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Urban Renewal for Cool Chain

CEC to Train Entrepreneurs, Companies, Trade Industry Groups, and Regulatory Agencies

June 24, 2012, Atlanta, GA - Chamber of Eco Commerce --- The Deloitte Consumer Food Safety Survey confirms that customers are aware of food safety issues, and they are willing to pay more for safer food products. Food processors, distributors, and retailers may all benefit from this trend by developing and implementing new Low Carbon Cool Chain Transportation Systems and Food Safety risk management plans.

According to the Deloitte survey, 73 percent of consumers are "more concerned than they were five years ago about the food they eat, an increase of eight percentage points over 2010 figures. The top five food safety concerns include ingredient safety, toxins and chemicals in packaging materials, and contracting a food-borne illness. About 91 percent of consumers think the number of food recalls has stayed the same or increased since the prior year.

Consumers generally reported the greatest safety concerns about **fresh foods, such as meat, fish and seafood, and fruits and vegetables**. Fresh food producers, distributors, and retailers may benefit from developing, implementing, and regularly updating their cold chain technology, risk management and HACCP plans to maintain and improve food safety to minimize the risk of food-borne illness and food recalls, as well as the risk of litigation and lost brand value.

As a response, an international team of Cool Chain experts have teamed up to host workshops in Atlanta that will showcase the latest innovative Low Carbon Cool Chain solutions, pioneering training and technology to help food and beverage distributors keep food safe and achieve sustainable goals. These new technologies and best practices not only contribute to the safety and bottom line, but are better for the environment. Cool chain experts and new technology solutions providers are sharing their products, services, expertise, and turn-key business models, and helping the industry to save money, energy, and reduce cool chain carbon impact, in a variety of ways.

Entrepreneurs, small to large size Companies, Trade Industry Groups, and Regulatory Agencies now have access to the latest training, technology, tools, expertise and experts needed to optimize their local cool chain distribution and delivery systems, meet the latest regulatory requirements, increase efficiency, while improving food safety and reducing waste.

"Optimizing cool chain efficiency is critical for helping businesses keep food safe and costs down, and stay competitive in the global economy. The first step is ensuring that we have well-trained food operators, that know how to boost performance and cool chain efficiency and keep them from wasting energy", says Denise Simone, VP Corporate Communications, Chamber of Eco Commerce, New York.

The CEC stakeholders are jointly developing programs that train food industry stakeholders. These training programs are part of the CEC's global Low Carbon Cool Chain Initiative 2012-16, which has a goal to optimize safety and efficiency while lowering costs and environmental impacts. The initiative will support individuals and organizations as it develops, and helps design and upgrade local cool chain distribution and delivery systems across urban areas worldwide.

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Low Carbon Cool Chain Training

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Background - Fast Facts

More than three-fourths of those surveyed, [Deloitte Consumer Food Safety Survey](#), told Deloitte that they hold manufacturers responsible for communicating food recall information. A majority expect that retailers will also notify them about food recalls. Critically, almost **20 percent of consumers reported they would buy “somewhat more expensive” products that included traceability information**, compared to lower-priced products without it. This data highlights the need for food growers and manufacturers, distributors, and retailers to adopt and implement new technology - more reliable cool chain solutions and risk mitigation/management plans before a problem arises to meet customers' rising food safety demands.

What is a cold chain? It is just a supply chain that maintains a constant cold temperature. This helps ensure product safety and stability. The effort required to identify and minimize cold chain risks, and verify efforts to do so, depends in part on whether your ingredient sources and final product distribution are local, regional, national, and/or international. A cold chain export logistics system may include [39 or more steps and 21 or more potential cold chain failure points](#). The greater the number of variables, the greater the risk of cold chain failure.

[Risks to the supply chain during domestic transportation](#) include training employees to load products properly into temperature controlled containers (new) or [into refrigerated trailers](#) to maintain the consistent desired temperature, such as [45 degrees F for shell eggs](#).

Cold Chain Management and Risk Mitigation is important. If you cannot document that you have maintained temperature security for your perishable products, you might unintentionally sell [spoiled food](#) to your customers. This presents [organoleptic concerns](#) as well as health risks, because [pathogenic bacteria may not be detectable by taste or smell](#).

Some goods can be damaged by shocks while others can be damaged by undue temperature variations. For a range of goods labeled as perishables, particularly fresh food, their quality degrades with time since they maintain chemical reactions which rate can be mostly mitigated with lower temperatures. It takes time and coordination to efficiently move a shipment and every delay can have negative consequences, notably if this cargo is perishable. To ensure that cargo does not become damaged or compromised throughout this process, businesses in the food, pharmaceutical, and medical industries are increasingly relying on new cold chain technology solutions.

Companies can apply HACCP principles to manage its cold chain to identify risks, mitigate them, and [maintain optimum product quality and safety](#). This includes keeping good records of your compliance by, e.g., [using integrated time and temperature recording devices to monitor cold cargo](#).

The FDA provides [a wide variety of free forms](#) to document compliance for a number of types of regulated food processors, both at the production plant and in transit.

Consumption of fresh food, plays a vital role in providing a diversified and nutritious diet. Urban populations, who have higher incomes, have greater access to a diverse and varied, than low income populations. A low consumption of fresh food, however, is a persistent phenomenon. The demand for fresh food consumed has increased, and will continue to grow.

Also, increasing urbanization is a challenge, and it will distance more people from primary food production. In turn, it will have a negative impact on both the availability of a varied and nutritious diet with enough fresh food. Those who can afford fresh food can have better access to a diverse and varied diet. Investment in new Low Carbon Cool Chain Delivery Systems provide an opportunity to optimize the safety, availability, access and consumption of fresh food in urban areas.

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When

September 2012 - 2016

Where

Atlanta, GA and New York, NY

Sponsor

Chamber of Eco Commerce (CEC)

Objectives

These interactive workshops will provide attendees an opportunity to learn from the experts about some of current and future technology, tools, practices, and resources, while also providing exposure to the latest "Low Carbon Cool Chain Transport Systems".

A demonstration of the new technology will be held, illustrating how functional new technology and integrated systems are in addressing the needs of urban food operators and consumers.

New business models and highlights from private and public small business funding opportunities will also be discussed, and successes realized will be shared with the attendees, in the hopes of inspiring Entrepreneurs to pursue new cool chain business opportunities.

Contact

For additional information on these workshops, please contact your local CEC Chapter Leader or Eco Commerce Exchange of Atlanta info@ChamberofEcoCommerce.com

Links

The New Food Safety Modernization ACT

<http://www.fda.gov/food/foodsafety/fsma/default.htm>

The Low Carbon Cool Chain Initiative

http://www.chamberofecocommerce.com/images/LCCC_2012-16.pdf

Food Security

<http://www.chamberofecocommerce.com/partnerprojects/foodsecurityhub.html>

Sustainable Cool Chain

<http://www.chamberofecocommerce.com/sustainablecoolchain.html>

Sustainable Food Systems

<http://www.chamberofecocommerce.com/partnerprojects/sustainablefoodsystems.html>

Sustainable Procurement

<http://www.chamberofecocommerce.com/partnerprojects/sustainableprocurement.html>