



Idealease Safety Bulletin

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Refrigeration and Food Safety

It has been estimated that by 2020, annual food sales in the U.S. will increase by \$100 billion. This figure represents opportunities for nearly every link in the cold chain, from farming to factories; retailers to restaurants, everyone involved from farm to fork are going to be held to some of the strictest quality standards and legislation in history.

According to recent studies that asked transportation professionals to comment on which trends will impact transport refrigeration in the upcoming years, “increasing legislation” was at the forefront of concerns for nearly a quarter of those surveyed. When those same people were asked about the biggest challenges being faced today, 81 percent of respondents said that regulatory compliance will impact their businesses with 33 percent saying it will have an extreme impact.

The FDA Food Safety Modernization Act (FSMA) is a plan proposing changes in the way America handles refrigerated cargo. The reasoning behind this plan is that by making continuous improvements in food safety by the way the system handles producing, processing, transporting, and preparing foods, the safer our food supply will be.



Refrigeration and Food Safety Challenges

In addition to impending legislation, there are many other challenges facing the transportation industry. According to an internet based study conducted by RWI Transportation at the beginning of the fiscal year 2012, the two biggest challenges facing shippers of refrigerated products today include capacity, and temperature control.

Capacity

76 percent of those surveyed indicated they have experienced issues with lack of available refrigerated trucks during peak seasons. It has been reported that there is often a shortage by as much as a 15 percent of the trucks available to customers. A common approach to overcoming this challenge is seeking leasing companies that can provide a reliable means to transport refrigerated products to their customers. It is for this reason the Idealease refrigeration initiative was introduced at last year’s MBA. Customers need help in getting their goods to market and Idealease has a significant opportunity to provide to them the trucks and maintenance services they require. In short, there is a growing demand that is rising quickly and we must stay ahead of it or risk falling behind our competitors.

Maintaining Temperatures

The primary reason loads are rejected is for temperature variances that are either too warm or too cool. The cost of not maintaining the appropriate temperature of the load goes beyond the cost of the load itself. There are less obvious impacts to our customers' business, including the time it takes to check a load, inspecting it to see if it is salvageable, the time it takes to unload the truck and the delay getting the replacement shipment to their customers. But the biggest cost is the affect on the relationship with their truck leasing company, which could cause the leasing company to lose the account. Idealease is a company that makes money when our trucks are on the road being used by our customers, not in the shop being repaired. Proper maintenance of the truck and the reefer unit will ensure our PM Currency is where it should be, continuing to provide the high level of service that our customers have come to expect.

"As we look at the future of our industry it is apparent that refrigeration will be an expanding market as more and more leasing customer's use refrigeration to transport their products... refrigeration technology, product requirements and regulations are changing and becoming more demanding on the service providers."

-Dan Murphy
Idealease, Inc. President & CEO

Registration is now open on line for the 2013 Idealease/NPTC Safety Seminars

Idealease, its affiliates and the National Private Truck Council NPTC will again be hosting safety seminars in 2013. The one day seminars this year will focus on basic safety and compliance, regulation changes and CSA. The seminars and will be provided to all Idealease customers, potential customers and NPTC members at no charge. The seminar provides important information applicable for both the novice and experienced transportation professionals. To view the schedule and register for an upcoming seminar in 2013 click on the following link:

www.Idealease.com/safety



2013 Idealease/Safety Seminar Schedule

20-Mar: Los Angeles, CA
21-Mar: Santa Fe Springs, CA
26-Mar: Memphis, TN
28-Mar: Atlanta, GA
2-Apr: Hyattsville, MD
3-Apr: Baltimore, MD
4-Apr: Harrisburg, PA

9-Apr: Milwaukee, WI
10-Apr: Fort Wayne, IN
11-Apr: Green Bay, WI
11-Apr: Grand Rapids, MI
17-Apr : Sacramento, CA
18-Apr : San Leandro, CA
18-Apr: Orlando, FL

23-Apr: Altoona, IA
24-Apr : Oklahoma City, OK
25-Apr : Chattanooga, TN
25-Apr : Dallas, TX
8-May: Denver, CO
9-May: Mississauga, Ontario