

## Service and Coverage from an Industry Expert

A fresh produce purchasing co-op helps its members — independent foodservice distributors — to stay competitive in their rapidly consolidating industry. Recently, the co-op outsourced all of its transportation to CHRW. They were motivated by a desire to pool their purchasing power for transportation, and chose CHRW because of its nationwide coverage and perishable transportation expertise.

The co-op's leaders were impressed that Robinson's various office locations could effectively match the diverse locations of the co-op's customer base. Load sharing makes it possible for co-op members in the same geographic region to pool their temperature-controlled freight and achieve better rates for transportation. CHRW consolidates their shipments, then delivers the freight with a single truck that makes multiple stops. Robinson employees monitor the progress of this freight while in transit, and are available 24/7. Their goal: to make sure the shipments arrive safely and on time.

CHRW also works with some of the nation's largest supermarket chains. Like the co-op members, these larger customers benefit from load consolidation and Robinson's expertise in the produce industry.

### THE CO-OP CHOSE CHRW BECAUSE:

- CHRW has been working with perishable products since 1905. Today, the company does leading-edge research into the temperature-controlled logistics industry.
- CHRW has 137 offices around the world, 120 of them in North America.
- Robinson has one of the largest networks of refrigerated capacity, including access to over 155,500 refrigerated trailers.
- Trucks load and unload all night long, so Robinson is available 24 hours a day.
- Robinson's technology gives them the tools to track and trace their shipments online, and provides complete supply chain visibility.





**C.H. ROBINSON**  
WORLDWIDE, INC.

**Top 10 Providers of 3PL Excellence** (2000, 1999, 1998)

*Inbound Logistics*

Readers of *Inbound Logistics* responded to a survey question, Which 3PLs do you think do the best job? C.H. Robinson ranked seventh on the list, out of 400 companies nominated.

**Quest for Logistics Quality**

(2000, 1999, 1997, 1995, 1994)

*Logistics Management & Distribution Report*

CHRW was selected as one of the top three Intermodal Marketing Companies (IMCs) in *Logistics Management & Distribution Report*. Shippers rated companies on price, on-time performance, value, technology, customer service, and equipment and operations.

**The Fortune 1000 America's Most Admired Companies** (2000)

*Fortune*

CHRW ranked 614th on this year's list of Fortune 1000 companies. CHRW was also named one of "America's Most Admired Companies." Companies were scored on innovation, quality of management, employee talent, financial soundness, long-term investment value, social responsibility, and quality of products/services.

**B2B Best of the Web** (2000)

*Forbes*

*Forbes* rates C.H. Robinson as one of the 200 "most promising B2Bs" in 25 different industry categories. Robinson was selected based on "strategy, execution, financial staying power, and Web site." Quality shipper and carrier services were especially noted.

# PERISHABLES



C.H. Robinson Worldwide, Inc. (CHRW) has the expertise to manage your perishable shipments. Whether we move a load of fresh produce or do multi-stop, multi-drop shipments of frozen or temperature-protected commodities, we'll deliver superior execution from pickup to delivery.

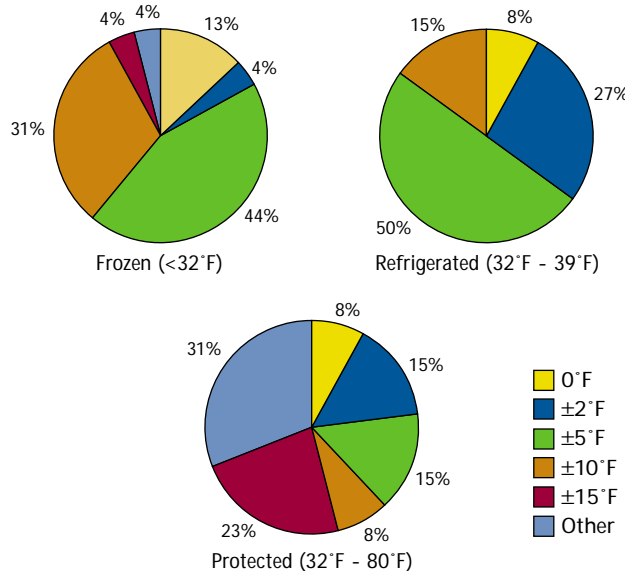
Our expertise in temperature controlled shipping begins with a history of selling fresh produce dating back to 1905. Today, we have one of the largest networks of temperature controlled capacity, including access to 155,500 refrigerated trailers in North America. We build loads and consolidate them where possible to make your transportation more cost-effective. And our unbeatable technology gives you the tools to place orders or track and trace shipments online, in real time, for full supply chain visibility.

We're proud of our very high on-time standards and minimal rejections, even as we provide 24/7 attention to your temperature-controlled freight. You won't find that mix of services and commitment anywhere else.

## BENEFITS OF CHOOSING CHRW

- A single contact manages your perishable freight from pickup to delivery.
- You'll have access to refrigerated equipment in all modes, all over the world.
- We can offer you seasonal rates for shipping your fresh, temperature protected, or frozen commodities.
- We'll locate potential load-sharing opportunities to improve your transportation economics.
- Logistics experts, not customer service representatives, will handle your temperature controlled shipments.
- Leading-edge technology, like Web-based tracking and tracing, delivers full supply chain visibility.
- Robinson employees nationwide and in all growing regions are available, 24 hours a day, to serve you.

### NORMAL TOLERANCE FOR VARIATION FROM OPTIMAL SHIPPING TEMPERATURE



SOURCE: CHRW'S *Temperature Controlled Logistics Report 2000-2001*.