

Real-Time Logger Helps Prevent Spoiled Fruit

Company Overview

Name: Volcan Foods

Location: Chile

Industry: Produce

Products: blueberries, cherries and asparagus

Situation: Volcan Foods is a mid-size grower/exporter in Chile.

The company grows 19 varieties of blueberries, 5 types of cherries, and two kinds of asparagus. They ship 100 containers each growing season to Asia, the United States and Europe. (The forecast for next season is 120 containers of blueberries and 16 containers of cherries.) With a focus on offering the best products to their customers, Volcan Foods operates three state-of-the-art production facilities. Products are transported in shipping containers at 0°C. If the temperature rises even 3 or 4 degrees the fruit will be damaged. Compared to large competitors who deploy full-time employees to ports around the world for the purpose of receiving in-coming containers, Volcan hires surveyors to evaluate each shipment upon arrival. Interesting Fact: Volcán is Spanish for volcano. Chile has 2000 volcanos, 500 of which are considered to be potentially active.

Problem: Shipped container is forgotten at port.

An exporter typically lacks firsthand knowledge of the location and temperature of its cargo for several weeks while in route to the customer. Lacking in-transit visibility of a perishable shipment puts the exporter at risk of tremendous financial loss. While Volcan Foods hires surveyors who inspect containers upon arrival, knowledge of in-transit temperature gives them the power to take quick, decisive action when and if problems arise.

Last growing season, Volcan Foods sent two containers of blueberries on the same ship to Philadelphia. The vessel carrying the containers arrived, but after several days it was discovered that only one of the containers had been retrieved by their customer. The other container remained at the port.



Although the company knew the exact location of the container, they had to act quickly because the longer the fruit sat unrefrigerated, the greater the likelihood of spoilage.

Solution: Real-time in-transit data logger with online dashboard.

According to General Manager, Christian Hune, when their DeltaTrak account manager recommended a new data logger last season, it made sense. "We trust Gabriela a lot," says Christian. Volcan Foods has a great relationship with their account manager and they knew they had to find new ways of obtaining information about their in-transit shipments. Fortunately, the containers sent to Philadelphia were equipped with the new DeltaTrak loggers, which provided real-time visibility of the location and condition of the blueberries. It was the logger's online dashboard which revealed that one of the containers had been forgotten at the port. Lucky for Volcan Foods, the online dashboard also revealed that the temperature of the fruit had remained constant while in transit. However, the temperature was beginning to rise.

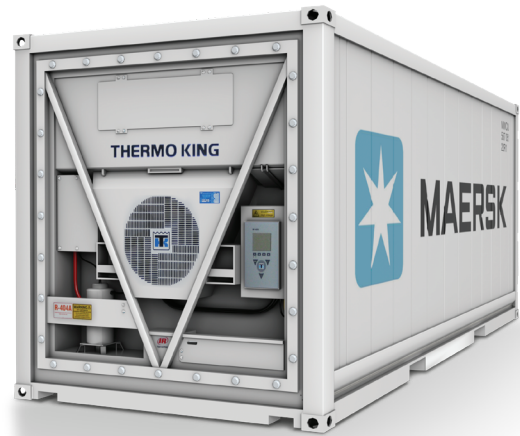
Visibility into the condition and location of shipments, is the key to preserving product and profits. Using the FlashLink RTL Prime In-Transit Logger enabled Volcan Foods to "see" the

container location and condition. This real-time logger gives grower-exporters an uninterrupted view of their shipments, from departure to arrival. Trip data is logged at regular intervals and stored in the logger's internal memory. When a GSM signal is available, the data is sent to the Cloud where it remains available indefinitely. Having this data is extremely useful for claims and HACCP/FSMA compliance. The logger also provides a PDF backup report when GSM cellular service is unavailable. Customizable alarm settings and 12-month battery life add to the logger's appeal.

Results: Constant in-transit visibility prevents financial loss.

"Before last season we were blind," says General Manager, Christian Hune. In the past, Volcan Foods had no information about customer shipments until they received a surveyor report. In the case of the Philadelphia shipment, the online dashboard indicated that one of the containers had been left at the port and that the temperature was rising. The surveyor reports for both containers were later received, and it became clear that there was a definite difference in the quality of the fruit. The forgotten container was of significantly lower quality. As a result, the sales for that container were lower. At the end of the season, however, Volcan Foods presented to the customer the trip history for the container, which showed the temperature had remained in the appropriate range throughout the trip from Chile to Philadelphia. Moreover, the trip history showed that the temperature of the blueberries did not rise until the container was left at the port. With this information, the customer agreed to pay the difference between what was sold and the value of the container. (Each container sent to Philadelphia was valued at \$70,000.) "Thank God we sent two containers which were like brothers. Same product; same quantity," says Christian.

Also according to Christian, there were shipments last season where temperature excursions occurred in-transit. Fortunately,



access to the real-time trip data via the online dashboard enabled Volcan to discover the temperature spikes before the container reached the receiving port. The company was then able to ensure that a surveyor and insurance company representative were available to immediately evaluate the fruit upon arrival.

Christian says he would definitely recommend DeltaTrak's real time data loggers to other companies because of the quality of the information he receives, which helps him to make good decisions about his shipments. The temperature excursion warnings, for example, help users to anticipate possible issues when it comes to fruit condition, and take the appropriate action. Going forward, the company is considering using two RTL's in each container (instead of one) to enhance the temperature monitoring accuracy. "If nothing happens, all the world is happy. But, in the real world things happen. With the RTL, you are not blind," says Christian. "Last season was very challenging for us. In the next season we will keep all the things that work. The RTL works. DeltaTrak works. Gabriela is excellent. We have a very friendly working relationship with her. She is always available and her attitude is wonderful. We have no interest in changing."

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