

CASE STUDY



Brian Easton, Sunrise Farms

In 1983, Sunrise Farms embarked on a mission to excel in the poultry industry. From its inception, the Canadian family-owned business expanded its horizons, setting up processing plants across British Columbia, Alberta, Manitoba, and Ontario. Their unwavering commitment to farm-to-table production fostered deep relationships with Canadian chicken farmers, allowing them to cater to a diverse clientele in retail, food service, and industrial sectors.

However, success brought its own set of challenges. Delivering fresh poultry products promptly is a cornerstone of the poultry business. With a limited shelf life, Sunrise Farms felt the pressure to maintain an efficient supply chain. Distributing products from multiple facilities across Canada, they grappled with logistical complexities. Their in-house transportation methods struggled to offer the reliability and cost-effectiveness Sunrise Farms needed. To uphold their promise of delivering fresh Canadian food, a dependable logistics partner became essential.

Recognizing this need, Sunrise Farms turned to Trappers Transport, renowned for its expertise in logistics

"Reliability is crucial in our industry. Time and again, Trappers Transport has showcased their dependability, making a significant impact on our operations."

and temperature-controlled LTL distribution. The collaboration began with a deep dive into Sunrise Farms' distribution intricacies in Western Canada. Trappers Transport meticulously understood production schedules, delivery requirements, and unique challenges. A new and better distribution strategy emerged from this collaboration. Delivery routes were optimized, shipment schedules were standardized, and a comprehensive tracking system was put in place, ensuring the safe and prompt transportation of products.

The transformation was evident as Sunrise Farms experienced enhanced control over their shipments, fewer delays, and notable cost savings. With Trappers Transport as their new logistics partner, reliability and efficiency in distribution soared. This not only enhanced quality assurance for all products delivered but also amplified Sunrise Farms' market presence.

"Finding a company like Trappers Transport is rare. Their commitment to ensuring our products maintain their freshness is commendable. We've built a foundation of trust with them. Their attention to detail and unwavering dedication to our needs truly sets them apart."

Brian Easton
Director of Logistics
Sunrise Farms

