

CASE STUDY



Emily Rempel, Rise Baking

Rise Baking, a certified organic bakery, has been a staple in the food industry for over three decades. Originating from a small commercial kitchen where pita bread was hand-made, it has grown into a major player in the bakery and food production industry. With products sold across Canada and parts of the United States, Rise Baking is known for its wide array of ethnic bread products and baked goods. The essence of Mama's Kitchen – fresh, wholesome products and a commitment to quality – remains at the heart of their operations.

However, Rise Baking faced significant challenges in its logistics operations. They were working with a transportation provider whose approach was more about fitting Rise Baking into their network rather than tailoring solutions to meet their specific needs. With a large volume of mid-sized Less-Than-Truckload (LTL) shipments, destined for major grocery and food service retailers across Canada, they struggled with consistent on-time deliveries and sustainable costs. The value they were receiving for the service provided was not meeting their expectations.

In an exploratory call, both teams discussed the operational details

This situation led Rise Baking to realize the need for professional assistance in logistics. They sought a partner who could understand and address their unique distribution requirements. Trappers Transport emerged as a potential collaborator, known for their expertise in handling temperature-controlled LTL distribution.

of Rise Baking's weekly shipments. Trappers Transport's approach involved a detailed analysis of shipment patterns and potential consolidation opportunities, leading to a tailored solution that promised to enhance efficiency, visibility, and consistency in on-time delivery performance.

After a successful trial period, Rise Baking entrusted their full distribution for Western Canada to Trappers Transport. The results were immediate and significant. On-time delivery performance improved, ensuring that Rise Baking's products reached their destinations as scheduled. They achieved 100% shipment-level

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Emily Rempel
*Logistics and Procurement
at Rise Baking*



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visibility, eliminating uncertainty and allowing employees to focus more on customer experience rather than logistics. This operational efficiency streamlined their business, making life easier for the team.

The partnership with Trappers Transport not only addressed the immediate logistical challenges but also laid the groundwork for future growth and success. Rise Baking experienced a substantial increase

in market share, leveraging this newfound trust to expand its product lines and offerings to grocery and retail customers. This growth was a testament to the trust they had built, improving current business operations and opening doors to new opportunities and revenue streams.

Benefit	Outcome	Quantify Outcome
Improved On-Time Delivery	Enhanced delivery performance	Consistent and timely deliveries
Increased Shipment Visibility	Elimination of uncertainty	100% shipment-level visibility
Operational Efficiency	Streamlined business operations	More focus on customer experience
Market Share Growth	Expansion of product lines	Substantial increase in market presence
Trust and Reliability	Opened doors for new opportunities	Long-term business growth and success

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