

CASE STUDY



Ron Schellenberg, HyLife Foods

HyLife has earned a reputation for delivering top-quality chilled premium pork products to a growing base of global customers.

HyLife has experienced considerable growth from its early days, especially over the past ten-plus years. Ron Schellenberg, HyLife's Chief Supply Chain Officer, recognized the challenges that can come with success and more extensive product demands. With increased orders of chilled pork destined for Asia and a plant expansion underway, it became vital to develop a robust, sustainable, and scalable supply chain system to guarantee the delivery of a high-quality product to countries such as Japan and Korea.

The logistical ask was significant: daily movement of large quantities of temperature-controlled premium pork more than 2,100 km from Neepawa, Manitoba, to the Port of Vancouver. This operation required a trusted transport partner equipped to handle large volumes while maintaining the premium product's integrity and tightly controlled cold chain requirements.

After evaluating several potential logistical partners, HyLife selected Trappers Transport under the leadership of Dan Omeniuk and team. Reflecting on the onset of their partnership, Ron notes the importance of meticulous planning.

"We undertook site visits, engaged in extensive discussions, scrutinized each step of the logistics process, and developed standard protocols that were sustainable and repeatable week in and week out. Ensuring a flawless and consistent operation was paramount." They began with a modest volume, steadily scaling operations over time. Trappers Transport consistently provided effective solutions whenever challenges arose, bolstering HyLife's confidence in the partnership."

The gradual and strategic escalation of operations was implemented with a finesse that became a hallmark of their collaboration. "Trappers unique problem-solving aptitude became

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“Their unique problem-solving aptitude became evident early on – be it in addressing challenges tied to documentation, weight optimization, or strategizing reroutes through the U.S. during unexpected Rocky Mountain road closures. Their primary goal? Ensuring our shipments always met their deadlines.”

The professionalism and reliability Trappers has shown have reduced the need for constant oversight on our part. It's clear we made the right choice.”

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HyLIFE™



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evident early on – be it in addressing challenges tied to documentation, weight optimization, or strategizing reroutes through the U.S. during unexpected Rocky Mountain road closures,” shared Schellenberg.

Trappers Transport’s dedication went beyond merely transporting the product. They showcased an intricate understanding of the Port of Vancouver’s workings, holding the capability to store more than a week’s worth of product at the Port if shipping schedules changed. This ‘surge capacity’ was a testament to their adaptability and commitment to ensuring HyLife’s premium pork

reached its international destinations in prime condition.

In addition, Trappers Transport maintained essential relationships with shipping lines and the Port Authority, further ensuring the seamless delivery of HyLife’s products.

For Ron and the HyLife team, partnering with Trappers Transport isn’t just about efficient transportation; it’s about peace of mind. “The professionalism and reliability Trappers has shown has been highly consistent. It’s clear we made the right choice,” states Schellenberg.

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