



# 360QUALITY

## Mythbusters turns Wastebusters



### Fast, Dedicated and Direct

We are 360 Quality, an international shipping association consisting of specialized reefer operators, terminals, stevedores and other specialized service suppliers. We have a keen focus on perishable products like fruit and vegetables.

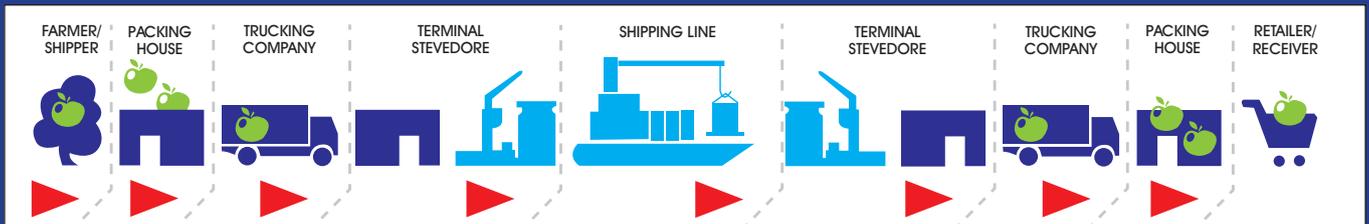
Being specialists for specialists, we firmly believe in the power of collaboration. Together, we cover the entire supply chain so we can maintain the quality of the cargo and our relationship with the people behind it. Specialized reefer transport is our game. Longer shelf life is our aim. Helping us reach that aim is our 360-degree approach to quality: our job starts at the grower and ends in a store.

We are really fast. We offer the best transit times.

We understand speed is important. It gets perishables to stores faster, which leads to a longer remaining shelf life and less wastage.

Fast is also transport Fruit-port-to-Fruit-port avoiding congested terminals and maintaining schedule integrity.

We are very dedicated and take a partnership approach with our customers. During transit, we have a 360° Quality program in place. This keeps us in direct contact with people and the products we care for. By staying close to the cargo, our skilled crew can monitor temperatures 24/7, or visually check their status at any time, while being in a position to act immediately to prevent wastage.



### Cutting waste throughout the supply chain

In order to cope with the growth in population to 9 billion we would need to double our agricultural production; which is simply impossible. Reducing waste is part of the solution.

British Supermarket Chain Tesco estimates that Food Waste in UK alone totaled 15 mio tons in 2013 (The Guardian, 13th Oct 2013)

The European Commission declared on World Food Day 2013 that 90 Mio tons are wasted annually in Europe (Press release dated Brussels 16th October).

Both organizations conclude that amongst the most important reason for such waste are Stock Management inefficiencies; in particular inadequate temperature storage regime, in transit and store handling practices and dwell times. Unsurprisingly, the foods most sensitive to these failings are Fruit and Vegetables (FAO).

Often these problems are caused and made worse by a fragmented container-based ocean logistics chain; The biggest problem for many fruit exporters and importers today is that these problems are on the increase; Leading cargo insurers who are dealing with container lines' reefer claims report there has been a strong upward trend of such damage.

To counter the cause, many logistics providers are making a living off these inefficiencies by selling their customers information systems to keep track of lost fruit inventories across oceans, temperature recorders to provide evidence of irregularities in the cold chain or modified atmosphere systems to camouflage excessive transit times.

Reliability is rarely enhanced by these quick fixes, but they will certainly always add extra costs – Guaranteed!



**Is there a better way?** Over decades, the worlds' leading Ocean Fruit Logistic stakeholders have continually reviewed and endeavoured to improve the quality and scope of service they offer. Thus this Specialized Reefer Services has evolved into 360Quality Association (360Q). The partners represent and are involved in each stage of the complete process of moving produce from farm to the final retail outlet.

The association aim is to deliver a truly integrated Fast, Dedicated and Direct transport solution by Specialists for Specialists on key trade routes across the Globe.

Unlike any other Ocean Transportation Provider, the Members of the 360Q are bound by contracts of conduct to cooperate in a transparent and reliable way. We collect and deliver week after week fresh and attractive products from



Farms to Depots with a minimum of damage and fuss for clients. Our performance and procedures of both vessels and terminals are regularly independently audited and part of each members quality system. This attention to detail means we easily outscore any Container Line in the disciplines of:

- **space/ equipment guarantee**
- **schedule reliability**
- **percentage of shipping claims as a ratio to volume shipped**
- **account management**

**How can this be possible?** Whilst Container Lines like to state that Reefer Ships are on death row, they like to completely ignore the many investments our members continue to quietly make in order to remain the leaders in the field of managing the most complicated year round and seasonal fruit and frozen cargo flows in a simple way:

**Fast, Dedicated and Direct:** When container lines reduce to super economical speed, we adjust transport speed to the needs of Your product, the market and retailers' requirements.

When container lines skip ports, You can count on our dedication. Our service will be there.

When container lines transship, we carry the fruit directly to the destination without loss of control of Your transport chain.

Our members will waste less of your product, less of your time and ultimately less of Your money when it comes to temperature controlled ocean transport.

**We will be Your Waste Busters - Guaranteed.**



We are proud to announce that we have recently become a member of the SAVE FOOD initiative, whose goal is raising the awareness of the industry about the issue of food loss. As a new partner in this organisation, we are keen to make our contribution towards ensuring safe food for a consistently growing world population, and at the same time, help to protect the world's valuable resources.

