

# CASE STUDY



## Natasha Harper, Vegpro International

Founded in 1998, Vegpro International Inc. has established itself as Canada's premier fresh vegetable producer, specializing in the washing and packaging of baby lettuces and offering a broad range of vegetables. Operating across Quebec, British Columbia, and Florida, Vegpro is dedicated to leading in agricultural innovation and salad packaging, ensuring quality products year-round. With a vision to be a North American leader in providing healthy meal solutions, Vegpro's team is committed to delivering fresh lettuce and vegetables daily to major retailers.

In the spring of 2018, Vegpro encountered a significant logistical challenge at their new packaging facility in Coldstream, BC. The main issue was shipping Less Than Truckload (LTL) pallet quantities cost-effectively to major grocery chains in Calgary, Edmonton, Saskatoon, Regina, and Winnipeg, within a tight schedule. The complexity was compounded by the need for simultaneous deliveries to these cities, three times a week.

Realizing the need for professional help, Vegpro sought a logistics partner capable of handling their specific requirements. Trappers Transport, with their expertise in transporting perishable goods,

emerged as the ideal choice. Their reputation for managing time-sensitive and temperature-controlled shipments made them a standout candidate for Vegpro's needs.

The onboarding process with Trappers Transport was comprehensive, insightful, and professional. Trappers quickly grasped Vegpro's needs and recommended leveraging their temperature-controlled terminals in Alberta, Saskatchewan, and Manitoba. This strategy established an expedited service model, ensuring timely delivery of LTL pallets across four provinces, synchronized to arrive simultaneously, three times a week.

The partnership between Vegpro and Trappers Transport yielded impressive results. Fresh shipments were consistently delivered within 48 hours from Coldstream to Winnipeg, covering a distance of 1,200 miles. Trappers Transport's tailored service model ensured a consistent and reliable supply chain for Vegpro, delivering fresh meals to major grocery warehouses efficiently.

"The unique combination of temperature-controlled facilities across four provinces, along with Trappers Transport's expedited service, is unmatched. It enables us to meet strict delivery schedules and exceed customer expectations in the fast-paced fresh produce sector. Trappers' dedication to rapid, precise temperature-controlled logistics has been crucial as we expanded into the western market, ensuring our products are delivered with unmatched freshness and quality."

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Director of Logistics at Vegpro



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Today, Vegpro’s products, thanks to their strategic location in Western Canada, boast the longest shelf life in the market compared to the majority originating from California’s salad belt. The strong partnership continues to thrive, enhancing

customer satisfaction, streamlining Vegpro’s internal processes, and enabling effective market penetration in Western Canada, all while maintaining competitive pricing and reducing transit times.

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Benefit	Outcome	Quantify Outcome
Streamlined Logistics Process	Enhanced efficiency in LTL transportation	Reduced transit times to under 48 hours, minimized delays in delivery
Temperature-Controlled Transport	Safe transport of perishable goods	Maintained freshness and quality of vegetables, extended shelf life
Synchronized Delivery Schedules	Coordinated deliveries across multiple locations	Simultaneous deliveries to major cities, three times a week
Strategic Location Utilization	Optimal use of Vegpro’s Western Canada location	Longest shelf life in the market for baby leaf lettuces and spinach compared to competitors
Market Penetration Support	Effective distribution to major retailers	Access to major Canadian grocery retailers including IGA, Costco, Walmart, Sobey Loblaws, and others
Customized Logistics Solutions	Tailored service model for Vegpro’s specific needs	Consistent and reliable supply chain, efficient handling of LTL pallet quantities
Operational Streamlining	Improved internal logistics processes	Streamlined administrative processes for Vegpro’s customer service team
Competitive Pricing Maintenance	Cost-effective logistics solutions	Maintained competitive pricing while ensuring expedited delivery
Supply Chain Reliability	Consistent delivery and supply chain management	Enhanced customer satisfaction due to reliable product availability
Sales Team Empowerment	Enabled effective market penetration	Empowered sales team to establish strong relationships with major retailers in Western Canada
Operational Efficiency	Improved logistics and transportation efficiency	Enhanced market presence, customer satisfaction, and operational control

