

# CASE STUDY



## Rick Woods, Canadian Trade House

Canadian Trade House Ltd, incorporated in 1995, has become a key player in the North American food industry as an importer and distributor. Based in Calgary, with teams in Toronto and Cincinnati, CTH services a broad spectrum of clients, including major retailers, food service operators, and convenience store chains. Their diverse product range, featuring brands like Hot Stuff Foods, Jones Dairy Farm, and Big Hill Springs, underlines their commitment to quality and innovation. CTH is known for its efficient distribution from warehouses in Calgary, Toronto, and Chicago, excelling in the introduction and management of new products, and focusing on long-term sustainable success.

CTH faced significant challenges in transporting specialized food products, including meat, from multiple U.S. vendors to their distribution centers in Toronto and Calgary. The complexities of cross-border requirements presented a daunting task. This involved navigating stringent import regulations, managing documentation across international borders, and ensuring the timely transport of perishable goods. The increasing scale and complexity of these operations

highlighted the need for specialized logistics expertise, beyond what their existing setup could handle.

Recognizing the need for professional assistance, CTH turned to Trappers Transport, a highly specialized carrier with a proven track record in cross-border transportation. Trappers Transport's expertise in navigating the intricacies of international trade, including customs regulations and efficient handling of perishable goods, made them an ideal partner for CTH. They were approached to streamline the import process, which involved standardizing documentation, managing multiple facilities, and ensuring timely transport.

Upon partnering with Trappers Transport, CTH experienced a smooth and professional onboarding process. Trappers Transport's comprehensive diagnostic approach allowed them to understand the unique challenges faced by CTH and tailor a logistics solution that addressed both immediate needs and long-term goals.

"In business, the ability to move quickly on opportunities is a difference-maker. Trappers Transport's urgency and game-speed decision-making have been critical to our success. Confidence is key for a business owner. With Trappers Transport, I can confidently pursue opportunities, knowing they are a reliable and responsive partner."

Rick Woods,  
CEO of  
Canadian Trade House



# CASE STUDY



## Rick Woods, Canadian Trade House

The collaboration led to a significant improvement in CTH's logistics operations. The efficient handling of high-volume shipments and the integration of advanced technology provided much-needed visibility

into their logistics operations. This alignment with CTH's tech-driven initiatives marked a significant step forward in their supply chain management.

Benefit	Outcome	Quantify Outcome
Streamlined Import Process	Enhanced efficiency in cross-border transportation	Reduced administrative time and costs, minimized delays
In-Depth Documentation Handling	Accurate and compliant paperwork	Decreased risk of border delays, smoother customs clearance
Mastery of Cross-Border Regulations	Compliance with U.S. and Canadian customs laws	Avoidance of legal issues, efficient border crossings
Strong Relationships with Border Brokers	Efficient customs clearance processes	Faster processing times, reduced risk of shipment holds
Access to Border Warehousing	Effective inventory management and shipment consolidation	Improved logistics flexibility, reduced transit times
Advanced Tracking Systems	Real-time shipment visibility	Enhanced operational control, improved client communication
Adaptability to Unforeseen Circumstances	Responsive handling of logistics challenges	Minimized impact on delivery schedules, maintained service reliability
Compliance with Food Safety Regulations	Safe and sanitary transport of perishable goods	Ensured product integrity, adherence to health standards
Diagnostic Approach	Tailored logistics solutions	Customized strategy for specific needs, improved operational efficiency
Strategic Planning	Expansion into new business segments	Successful national distribution of new product lines
Operational Efficiency	Improved reliability and responsiveness	Enhanced market presence and customer satisfaction

“In business, the ability to move quickly on opportunities is a difference-maker. Trappers Transport’s urgency and game-speed decision-making have been critical to our success. Confidence is key for a business owner. With Trappers Transport, I can confidently pursue opportunities, knowing they are a reliable and responsive partner.”

Rick Woods,  
CEO of  
Canadian Trade House

