

CASE STUDY



Lactalis Canada

Lactalis Canada, with over 140 years in the dairy sector, has established itself as a leader in the industry, boasting brands such as Cracker Barrel, Black Diamond, and P'tit Québec. Despite its successes, it faced significant distribution hurdles.

One challenge for Lactalis was the intricate logistics involved in distributing fresh yogurt from their Olympic dairy in Delta, BC, to various warehouses in Alberta, Saskatchewan, and Manitoba. Their initial system, which relied on a single truck to service four provinces and multiple cities, was fraught with inefficiencies. The combination of intricate scheduling, unutilized truck space, and cascading delivery delays impeded operations. The magnitude of these issues not only escalated costs but also impacted the freshness of their products upon arrival.

Recognizing these challenges, Lactalis sought a partner to reevaluate and streamline their distribution process. Their choice, Trappers Transport, emerged as a key player to address the mounting concerns.

Together, the two companies embarked on an in-depth review of the existing system. They collaboratively formulated a rigorous shipping and delivery schedule for all major grocery and food service warehouses across the Western Canadian provinces. By integrating Trappers' cold chain LTL distribution network, Lactalis ensured consistent delivery schedules and optimized freight costs. An immediate advantage was the enhanced transit time to market, which indirectly extended the shelf life of their dairy products. An extended shelf life is crucial in the dairy industry, as consumers often base their purchase decisions on product freshness.

"In Trappers Transport, we found a partner who understands the nuances of temperature-sensitive transportation. Their expertise and commitment have played a pivotal role in our distribution success."

Premvir Grewal
National Transportation
Manager at Lactalis

"Performance, visibility, and value are key metrics for us. In Trappers, we found a partner that consistently meets and often exceeds our expectations."

Jason Taylor
National Supplier Relations
Manager at Lactalis

National Scope: The successful implementation of the "continuous move" models further streamlined transportation processes, decongested docking points, and improved supply chain transparency. The partnership between Lactalis Canada and Trappers Transport not only addressed existing challenges but also laid the groundwork for an efficient, cost-effective, and streamlined approach to dairy distribution on a national scale.



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Moreover, Trappers' cold chain facilities provided Lactalis with the flexibility to temporarily store products, eliminating potential delays for other consignments sharing the same transport.

Witnessing the improvements and benefits in the Western Canadian provinces, Lactalis was eager to replicate the success on a larger scale. They consulted with Trappers Transport to examine the feasibility of a national approach. This led to the development of a "continuous move" model, an innovative system designed to transport raw materials to Eastern Canada and then reload trucks with outbound products destined for the West. The model also streamlined dock operations, reducing congestion and improving efficiency. With this system in place, Lactalis could preemptively schedule and view their inventory days in advance, aiding in smoother operations and better inventory management.

This collaboration between Lactalis Canada and Trappers Transport resulted in several significant outcomes:

Operational Efficiency: With improved transit times and a reduction in shipping costs, Lactalis was able to run a tighter, more cost-effective operation.

Product Freshness: The timely delivery and optimized logistics meant that products maintained their freshness for longer, a critical factor in the dairy industry.

Enhanced Customer Service: With regular and dependable schedules, Lactalis could ensure consistent and on-time deliveries, bolstering its reputation in the market.

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