

Seafood Company Utilizes an Efficient Solution for the Cold Chain



Customer

Founded in 1910 and headquartered in Seattle, Washington, Ocean Beauty Seafoods, Inc., is one of the largest seafood companies in the Pacific Northwest. The company has processing, distribution and sales outlets in Alaska, throughout the continental United States, and Japan. A worldwide sourcing network coupled with processing and distribution enables Ocean Beauty to deliver a diverse line of premium quality products and value-added services virtually anywhere seafood is consumed.

Challenge

Most of Ocean Beauty's salmon processing facilities are in remote or semi-remote coastal communities in Alaska. These remote areas have limited airlift capabilities during the peak salmon harvest period in July and August. For example, air shipments from Cordova, Alaska which supply Copper River King and Sockeye salmon, occur only two times a day. These shipments connect in either Seattle or Anchorage with further connections to destinations in the lower 48 states. As a second option, the company places ocean containers full of salmon on high-speed ferries and barges to Whittier, Alaska. The container is then trucked to Anchorage to the company's freight forwarder. The shipment is parceled into smaller portions and tendered to a variety of air carriers for shipment to the final destination. A complicated supply chain originating from a remote location, coupled with salmon values approaching \$1,000 per carton, necessitates a comprehensive temperature management program to ensure product quality and ultimately customer satisfaction.

Summary

MANAGING



Real-time decision making

EFFICIENCY



Time saving

“ Our TTRD usage continues to expand with inclusion in all frozen high value export containers in addition to Air Fresh shipments. ”



Solution

Jan Koslosky, Vice President Supply Chain Management, is responsible for ensuring the quality of fresh seafood from the source to customers nationwide. Ocean Beauty's complicated supply chain required him to find creative solutions to ensure the integrity of his company's cold chain.

To tackle the issue, several solutions were implemented by the company. No individual component stands on its own. Yet in aggregate, they represent a comprehensive cold chain management program that effectively protects one of the most challenging supply chains in the world.

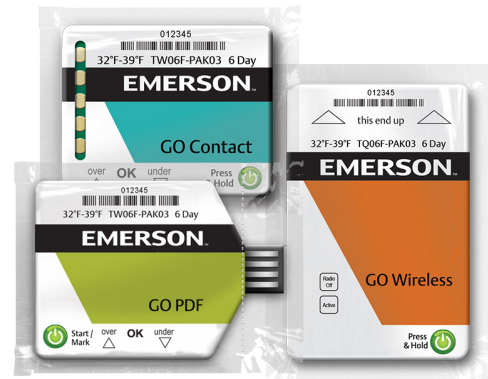
Ocean Beauty has always used temperature monitoring in some capacity to monitor shipments. However, these traditional, larger devices had to be secured to the outside of a carton in the shipment. These units often sheared off the carton in transit and were lost. With the data gone, the expense of an ongoing program could not be justified.

Initially, Emerson GO Loggers were used selectively to analyze specific routes and improve processes with Alaska Airlines. Two loggers, one located on the interior of the carton and one on the exterior have also been used to see what effect extreme ambient temperature has on the product. They have also helped Ocean Beauty determine if sufficient coolant is placed in cartons prior to shipment. However, usage of the logger quickly spread downstream to other areas of the company's supply chain.

"To have the entire temperature history of our seafood from our remote processing centers to our distribution centers throughout the world is powerful," said Koslosky. "We think this detailed data and our attention to quality assurance is something our customers can truly appreciate."

Result

- Efficient Cold Chain Program helped the company's partnership with Alaska Airlines and Transportation Security Administration (TSA)
- Emerson GO Loggers small size eased the pain points of valuable data being lost in shipments from past devices being too large



Emerson GO Loggers