

Around the globe for over 100 years

Europe and Latin America are today's fastest growing business areas for C.H. Robinson.

C.H. Robinson got its start in the produce industry over 100 years ago and provides numerous fresh produce commodities from several origin points across the globe. "Throughout our time in the produce industry, our offices have grown in number and as a company have expanded into several continents" informs Jim Lemke senior Vice President at C.H. Robinson. Since its start in North Dakota in 1905, C.H.R. main operations points have been based in North America. The company has been lately expanding into South America and Europe. In July of this year, C.H. Robinson opened an office in Rotterdam to specifically focus on providing temperature controlled logistics services as it is one of the fastest growing business segments for the company on the European continent. "Given the temperature controlled nature of fresh produce, this office will greatly aid our sourcing efforts throughout Europe" explains Jim.



Jim Lemke senior

ative, consultative, and strategic. Now, companies rely on C.H. Robinson to gain access to best practices in the marketplace and help in implementation of those best practices.

In addition to its expertise and best practices, customers are looking for C.H. Robinson to add incremental value throughout the supply chain and earning business in non-traditional areas. Among services offered are engagements with food retailers, with consolidation and distribution of LTL shipments ranging from temperature controlled to floral and dry shipments. C.H.R. appointment scheduling or other task driven events being sourced to companies like C.H. Robinson as we can do things with greater scale and drive down costs. Finally, "retailers are asking for more robust business analytics so we continue to make significant technology investments such as in Navisphere®, our single global technology platform, and in business intelligence tools that help customers move their business forward.

Expanding innovation and global forwarding services

One of C.H.R. main goals has been to focus on commodities and supply chains where buyers have difficulty purchasing in a consistent and efficient manner. C.H. Rob-

inson's strategy to smooth out those supply and demand chains and make ordering and quality more consistent throughout the year make it easier for buyers to grow and be more profitable.

The acquisition of Timco Worldwide in 2011 is a perfect example

of a fragmented supply chain that's now easier to navigate. C.H. Robinson's customers will experience an even stronger melon category with a more robust grower network, year-round availability, innovative varieties and technology that will improve the supply chain.

"On top of this, our focus is to continue to drive new innovation into the marketplace. C.H. Robinson has two new products in our Eco-Crate™ sweet corn container and CantaBella™ melon. The Eco-Crate is a proprietary, patent-pending, fully recyclable sweet corn container that is made from recyclable plastic and weighs less than current container solutions. The development of the Eco-Crate began in April 2011 as a response to a number of issues and opportunities in the sweet corn cat-



egory, ranging from food safety to handling of wooden and wax corn crates throughout the supply chain. CantaBella is a new entry into the melon category. This cross between a traditional cantaloupe and the French melon, Charentais, allows for a sweeter, more consistent taste.

C.H. Robinson recently acquired freight forwarders Apreo Logistics and Phoenix International. There is a significant long-term opportunity in international forwarding as global trade expands and shippers increasingly look to transportation providers to provide global services. These acquisitions strengthen our capabilities in our core business and further diversify our modal offering to provide additional services, both of which benefit our global customer base.

Food Safety and Sustainability with responsibility

C.H. Robinson works with growers who maintain comprehensive, risk-based food safety systems at their locations. Our growers have identified processes designed to address each operation's specific food safety needs and help ensure that potential risks are mitigated through all stages of production. These growers' systems are validated through annual third-party audits and we continuously work to improve them through pursuit of industry initiatives such as GFSI and GAP Harmonization. Furthermore, we strive to remain on the technological forefront by contracting with FoodLogiQ to develop and implement a traceability solution that complies with the Produce Traceability Initiative. C.H. Robinson has also been active in providing best business practices in an effort to create a more sustainable model for our industry and use resources more responsibly throughout the supply chain. Not only does C.H. Robinson offer a full line of conventional products, but also organic produce through our Tomorrow's® Organic brand. We also work with customers to help provide local products to their retail stores which not only promote local growers, but also help minimize the distance between from the farm to the table. This promotes a reduction of fuel usage, while delivering fresher product to consumers' tables and supporting local economies. Finally, C.H. Robinson created a Grower Services program that includes crop planning and analysis services to help diversify a grower's crops and expand their growing seasons.

Winning synergy with logistics services

Historically, a company like C.H. Robinson was often called upon by companies such as retailers, wholesalers and food service providers to primarily execute surge or seasonal freight when asset based providers could not provide capacity. "Today, these companies are looking to us to help them up and down the supply chain as a core provider. Our expertise in produce and in transportation allows us to assist customers in building new fresh supply chain solutions and selling to all channels, including emerging ones like drug and convenience stores" declares Jim. The model has moved from being more tactical and execution focused to being more collabora-



Fresh expectations.



Keep pace with seasonal shipments.

Your shipments vary and demand can change—fast. When you are managing supply chain highs and lows, you need a flexible provider who understands your unique situation. We listen to your requirements and we have the temperature controlled transport expertise you need when you need it most. No matter the season, you can trust us to deliver your fresh product time after time.

Contact our local European network: Info-europe@chrobinson.com

