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Transportation Corner
By Chris Johnson

***This week's
Transportation News!***

- In Airline news, as a reminder, JetBlue has moved its cargo handling operations at LAX to Lufthansa Cargo. Members can drop off shipments at 5721 W. Imperial Highway. This new facility has the newest screening technology enabling easy passage for flowers. Also, JetBlue has added a second non-stop BOS flight out of LAX making it 2 daily departures. Visit www.jetblue.com for more info.
- In OnTrac news, we all know that our OnTrac program offers members some of the best Door to Door rates available for loose boxes, but did you know they also handle heavyweight or palletized cargo? With OnTrac's service area covering CA, AZ, WA, OR, NV and UT it's a great program to take advantage of. If you're interested or want more information, please contact me anytime at chris@cafgs.org or at 760-533-5580.

NORCAL NEWS



"California Association of Flower Growers & Shippers"

*Our Mission Statement:
"To get more flowers from California to their destination fresher and faster"*

By Ben Williford—Growers Logistics, LLC.

The phrase, 'The devil is in the details' could not be more true than in the boring details of what takes place in the packing/shipping department that can define our customers as either gratified or disappointed, because of the condition of the product when they receive it.

Having transported flowers as the main line of business of our company for 23 years, I applaud Mike Crosby's recent article "The Forty Inch Solution" & join him in extolling the virtue of the 40" flat box. It is a giant leap forward in improving performance of flat flower boxes in transit.

To appeal to as broad a market as possible, trucks are built & configured for sale to a broad spectrum of industries, including the extensive use of the 40"x48" pallet footprint. Utilizing this footprint to its fullest is logical, and I have experienced its success when handling mass market products by the truckload on Hallmark holidays. Flower box lengths of 40" fit the pallet width perfectly and either 6 boxes, at 8" wide or 3 boxes at 16" wide complete the 'perfect fit' to the 48" dimension. Also, the bottom layer of boxes will always mate -up with lateral boards on the pallet to provide the corner support that is vital to reduce product crushing due to box failure when combined with careful stacking of these layers of boxes, corner over corner that is so vital in transit. Slip sheets & 'corner' boards complete the 'perfect' pallet of cut flowers.

Here are a couple other commonly overlooked 'box' issues that are equally important and significantly effect how successfully we can truck your flowers to your customers without damage.

- Construct boxes correctly to maintain strong corners. Avoid pulling the flaps of the box bottom inward and/or flaring the ends of the box top outward when folding & stapling the box halves.
- When storing pre-packs in the cooler for 12 hours or more, the cardboard absorbs moisture & is weakened, making them more susceptible to crushing, even in the best of circumstances.

Also, it is our perspective that as transporters of your products to your customers, you and your customers are both customers of ours. We share your concern that your product reaches the customer safely & in excellent condition.

NORCAL

*"California Association of
Flower Growers & Shippers"*
820 Bay Avenue, Suite 210
Capitola, CA 95010

Phone: 831-479-4912
Fax: 831-479-4914
Website: www.cafgs.org

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get more flowers from
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nation fresher and
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MARK YOUR CALENDAR

*NORCAL (California Association of flower Growers & Shippers) invites you to attend your Member Meeting which will be held on **August 10, 2010** in beautiful Carlsbad, CA. The Member Meeting is an excellent opportunity to meet other growers and shippers in California and to learn about what is happening within the industry. It is also an opportunity to become proactive in making positive changes to help California floral businesses.*

The more members that attend, the stronger the meeting will be! Remember, your "membership makes a difference!"

Look for more information coming soon!