

The High-Stakes World of Fresh Fruit Shipping



Welcome to the dynamic and fast-paced world of Chile's fresh fruit industry, often likened to playing 'hot potato' with billions at stake. In this arena, time is more than just money; it's the lifeline of a business where any delay spells disaster. Envision a global market valued at an astounding US \$665 billion in 2023, with cherries alone commanding up to US \$120,000 per container. In this high-stakes game, every second is critical.

The Temperature Tightrope: Walking a Delicate Balance

However, it's not only the relentless ticking of the clock that keeps exporters on edge. Temperature regulation plays a pivotal role as well. Imagine walking a tightrope where even the slightest misstep can lead to catastrophe. The complexity is further compounded by sea transport durations of a month or more. Traditional methods of monitoring, such as independent loggers, offer some assistance, but they fall short when quick access to critical data is needed.

DeltaTrak: A Beacon of Innovation in Fruit Shipping

DeltaTrak stands as a beacon of innovation in combating temperature abuse. They've introduced the FlashLink NOW 4G/5G Real-Time In-Transit Logger Model 22397, a revolutionary device for ocean container shipments. This cutting-edge logger, evolving from the FlashLink RTL Prime 3G In-Transit Logger's success, features dual sensors—one internal and another attached to a 15 meter cable enabling simultaneous monitoring both ends of a container. This capability is akin to having vigilant eyes at the supply air in the front and the return air in the back, with all data accessible via DeltaTrak's intuitive cloud-based platform.

Real-Time Data: Turning the Tide

DeltaTrak's real-time data display is a game-changer, presenting both sensor readings side by side on a single graph. This eliminates the need to juggle multiple reports or wait for trip data, offering instant insights and comparison between temperature readings at opposite ends of the container. This feature proves invaluable for insurance claims and determining responsibility for any loss.

Beyond Temperature: A Comprehensive Approach

The FlashLink 4G/5G RTL transcends temperature monitoring by also keeping a watchful eye on light, detecting unscheduled door openings. This crucial feature aids in identifying potential tampering or theft, thereby adding an extra security layer.

DeltaTrak's Maritime Service: Navigating Success

DeltaTrak's Maritime Service further enhances oversight by allowing users to track their shipment's real-time location, even across the high seas. Coupled with an estimated time of arrival feature, planning for post-arrival inspections becomes straightforward and promotes more efficient use of resources at the dock.

Safe Cargo: A Testament to Success

Safe Cargo, a subsidiary of Decofrut shipping 28,000-30,000 containers annually from Chile, stands as a testament to DeltaTrak's efficacy. Utilizing DeltaTrak's dual-sensor loggers for monitoring shipments, including 750 cherry

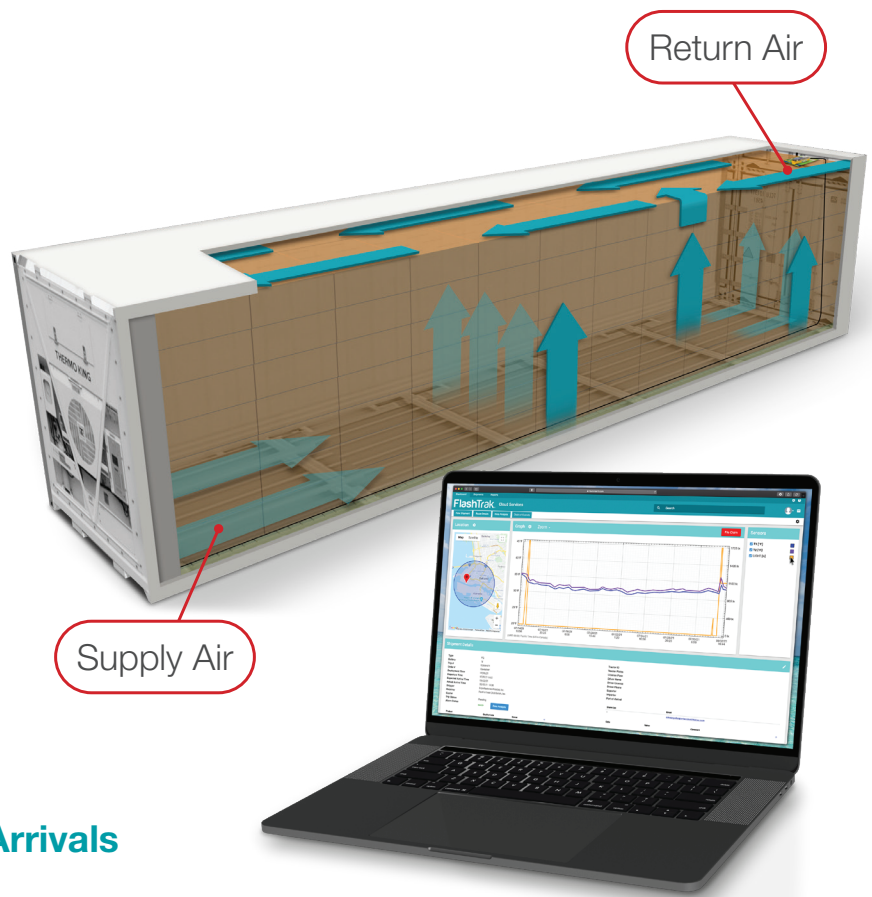


Fernando Irarrazaval
CEO, Safe Cargo

containers to China, Safe Cargo's CEO, Fernando Irarrazaval, champions real-time loggers as "the future." He underscores their role in making informed decisions before even opening the containers.

Empowering Shippers with Comprehensive Data

Irarrazaval's insights on the importance of consolidating all relevant data on one graph cannot be overstated. It's not merely about having information at one's disposal; it's about having the correct, easily interpretable data. This empowerment is what sets shippers apart in this cutthroat industry.



Teno Fruit: Prepared Before Arrivals

In regard to the DeltaTrak real-time logger solution, Hugo Vidal Mancilla, the Commercial Manager at Teno Fruit, had the following to say about his experience:

At Teno Fruit, we have been working with DeltaTrak equipment for 5 years, starting with conventional thermographs, but then we used RTL loggers. This changed the way we operate at the destination with our fruit. It allows us to know in real time the current temperatures and the entire trip route. This information allows us to be prepared in advance for any problems on arrival. It gives us the information in time to have surveyor teams at the destination in case of very high temperatures or to be able to open the container before the sale and evaluate the product condition upon arrival. Notifications are an essential tool, since FlashTrak notifies us of the arrival of containers at the port of origin, then at the port of destination, and finally



Hugo Vidal Mancilla
Commercial Manager
Teno Fruit

at the sales market. The light sensor allows us to know if the container was opened before sale on the market, either by a customs inspection or by a third party.

We have had specific cases where having an RTL thermograph has made a difference to us. In a market in China, the receivers said that on one day there was no fruit from us. According to the FlashTrak application, we searched and found that the container was on the market. The logistics company in China had not reported that container, and if it were not for the thermograph, we would have had to sell it after hours or on another day.

Clearly DeltaTrak has been a fundamental partner in the growth of our company, always innovating and presenting new products to the market, listening to the needs of companies and the industry to always be at the forefront.

Join the Revolution

If DeltaTrak's innovative approach to fruit shipping piques your interest, and you wish to learn more about their two-sensor logger, Model 22397, contact DeltaTrak directly. For a personalized discussion, reach out to DeltaTrak Sales at 1-800-962-6776, Option 1.

Join the revolution in fresh fruit shipping and bid farewell to playing 'hot potato' with your valuable shipments.



The Future is **NOW**

