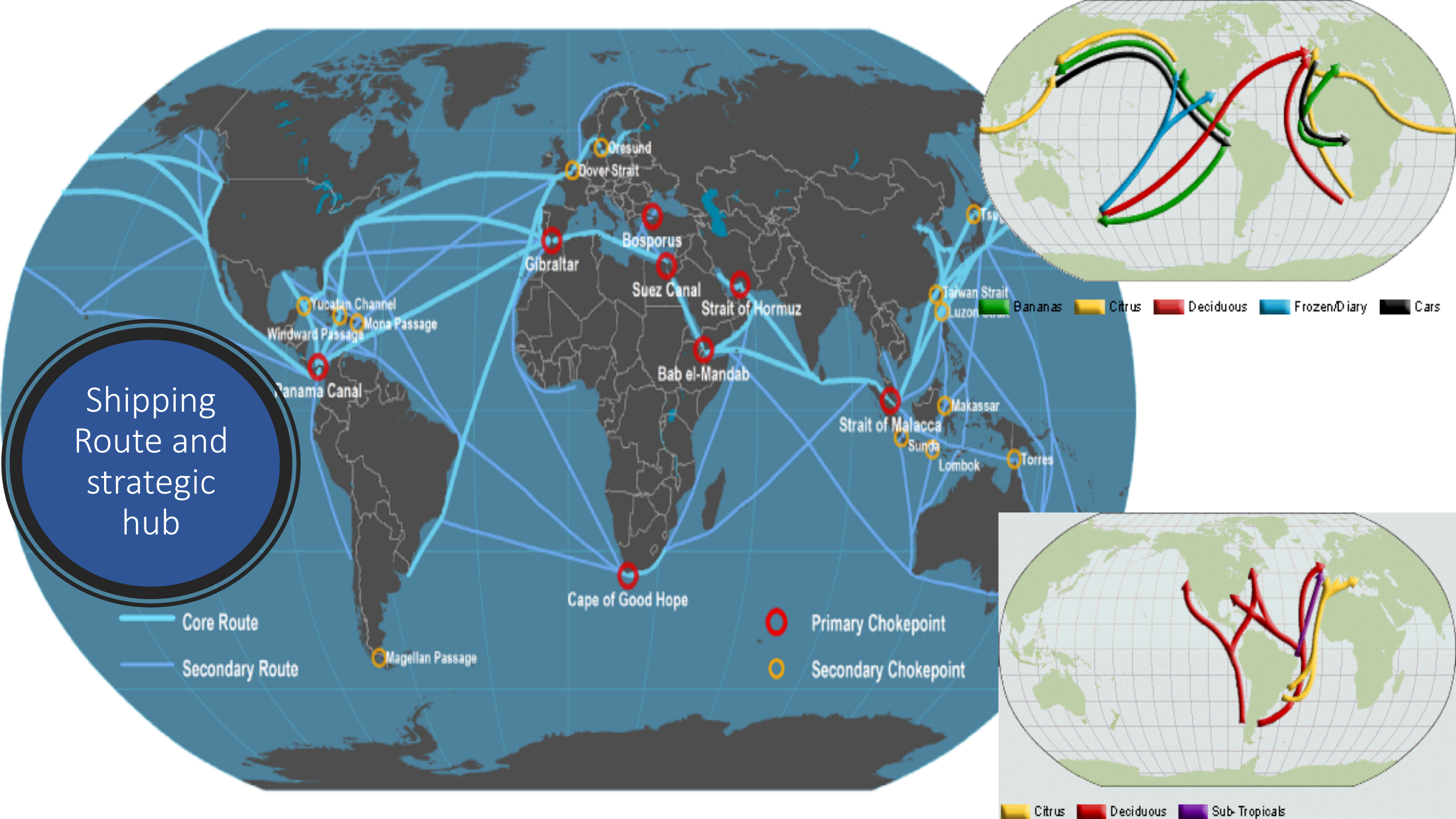
source:
Connectography



Global trade connections



source: Connectography

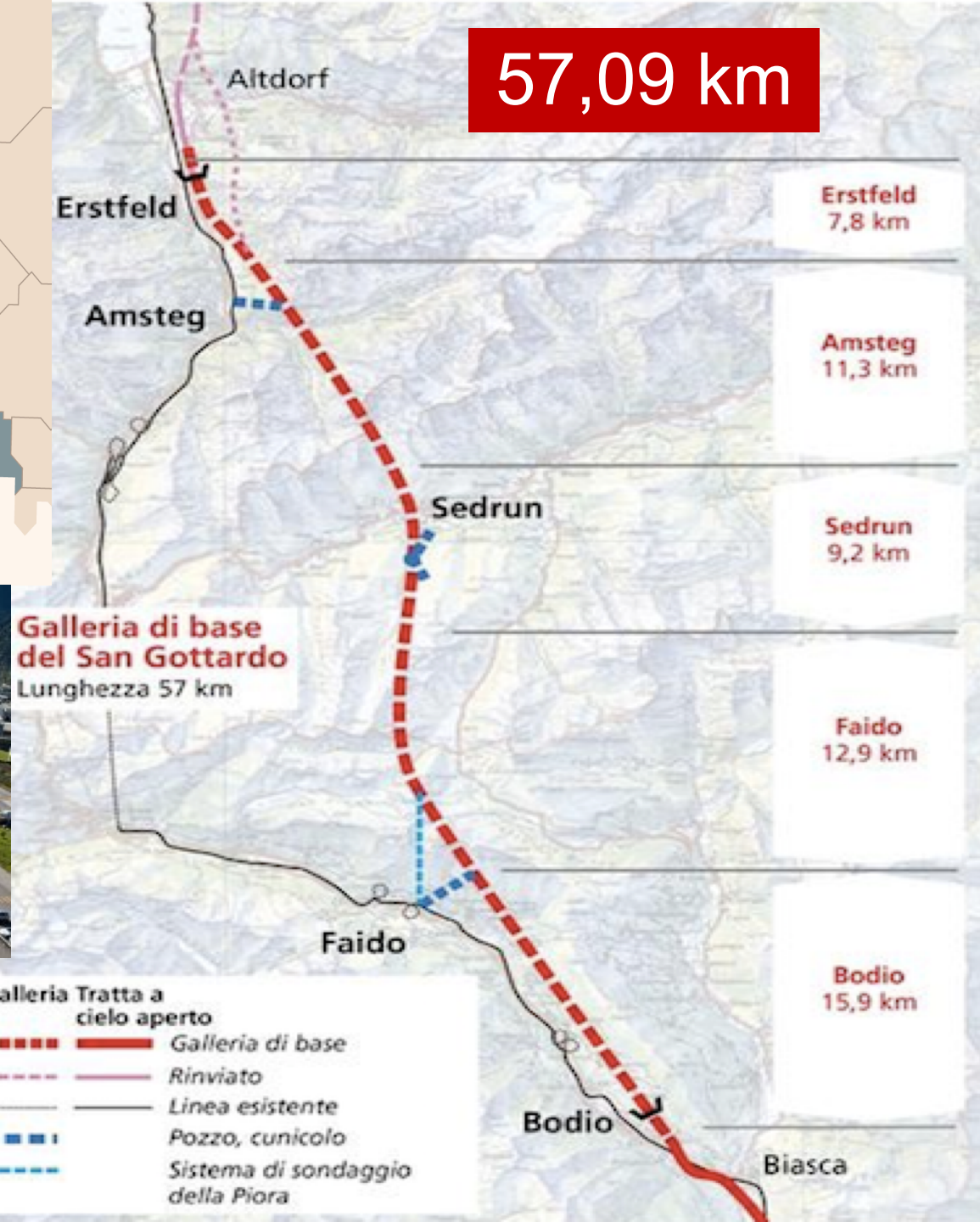


—●—●— Silk Road
Economic Belt —●—●— 21st Century Maritime
Silk Road



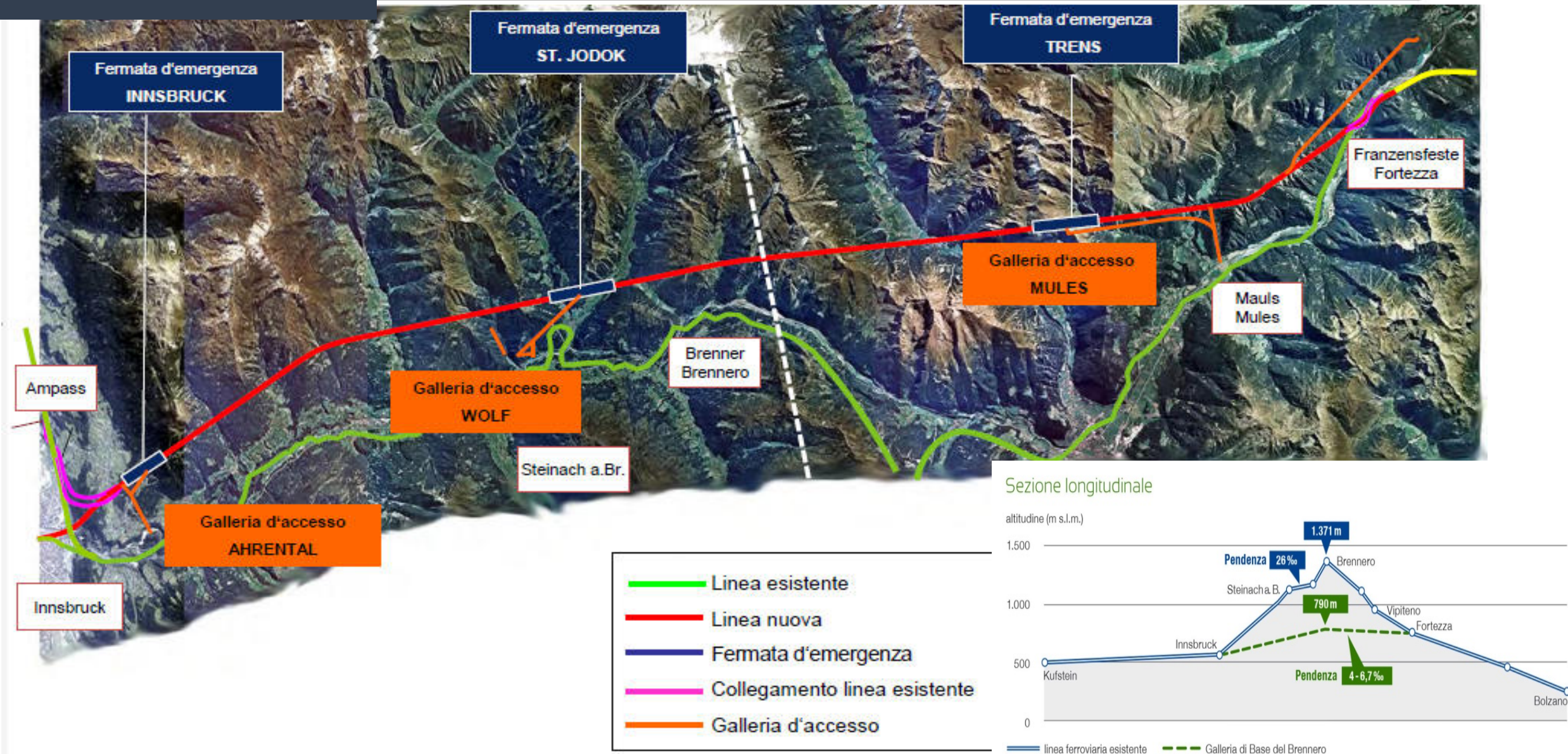


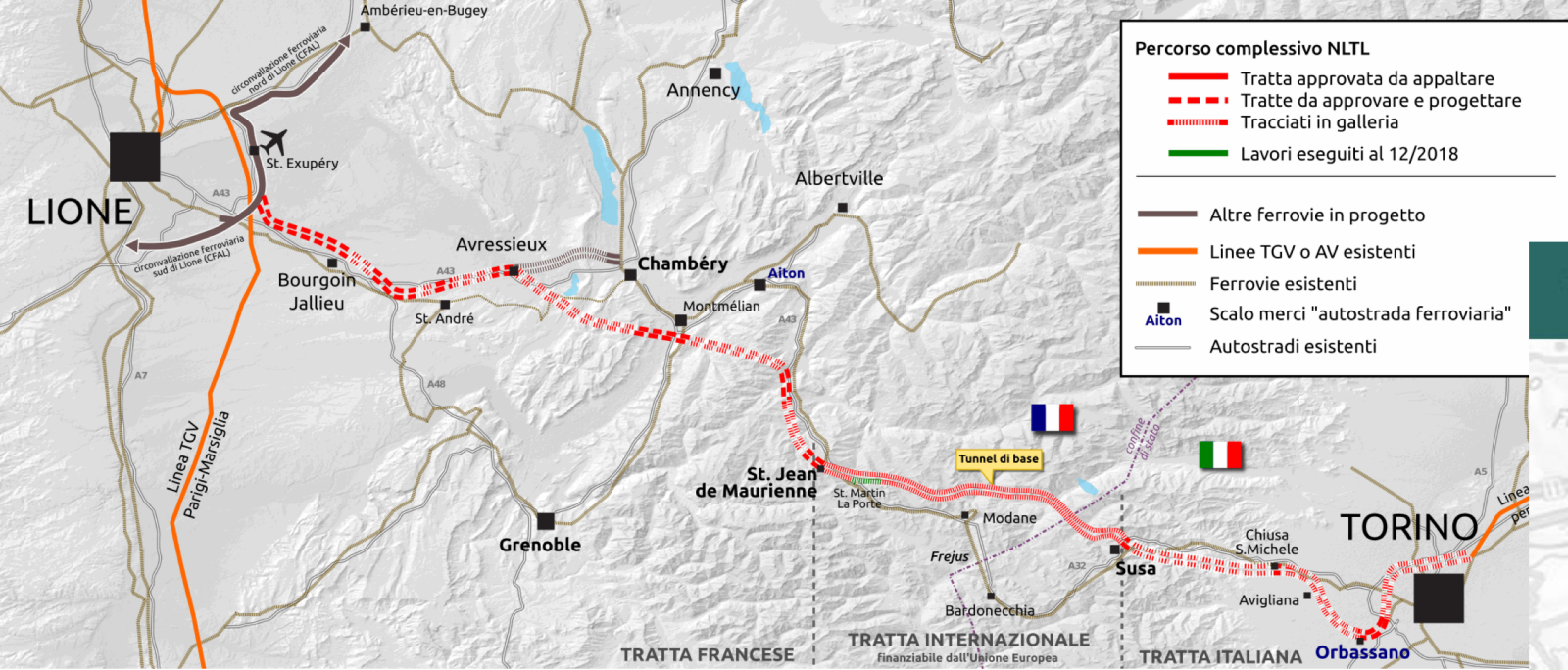
Gotthard base tunnel



Brenner base tunnel

55 km between Fortezza(BZ) and Innsbruck (Austria)





AV/AC Turin-Lion

AV/AC «third passage»



the PERISHABLES MARITIME TRAFFIC in the world:

100 Mt in the World
(12 Mt in the Mediterranean sea)

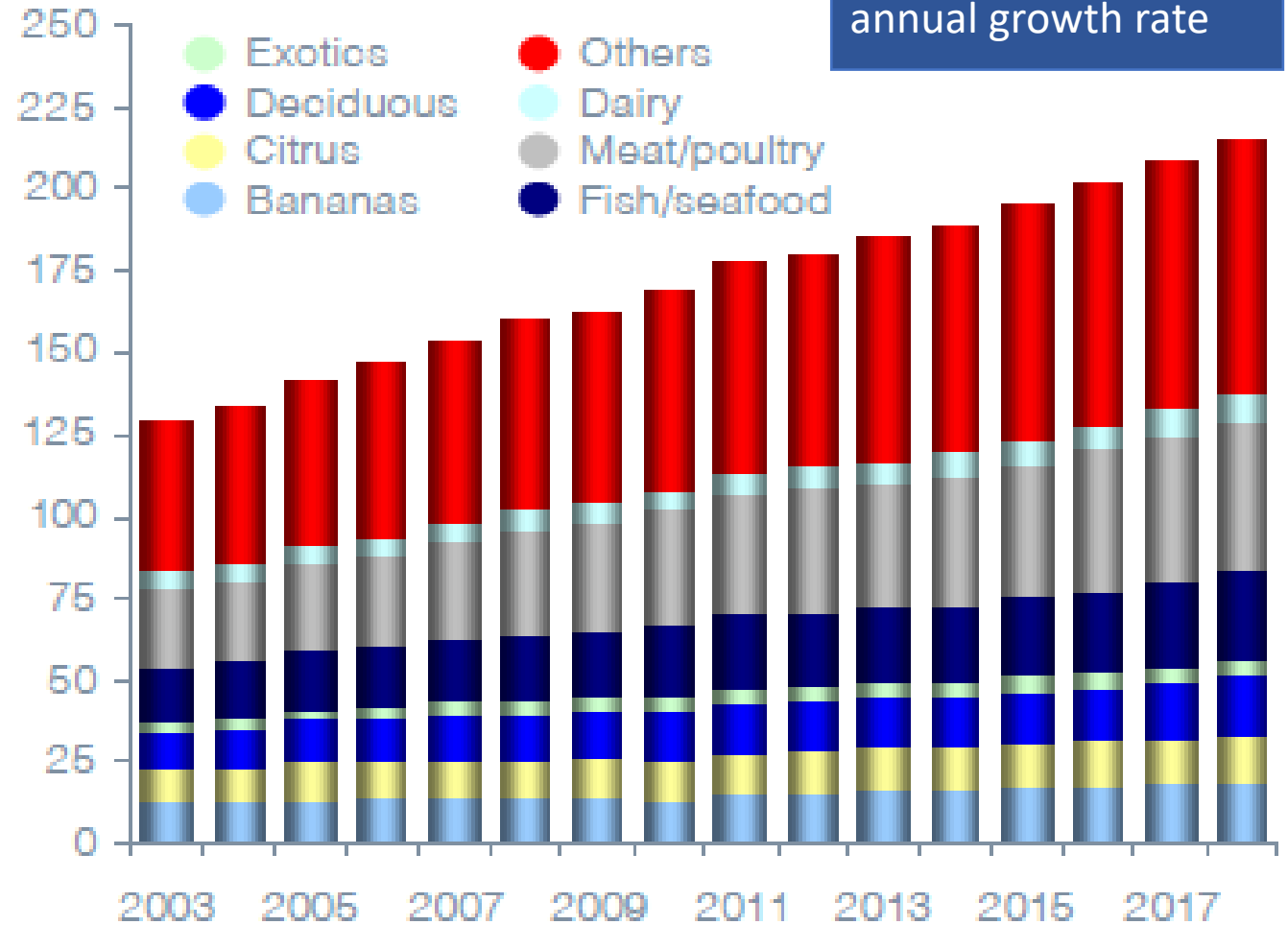
50% of the total Worldwide Reefer trade

seaborne trade of perishable reefer cargo by commodity

Commodity	Total Reefer Trade (million tonnes)	Seaborne Reefer Trade (million tonnes)	Seaborne Reefer Trade (percentage)
Bananas	17.05	16.88	99.0%
Citrus	13.01	5.46	42.0%
Deciduous	15.12	8.29	54.8%
Exotics	4.72	3.71	78.7%
Fish/seafood	22.95	15.84	69.0%
Meat/poultry	37.77	24.05	63.7%
Dairy	7.12	1.98	27.8%
Other	66.95	21.90	32.7%
Total	184.69	98.11	53.1%

Worldwide trade of perishable reefer cargoes, 2003-2018 (million tonnes)

+3.1%
annual growth rate



Source: Luca Lanini

The fresh food logistics : more service or lower cost ?

- Temperature-controlled goods require the management of specific problems relating to the equilibrium between correct storage of food, customer service and tight delivery times

Critical points

- short / fast delivery time is the daily bread
- Lead time AxB already 12 hours !
- Lead time AxA for meat, required by the customer, but hard to do
- Crazy Lead time for Fruits & Vegetables in Italian market, with more and more multipick (3 to 5) and more and more multidrop (5 to 8) !!
- Slot unloading ever more closely ...
- ... towards zero tolerance !!
- Drop growing number and getting smaller !!! (because retailers increase numbers of sellers and reduce the dimension of the order)
- Many problems concerning returns logistics (delivery refused , for ex.)

Urban Market, city logistics, last mile: even more service

the new requirements of the city logistics: the point of view by STEF

(STEF Europe: €3 billions, 250 sites, 40.000 clients, 180.000 points of delivery)

The
competitive
advantage

- Dedicated delivery (for Ho.Re.Ca.) to adapt the customer timing
- E-track, delivery alert, eco-friendly solutions
- Additional services (limited traffic zone, h24, floor delivery)
- Dedicated pricing (customized solutions)

collaborative logistics: the new frontier towards costs control

STEF developed a project called “**Cargo Certification**”

1. Order Picking Process are certificated by third party (IFS)
(minors errors, measurables and identified)
2. Fast unloading by the customer platform (the truck is immediately good to go again)
3. The customer does not need to check completely (only random controls)

The “cargo certification” by STEF



STEF



Fast
unloading



Customer platform

No total
controls



Order Picking
Process are
certificated



- Goods ready to use immediately
- Lower check time
- Optimised milk-run
- Less administrative burden
- Lower anomalies (goods lack, breakages, inversion code)
- Better service for STEF clients

advantages

Clients want all, immediately, perfect and at low price

The
impossible
triangle



Towards the collaborative logistics

- Appropriate solutions concern a collaborative logistics, through customer-provider relationship towards a collaborative service along the Supply Chain.
- But the delivery time is too short and the logistics must not become a whim

**GOOD, CHEAP and FAST ?
no stress please**