



# 360QUALITY

## Mythbusters turn Timebusters



### Where is my shelf life?

### Confusion between transit time and time to market.

Whenever buyers in the fresh fruit and produce supply chain compare transport options, we hear "shelf life!"

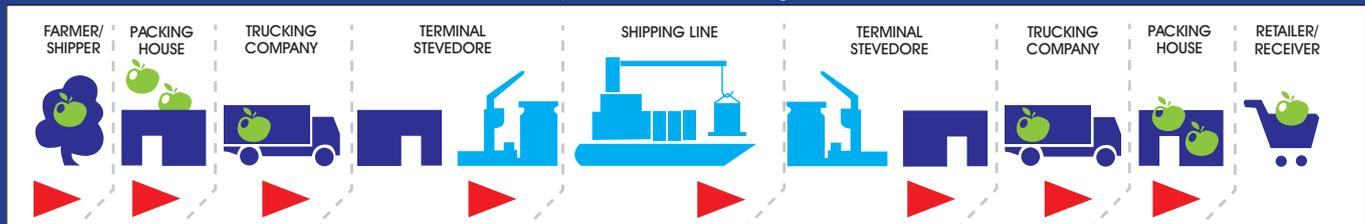
Usually, the same buyers then compare sailing times of ships across oceans and fill their spreadsheet columns with the number of days that ships are scheduled to

spend at sea sailing from load - to discharge ports;

Rarely, one hears about "time to market" which is a much more precise term to compare the time between harvesting a product and receiving it in the clients distribution system;

TIME TO MARKET TIME TO MARKET TIME TO MARKET TIME TO MARKET

SAILING TIME



### The 360Q Timebusters believe it is Time to look deeply at the time your fruit travels:

Today, none of the Cargo Terminals used by Container Lines are part of a client's distribution system for fresh fruits, so clients do well to factor a significant delay in delivery times of containers into their "time to market" models. These delays are caused by a typical lack of facilities to inspect, control, weigh, scan-for-drugs, customs-clear, certify, fumigate, repack or only even see or smell the container's contents wherever a line chooses to discharge the reefer container;

In European ports such as Rotterdam Maasvlakte, the average time from the arrival of a reefer container at until such time that its contents can be driven away on the buyers truck is 2 days;

In US ports around New York, these times will easily average 3 days and can be more;

During this year's hard winter in the US, reefer containers arriving in New York were left uninspected for weeks as transport systems were unable to handle the myriad of reefer container inspection moves in winter conditions and reefer deliveries were shut down for days;

At the same time and despite the same extraordinary conditions, the 360Q terminals at the Delaware River continued to receive specialised reefer vessels and smoothly delivered out ship load after ship load; Members of the 360Q association brought citrus from Spain and Morocco as well as Chilean grapes to market and 360Q Terminals received



and delivered those besides their usual work of distributing weekly specialised shiploads of bananas and exotic fruits for the many banana companies that contract their specialist services of our US partners.



## Q: How much time to market is saved?

In Origin, a specialised reefer logistics chain will allow direct deliveries to the vessel, unlike container lines that will routinely require 3 days to stage all containers for a sailing whether reefer or dry;

Using the example of South African Winter grapes, a 360Q operation of specialised reefer ships and specialised terminals will allow a clean time gain of 3 days, guaranteed;



Even more time is saved whenever shipping bananas from Ecuador specialised as routine delays in Guayaquil's Contecon now reach 4 days due to a combination of Carrier Cut Off times, container scans and security protocols.

## Q: How much time to market is saved?

At Sea, the fast, dedicated and direct schedules of the 360Q will save more time still;

Comparing e.g. the NYK grape schedule with SAECS, sailing times from Cape Town to Rotterdam are 3 days shorter;

Comparing e.g. the SRC banana schedule with Maersk ECUBEX, sailing times from Guayaquil to Hamburg are 3 days shorter;



## Q: How much time to market is saved?

A: 360Q will save **8 days** of time to market = shelf life from Cape Town to Rotterdam

A: 360Q will save **10 days** of time to market = shelf life from Guayaquil to Hamburg

A: 360Q will save **7 days** of time to market = shelf life from Guayaquil to St.Petersburg

A: 360Q will save **8 days** of time to market = shelf life from San Pedro to Vado

**A: 360Q will save time to market = shelf life full stop.**

## We will be your Time Busters – Guaranteed.

