

## Leveraging Cold Chain to Create Customer Value

### **Session Abstract:**

Every item has a story – a story of how it got to the store shelf, and how it was treated along the way. This story is ultimately expressed in the quality and retail price of the product. Today the story is fragmented among multiple players in the retail supply chain, and in some cases whole chapters of information are missing. Chiquita is actively pursuing technology and methods that enable the complete cold chain story, from field to shelf, not just to better understand each product sold, but to use this data to improve consumer experiences.

The Chiquita/Fresh Express organization is an industry leader in cold chain management and a research leader in the impact of time and temperature on product quality. Research suggests that product life can be doubled when the optimal cold chain environment is maintained. To create the ideal the consumer experience, Chiquita collaborates with carriers and technology providers to achieve optimal cold chain performance from start to finish.

This presentation explores how collaborative cold chain monitoring and management across the supply chain can improve quality on the shelf, increase product velocity, and lower cost. The session will explore cold chain research and how Chiquita has leveraged this knowledge with carriers and customers.

### **Why attend:**

Learn how to identify and impact value chains that deliver a differentiated consumer experience.

