



REDWOOD®

THE REDWOOD LOGISTICS PLAYBOOK

FOR FOOD AND BEVERAGE SHIPPERS

Mastering Supply Chain Challenges

INTRODUCTION

Over the last few decades, societal and economic changes have profoundly shaped the food and beverage industry, and this trend shows no signs of cooling down. The post-COVID-19 landscape, combined with groundbreaking technologies like AI and an increasing push for sustainability, continues to serve up new challenges to this crucial sector.

As we navigate through this decade, Food and Beverage shippers confront a convergence of challenges stemming from economic uncertainties. These include fluctuating consumer demands, unpredictable trade policies, persistent labor shortages, and vulnerabilities within supply chains. These dynamics underscore the urgent need for more robust supply chain strategies, such as supplier diversification and heightened investments in automation and digital innovations.

Furthermore, the imperative for sustainability gains momentum, compelling companies to innovate their product offerings to meet ambitious net-zero emissions targets. This shift necessitates the adoption of new manufacturing practices and the incorporation of eco-friendly materials and technologies.

THIS GUIDE OUTLINES 10 PIVOTAL CAPABILITIES THAT EVERY FOOD AND BEVERAGE SHIPPER MUST ADDRESS TO THRIVE IN TODAY'S INTRICATE MARKETPLACE.

By embracing the strategies and solutions outlined in this guide, Food and Beverage shippers can effectively cut through the complexities of the current landscape, mitigating risks, and positioning themselves for sustained growth and success in an increasingly competitive environment.

THE MACRO CHALLENGES FACED BY FOOD AND BEVERAGE SUPPLY CHAIN DECISION-MAKERS

1. **Maintaining Real-Time Inventory and Freshness Visibility:** Ensuring up-to-date inventory levels and product freshness
2. **Accurate Seasonal Demand Forecasting and Planning:** Anticipating demand fluctuations due to harvest seasons and holidays.
3. **Efficient Supply Chain Collaboration for Perishables:** Coordinating closely with suppliers and distributors for perishable goods.
4. **Managing Last-Mile Delivery and Temperature-Controlled Logistics:** Ensuring timely delivery with proper temperature control for perishable items.
5. **Cost Optimization and Route Efficiency for Perishable Transport:** Reducing costs while maintaining efficient routes for perishable goods.
6. **Ensuring Compliance, Sustainability, and Regulatory Adherence for Food Safety:** Adhering to stringent food safety regulations and enhancing sustainability practices throughout the supply chain.

INTRODUCING KEY SOLUTIONS:

WHAT YOU'LL FIND IN THIS PLAYBOOK

In this Playbook, we'll dive into ten essential solutions that Food and Beverage shippers need to implement to navigate the complexities of today's supply chain landscape. These solutions include:

1. Less-Than-Truckload Shipping
2. Parcel Spend Management and Rating Services
3. Systems Integration
4. Project Logistics
5. Cross-Border Transportation
6. Transportation Management
7. Warehousing and Distribution
8. Freight Brokerage
9. Integration Platform-as-a-Services (iPaaS)
10. Sustainability and Carbon Emissions Management

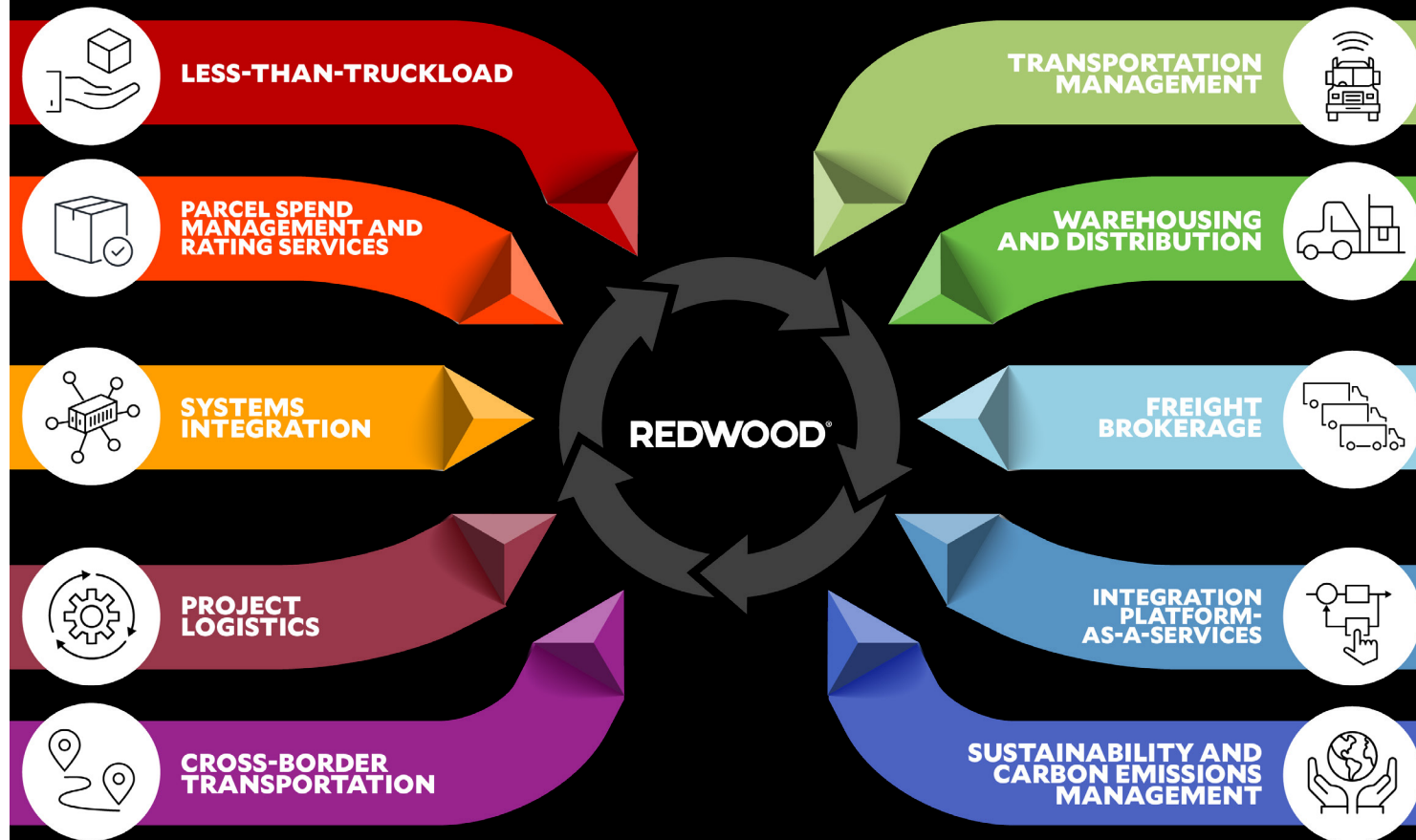
REDWOOD LOGISTICS:

REVOLUTIONIZING FOOD AND BEVERAGE SHIPPING WITH MODERN 4PL SOLUTIONS

Redwood, a leading logistics platform company and Modern 4PL, leverages over two decades of experience in tackling the complex problems that other providers avoid or lack the time to solve. We shine in combining tailored, best-in-class logistics execution services with supply chain technology, allowing Food and Beverage shippers to build the ideal physical and digital supply chain solution for their needs.

THE REDWOOD LOGISTICS SUPPLY CHAIN MAP FOR FOOD AND BEVERAGE SHIPPERS.

Mastering these 10 critical capabilities can help your organization thrive and stay resilient in an ever-changing supply chain environment.



LESS-THAN-TRUCKLOAD

REDWOOD LOGISTICS SOLUTIONS:

Parcel Cloud and
On-Prem Services

Redwood LTL

LTL Access

LTL Execute

Flexible Freight Management

Carrier Contract Analysis



We boosted World's Finest Chocolate's on-time retail delivery to **97.9%**.

1. LESS-THAN-TRUCKLOAD



ADDRESSING THE CHALLENGES IN LTL SHIPPING FOR FOOD AND BEVERAGE SHIPPERS: ACCESSORIAL COST TRANSPARENCY, PROCESS INEFFICIENCIES, CARRIER SELECTION, AND RATE NEGOTIATIONS

Food and Beverage shippers operate within a dynamic environment where efficiency and cost-effectiveness are paramount. One of the critical areas of concern is managing Less-Than-Truckload (LTL) shipping, which involves transporting smaller quantities of freight that don't require a full truckload.

Navigating LTL shipping in the Food and Beverage industry presents unique challenges, including the need for transparent accessorial cost management, streamlining inefficient processes, selecting reliable carriers, and negotiating complex freight rates. These complexities can significantly impact supply chain efficiency and operational costs for Food and Beverage shippers.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

Redwood understands the unique challenges faced by Food and Beverage shippers when managing Less-Than-Truckload (LTL) shipping. That's why we've cooked up a comprehensive solution through Redwood LTL, designed to simplify and optimize your logistics.

Through a customized network analysis and procurement process, Redwood LTL serves up tailored quotes

from multiple carriers. This allows Food and Beverage companies to compare rates, gain better control over shipping costs, and select carriers that best fit their needs—whether it's based on cost, speed, proximity to distribution centers, or other factors. Our automated quoting and booking processes, powered by a rating API, streamline operations and reduce manual effort, letting you focus on what you do best: delivering quality products to your customers.

Redwood LTL's data-driven approach ensures that your shipping decisions are as precise as a chef's knife. By analyzing your specific requirements, we suggest optimal carrier options that align with your business goals.

Our deep expertise in carrier negotiations and contracts means you can secure the best possible shipping deals, optimizing your logistics strategy and reducing overall costs. For those grappling with the manual and time-consuming aspects of shipment execution, Redwood offers a hosted Transportation Management System (TMS). This solution allows you to build and execute shipments without a hefty upfront investment in technology and resources. Plus, as an authorized reseller of two TMS solutions in the Gartner Magic Quadrant, Redwood ensures you have access to top-tier technology.



HOW REDWOOD LOGISTICS SOLVES COMMON LTL CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
OPTIMIZING FREIGHT COSTS	Fluctuating transportation costs and time-consuming processes.	Our platform can negotiate competitive rates, provide real-time rate quotes, and automate quoting and booking for cost-effective solutions.
MANAGING TEMPERATURE-SENSITIVE SHIPMENTS	Maintaining product freshness and quality,	We offer specialized temperature-sensitive services and expert packaging to ensure products are transported properly and arrive intact.
HANDLING PARTIAL TRUCKLOADS	Partial truckloads and the need for extensive network coverage.	Redwood LTL consolidates smaller shipments and provides extensive network coverage with a large network of terminals and carriers.
IMPROVING TRANSIT TIMES	Timely delivery and real-time shipment visibility.	Our solution selects efficient carriers and provides real-time tracking for better visibility, monitoring, and planning.
REDUCING DAMAGE AND	Damage and loss of products during transportation can result in significant costs and waste for Food and Beverage companies.	Redwood LTL provides expertise in handling and packaging to minimize the risk of damage and loss, ensuring that products arrive at their destinations intact and in optimal condition.
EXTENSIVE NETWORK AND COVERAGE	Distribution centers and warehouses with specific LTL vendor preferences.	Redwood's LTL expertise guides customers to solutions that meet all delivery needs.
FLEXIBILITY AND SCALABILITY	Seasonal and unexpected transportation needs.	We offer scalable solutions with various trailer options to handle different product types and sizes.



PARCEL SPEND MANAGEMENT AND EXECUTION SERVICES

REDWOOD LOGISTICS SOLUTIONS:

Parcel Advisory

Parcel Cloud and On-Prem Services



We helped World's
Finest Chocolate reduce
transportation costs.



2. PARCEL SPEND MANAGEMENT AND EXECUTION SERVICES



A COMPLEX AND INCREASINGLY EXPENSIVE PARCEL SHIPPING ENVIRONMENT

The total expenses associated with parcel shipping have continued to rise year after year, and this trend shows no signs of slowing down. For Food and Beverage shippers, managing transit times, service level agreements, carrier contracts, and delivery windows is especially challenging. Ensuring the freshness of perishable goods adds an extra layer of complexity, putting additional pressure on already tight margins.

Food and Beverage businesses that fail to develop and implement data-driven strategies risk facing a scenario where parcel freight costs become prohibitively high. Without effective management, the rising expenses could make current shipping practices economically unviable.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

Redwood Logistics helps Food and Beverage businesses fight rising parcel costs. We use data analytics to find efficiencies and cost savings in transit times, service levels, and delivery windows.

Our Parcel Spend Management and Execution Services provide a comprehensive approach to parcel shipping management. Redwood Logistics negotiates competitive carrier rates and optimizes shipment routes, ensuring your products arrive fresh and on time. Like a master chef perfecting a dish, we fine-tune every aspect of your shipping process to reduce expenses and maintain economic feasibility.

With Redwood, your shipments will always be delivered at the perfect temperature, keeping your customers satisfied and your business thriving. Let us handle the logistics, so you can focus on what you do best—creating delicious products that delight your customers.

HOW REDWOOD LOGISTICS SOLVES COMMON PARCEL MEDIATION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
OPTIMIZE SHIPPING COSTS	High transportation costs from shipping large volumes of Food and Beverage parcels.	Redwood Parcel Advisory analyzes shipping data and negotiates competitive rates with parcel carriers, helping companies reduce overall shipping expenses and improve cost efficiency.
SELECTING THE RIGHT CARRIER	Choosing the right carrier for perishable and non-perishable shipments.	Redwood Parcel Advisory uses performance data and analytics to select the best carrier based on price, service level, and reliability.
IMPROVING TRANSIT TIMES	Ensuring timely delivery to maintain product freshness and customer satisfaction.	Redwood Parcel Advisory optimizes transit times by selecting carriers with efficient delivery routes and schedules.
IMPROVED VISIBILITY AND EFFICIENCY	Maintaining real-time visibility and control over Food and Beverage shipments.	We provide advanced tracking and visibility, allowing real-time monitoring and proactive issue resolution.
MANAGING SEASONAL DEMAND FLUCTUATIONS	Managing seasonal demand spikes during holidays and special events.	Our services offer flexible solutions to scale parcel shipping operations during peak demand periods.
MANAGING PARCEL RETURNS	Handling returns of perishable and non-perishable items efficiently.	Redwood Parcel Advisory supports returns management, including product recall, reverse logistics, and restocking, minimizing associated costs.
STREAMLINING ADMINISTRATIVE	Managing transportation contracts, documentation, and billing processes can be cumbersome for Food and Beverage companies.	Redwood Parcel Advisory streamlines administrative tasks by providing centralized platforms for contract management, electronic documentation, and automated billing processes, reducing paperwork and administrative overhead.
CARRIER PERFORMANCE MONITORING	Evaluating carrier performance is crucial for identifying reliable partners.	Offering tools to monitor on-time delivery rates and performance metrics, we enable informed carrier decisions.



SYSTEMS INTEGRATION

REDWOOD LOGISTICS SOLUTIONS:

Systems Integration

RedwoodConnect



We helped World's Finest Chocolate **enhance customer service** and **decrease customer penalties.**



3. SYSTEMS INTEGRATION



CONNECTING DISPARATE SUPPLY CHAIN SYSTEMS FOR AGGREGATED DATA AND ACTIONABLE INSIGHTS

Systems Integration can feel overwhelming for Food and Beverage shippers dealing with data silos and cumbersome processes. With multiple software applications involved – from inventory management to production control, TMS to WMS – it's easy for things to become tangled. This complexity leads to fragmented data and disjointed workflows, slowing down operations and hindering decision-making. For these shippers, any hiccup in systems integration can derail progress. With tight schedules, complex supply chains, and a focus on quality, even small disruptions can cause major problems. Ensuring compliance with health and safety regulations during transit is critical, as any lapse can compromise the integrity of perishable goods. In this fast-paced environment, seamless integration isn't just convenient – it's essential for maintaining competitiveness.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

At Redwood, we're here to simplify the Systems Integration puzzle for Food and Beverage firms. Our expert 4PL team specializes in crafting tailored solutions to streamline processes and boost efficiency. By working closely with our clients and prioritizing clear communication, we ensure that their unique needs and goals are at the forefront of our integration strategy.

We provide a centralized platform, RedwoodConnect, to integrate diverse systems, applications, and data sources, enabling seamless data exchange and communication across the supply chain. Our platform breaks down data silos by integrating systems and applications, ensuring consistent and accurate data flow, and providing real-time visibility into inventory levels, order status, and shipment tracking.

Our platform also automates manual processes and digitizes paperwork, enabling

electronic data exchange and automated workflows. This results in increased efficiency and accuracy, reducing delays and errors in Food and Beverage logistics. We offer real-time tracking and visibility, allowing companies to monitor goods throughout their journey, enhancing transparency and proactive communication.

Understanding the critical nature of compliance, RedwoodConnect integrates systems and processes to support regulatory compliance. This enables better monitoring, tracking, and reporting of compliance activities, ensuring food safety, labeling, and transportation regulations are met.

We understand the challenges that come with tight schedules and complex supply chains in the Food and Beverage industry. That's why we take a hands-on approach to guide our clients through every step of the integration journey. With our expertise and support, businesses can overcome obstacles, reduce costs, and pave the way for future growth and success.

HOW REDWOOD LOGISTICS SOLVES COMMON SYSTEM INTEGRATION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
INTEGRATION COMPLEXITY	Integrating diverse systems for various supply chain operations in Food and Beverage.	We provide a centralized platform to integrate diverse systems, applications, and data sources, enabling seamless data exchange and communication across the supply chain.
DATA SILOS AND DISCONNECTED SYSTEMS	Data silos hindering visibility and decision-making in Food and Beverage supply chains.	RedwoodConnect breaks down data silos by integrating systems and applications, ensuring consistent and accurate data flow, and providing real-time visibility into inventory levels, order status, and shipment tracking.
MANUAL PROCESSES AND PAPERWORK	Manual processes and paperwork cause delays and errors in Food and Beverage logistics.	Our platform automates manual processes and digitizes paperwork, enabling electronic data exchange and automated workflows, resulting in increased efficiency and accuracy.
LACK OF REAL-TIME VISIBILITY	Limited real-time visibility into inventory, orders, and shipments for Food and Beverage products.	We offer real-time tracking and visibility, allowing companies to monitor goods throughout their journey, enhancing transparency and proactive communication.
COMPLIANCE AND REGULATORY REQUIREMENTS	Compliance with food safety, labeling, and transportation regulations.	We integrate systems and processes to support regulatory compliance, enabling better monitoring, tracking, and reporting of compliance activities.
SCALABILITY AND FLEXIBILITY	Adapting to changing demand and scaling operations in the Food and Beverage industry.	RedwoodConnect offers flexible and scalable integration solutions, allowing companies to easily scale operations and accommodate changing requirements.



PROJECT LOGISTICS

REDWOOD LOGISTICS SOLUTION:
Project Logistics

We helped a beverage industry leader **improve end-to-end visibility.**

4. PROJECT LOGISTICS



CREATING TAILORED SOLUTIONS THAT FIT EVEN THE MOST COMPLEX PROJECTS

Managing large-scale logistics projects presents unique challenges for Food and Beverage shippers. Beyond transporting perishable goods and essential equipment, the industry now emphasizes sustainability and eco-friendly practices. Keeping products fresh during transit, tight delivery windows and the need for specialized packaging adds to the complexity.

Food and Beverage shippers face specific challenges such as large-scale equipment transportation, complex supply chain management, time-sensitive deliveries, seasonal promotions, and specialized handling requirements. These factors demand a logistics partner with technical expertise and aligned values.

HOW REDWOOD LOGISTICS SOLVES LARGE-SCALE PROJECT CHALLENGES:

Redwood is your trusted partner for tackling large-scale project logistics in the Food and Beverage industry. We simplify complex supply chains, ensuring smooth and sustainable operations.

Our advanced technology solutions provide real-time visibility, enabling proactive management and swift issue resolution. We handle perishable goods with temperature-controlled solutions to maintain quality and incorporate eco-friendly practices throughout the process.

We excel in large-scale equipment transportation, streamlining operations to reduce delays and enhance efficiency. For time-sensitive deliveries, we offer precise scheduling and tracking to meet critical deadlines, whether for regular shipments or special promotions. Our specialized packaging and handling ensure all products are transported securely and in optimal condition.

Our dedicated team of logistics professionals provides personalized support from planning to delivery, ensuring your projects are completed efficiently. With Redwood Logistics, your logistics projects are in capable hands, allowing you to focus on delivering exceptional Food and Beverage products to your customers.



HOW REDWOOD LOGISTICS SOLVES COMMON PROJECT LOGISTICS CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
LARGE-SCALE EQUIPMENT TRANSPORTATION	Food and Beverage companies often require the transportation of large-scale equipment, such as machinery for processing or packaging facilities.	Redwood's Project Logistics Services specializes in handling oversized and heavy cargo, providing specialized equipment, logistics planning, and coordination to ensure safe and efficient transportation of equipment to its destination.
COMPLEX SUPPLY CHAIN AND INVENTORY MANAGEMENT CHALLENGES	Food and Beverage companies may undertake complex supply chain projects, such as facility expansions, inventory relocations, or mergers and acquisitions.	Redwood's Project Logistics Services offer project management expertise, coordinating all aspects of the project, including transportation, warehousing, and installation, ensuring timely and cost-effective supply chain and inventory operations.
TIME-SENSITIVE DELIVERIES	Time-sensitive deliveries are critical in the Food and Beverage industry to ensure the availability of ingredients, raw materials, and finished products.	Redwood's Project Logistics Services prioritize time-sensitive deliveries, providing expedited transportation solutions, dedicated resources, and real-time tracking to meet tight deadlines and minimize down-time in production.
SEASONAL PROMOTIONS AND EVENTS	Seasonal promotions and events can lead to spikes in demand for certain Food and Beverage items, requiring retailers to manage temporary increases in inventory and logistics activities.	Redwood's Project Logistics team can assist in optimizing inventory levels and managing storage solutions.
SPECIALIZED PACKAGING AND HANDLING	Some Food and Beverage products require specialized packaging and handling to maintain freshness, quality, and safety during transportation.	Redwood's Project Logistics Services offer customized packaging solutions, temperature-controlled transportation, and handling procedures tailored to the specific requirements of each product, ensuring that it arrives at its destination in optimal condition.
TRANSPORTATION CHALLENGES	Seasonal projects often coincide with challenging weather conditions, such as winter storms or monsoons, which can disrupt transportation routes and timelines.	Redwood Project Logistics experts have experience navigating these challenges, selecting appropriate transport modes, and implementing contingency plans to mitigate weather-related disruptions.



CROSS-BORDER TRANSPORTATION

REDWOOD LOGISTICS SOLUTION:

Cross-Border Solutions

We helped an industry leader with **freight cost savings** and **efficiency**.

5. CROSS-BORDER TRANSPORTATION



SIMPLIFYING INTERNATIONAL FOOD AND BEVERAGE SHIPMENTS

Cross-border transportation presents substantial challenges for Food and Beverage companies, adding layers of complexity and inefficiency to their supply chains. Navigating the intricate regulations and customs procedures of different countries can be a daunting task. Compliance is crucial, as non-compliance can lead to delays, fines, or even confiscation of goods, disrupting delivery schedules and increasing costs.

Coordinating with multiple carriers, managing diverse transportation modes, and efficiently handling customs are logistical challenges specific to cross-border transportation. Ensuring the timely and secure movement of perishable goods requires meticulous planning and coordination. Disruptions such as traffic congestion or documentation errors can lead to costly delays and spoilage, impacting delivery timelines and product quality. Additionally, managing tariffs and maintaining supply chain visibility further complicate the process.

Overall, cross-border transportation for the Food and Beverage industry presents multifaceted challenges that demand strategic solutions and careful management to keep products fresh and customers satisfied.

HOW REDWOOD LOGISTICS ADDRESSES CROSS-BORDER CHALLENGES:

Redwood is your trusted partner in managing the complexities of cross-border transportation for Food and Beverage companies. With a strong presence in both Mexico and the United States, Redwood Mexico leverages expertise and resources to navigate cross-border shipping seamlessly. Our long-standing relationships with carriers and dedicated teams on both sides of the border ensure smooth logistics operations.

Our extensive expertise and global network simplify regulatory requirements and customs procedures. Our team ensures compliance with varying regulations across countries, facilitating smooth and hassle-free shipments. We handle tariff management efficiently, minimizing additional costs and avoiding unexpected financial burdens.

Redwood utilizes advanced technology and real-time tracking systems to streamline cross-border logistics operations. By collaborating with our extensive network of carriers, we optimize transportation routes and modes to guarantee timely and secure movement of Food and Beverage products.

Our proactive approach anticipates and addresses potential disruptions, such as traffic congestion or documentation errors, ensuring that your delivery schedules stay on track without unexpected setbacks. With our focus on supply chain visibility, we provide you with the insights needed to make informed decisions and maintain control over your operations.



HOW REDWOOD LOGISTICS SOLVES COMMON CROSS-BORDER TRANSPORTATION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
CUSTOMS AND REGULATORY	Importing goods across borders involves navigating complex customs regulations, tariffs, and documentation requirements.	Our team has expertise in customs compliance, ensuring that shipments meet all necessary regulatory standards and are processed smoothly through customs checkpoints, reducing the risk of delays or fines.
TARIFF MANAGEMENT	Changes in tariffs and trade agreements can impact the cost and feasibility of Cross-Border shipping for Food and Beverage companies.	Redwood's Cross-Border Services help companies stay informed about changes in tariffs and trade policies, providing guidance on tariff management strategies and minimizing the impact on supply chain costs.
SUPPLY CHAIN VISIBILITY ACROSS INTERNATIONAL BORDERS	Maintaining visibility and tracking of goods throughout the cross-border supply chain is essential for effective inventory management and order fulfillment.	Our Cross-Border Services offer advanced tracking and visibility solutions that provide real-time updates on the status and location of shipments, enhancing supply chain transparency and allowing for proactive issue resolution.
BORDER CROSSING EFFICIENCY	Delays at border crossings can disrupt supply chain operations and lead to increased transportation costs for Food and Beverage companies.	Redwood's Cross-Border Services optimize border crossing processes by coordinating with customs authorities, streamlining documentation procedures, and implementing expedited clearance programs, reducing transit times and minimizing border-related delays.
TRANSPORTATION COORDINATION	Coordinating transportation across borders involves managing multiple carriers, modes of transport, and international logistics partners.	Redwood's Cross-Border Services provide end-to-end transportation coordination, including carrier selection, mode optimization, and shipment tracking, ensuring seamless movement of goods from origin to destination across borders.
OPTIMIZED CARRIER NETWORK	Negotiating competitive rates and securing reliable carriers for international shipping can be challenging for individual companies.	Our established network of international carriers allows them to secure cost-effective transportation solutions and ensure access to the most suitable carriers for specific Food and Beverage products (refrigerated containers for perishables, etc.).
RISK MANAGEMENT	Cross-Border shipping carries inherent risks such as border closures, political instability, and currency fluctuations.	Redwood's Cross-Border Services offer risk management solutions, including insurance coverage, supply chain visibility tools, and contingency planning, helping Food and Beverage companies mitigate risks and safeguard their cross-border operations.



TRANSPORTATION MANAGEMENT

REDWOOD LOGISTICS SOLUTION:
Transportation Management

We helped an industry leader reduce their freight spend by **\$1.26 million (31.26%)** in one year.

6. TRANSPORTATION MANAGEMENT



MANAGING TRANSPORTATION HAS GROWN INCREASINGLY COMPLEX AND WILL CONTINUE TO DO SO

Transportation Management presents unique challenges for Food and Beverage shippers operating in a complex and dynamic supply chain landscape. The rapid advancement of technology, including machine learning and AI, combined with changing consumer demands and global market volatility, has made optimizing transportation processes more crucial than ever and will continue to do so.

Several challenges arise as companies seek to enhance their systems. Integrating legacy systems with modern platforms, achieving real-time visibility, and making data-driven decisions while reducing costs and maintaining high service levels have made transportation management a daunting task. For Food and Beverage shippers, ensuring the freshness and timely delivery of perishable goods adds another layer of complexity. Additionally, cost efficiency and effective carrier management are constant concerns, with fluctuating fuel prices and limited carrier availability further straining resources.

The shortage of skilled professionals, the need for seamless collaboration among multiple stakeholders, and the ever-evolving regulatory environment further complicate the process. Compliance with food safety standards and transportation regulations is essential to avoid costly penalties and ensure smooth operations. To overcome these challenges, businesses must partner with experienced logistics providers who can offer customized solutions, cutting-edge technology, and industry expertise to navigate the complexities of modern Transportation Management.

HOW REDWOOD LOGISTICS SOLVES TRANSPORTATION MANAGEMENT CHALLENGES:

Redwood offers comprehensive and innovative solutions for Transportation Management that address the complex challenges faced by Food and Beverage shippers.

Our team of seasoned professionals possesses deep knowledge of the Food and Beverage industry, enabling us to provide solutions tailored to each client's specific needs. We offer a range of services, including carrier management, freight audit, and payment, and strategic consulting, ensuring that businesses can focus on their core competencies while leaving the complexities of transportation management to the experts. Our advanced technology solutions enhance real-time visibility and data-driven decision-making, helping shippers optimize their routes and reduce costs.

What truly sets us apart is our commitment to building long-term partnerships with our clients. We work closely with each business to understand their unique challenges and goals, continuously adapting our solutions to meet the evolving needs of the market. With a focus on innovation, reliability, and exceptional customer service, Redwood Logistics has established itself as a leader in Transportation Management for the Food and Beverage industry, helping these businesses navigate the challenges of 2024 and beyond.

HOW REDWOOD LOGISTICS SOLVES COMMON TRANSPORTATION MANAGEMENT CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
COST EFFICIENCY	Food and Beverage companies often face fluctuating transportation costs, which can impact their bottom line.	Redwood Managed Transportation Services assist in optimizing shipping routes, consolidating shipments, and selecting cost-effective carriers, leading to reduced transportation costs and improved overall cost control.
RELIABLE CARRIER MANAGEMENT	Selecting reliable carriers and managing logistics can be time-consuming and complex for Food and Beverage companies.	Our Managed Transportation Services handle carrier selection, negotiation, and management on behalf of clients, ensuring access to reliable and cost-effective transportation solutions while minimizing administrative burden.
VISIBILITY AND TRACKING	Real-time visibility into shipment status and location is essential for effective supply chain management.	Redwood's Managed Transportation Services provide advanced tracking and visibility capabilities, allowing companies to monitor the movement of goods in real time and proactively address any issues or delays that may arise during transit.
CAPACITY OPTIMIZATION	Fluctuations in demand and seasonality can lead to capacity constraints and challenges in securing transportation capacity.	We offer capacity optimization solutions, including access to a diverse network of carriers and flexible shipping options, helping companies manage fluctuations in demand and ensure timely delivery of goods.
RISK MITIGATION	Managing risks such as delays, disruptions, and product damage is essential for Food and Beverage companies to maintain supply chain resilience.	Redwood Logistics Managed Transportation Services provide risk mitigation strategies, including insurance coverage, shipment tracking, and proactive communication, helping companies mitigate risks and minimize the impact of unforeseen events on their transportation operations.
TECHNOLOGY INTEGRATION AND OPTIMIZATION	Implementing and managing logistics technologies can be challenging for Food and Beverage companies, especially smaller businesses with limited resources.	Our services offer technology integration and optimization solutions, leveraging advanced systems and platforms to automate processes, enhance visibility, and improve decision-making in the supply chain.
SEASONAL SCALABILITY AND STAFF AUGMENTATION	Food and Beverage companies need scalable and flexible logistics solutions to accommodate fluctuations in demand, seasonal variations, and market trends.	Redwood Managed Transportation Services offer flexible staffing solutions, allowing companies to scale their workforce up or down as needed, minimizing the impact of workforce shortages during peak times.



WAREHOUSING AND DISTRIBUTION

REDWOOD LOGISTICS SOLUTION:

Warehouse and Distribution Management

We helped an industry leader increase daily order volume by **19%**.

7. WAREHOUSING AND DISTRIBUTION

FINDING EFFICIENT AND LOCAL STORAGE AND DISTRIBUTION OPTIONS IN TODAY'S MARKET HAS BECOME INCREASINGLY DIFFICULT

Securing efficient storage and distribution solutions in today's market poses increasing challenges for Food and Beverage shippers, particularly perishable goods. Handling Food and Beverage products, including temperature-sensitive items, demands optimized warehouse layouts and specialized equipment. Coordinating shipments to diverse locations while minimizing costs adds further complexity, compounded by international shipping regulations and customs procedures.

HOW REDWOOD LOGISTICS SOLVES WAREHOUSING AND DISTRIBUTION CHALLENGES:

Redwood offers tailored solutions to address the unique warehouse and distribution challenges faced by Food and Beverage shippers.

Let us handle storage, pick and pack, order fulfillment, and shipping seamlessly for you.

Through collaboration and expertise, we optimize warehouse layouts to support flexible operations, ensuring efficient storage and retrieval of perishable goods in state-of-the-art facilities. Our innovative strategies enhance space utilization, streamline operations, and

improve productivity and cost-effectiveness while providing full visibility.

In distribution, we leverage technology and services to simplify transportation options, coordinating shipments across various destinations through our extensive carrier network. We navigate international shipping regulations with ease, facilitating smooth cross-border transactions.

With customized solutions and advanced tracking tools, including dedicated and public warehousing options, Food and Beverage shippers can rely on Redwood Logistics for efficient supply chain management and proactive decision-making. We are committed to being a trusted partner in your success.



HOW REDWOOD LOGISTICS SOLVES COMMON WAREHOUSE AND DISTRIBUTION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
INVENTORY MANAGEMENT	Food and Beverage companies often deal with perishable goods and require precise inventory management to minimize waste and ensure product freshness.	We offer advanced inventory management solutions, including real-time tracking, FIFO (first in, first out) inventory control, and temperature-controlled storage facilities, helping companies optimize inventory levels and reduce the risk of stockouts or overstocking.
ORDER FULFILLMENT EFFICIENCY	Efficient order fulfillment is critical for meeting customer demand and maintaining high service levels in the Food and Beverage industry.	Redwood Logistics streamlines order fulfillment processes through advanced picking, packing, and shipping strategies, optimizing order accuracy and turnaround times to ensure timely delivery of products to customers and retailers.
DISTRIBUTION NETWORK OPTIMIZATION	Food and Beverage companies often operate complex distribution networks to reach customers across multiple regions and channels.	We provide expertise in distribution network optimization, including route planning, warehouse location selection, and transportation mode optimization, helping companies reduce transportation costs and improve delivery efficiency.
REGULATORY COMPLIANCE	Food and Beverage companies must comply with various regulatory requirements and industry standards related to food safety, labeling, and storage conditions.	Our platform ensures regulatory compliance by implementing strict quality control measures, conducting regular audits and inspections, and providing documentation and reporting solutions to facilitate compliance management.
REVERSE LOGISTICS AND RETURNS MANAGEMENT	Managing returns and reverse logistics processes can be challenging for Food and Beverage companies, particularly for perishable goods.	Redwood Logistics offers comprehensive solutions for managing returns, including product recall management, reverse logistics coordination, and disposal or restocking of returned items, helping companies minimize the impact of returns on their supply chain operations.
SEASONAL DEMAND FLUCTUATIONS	Food and Beverage companies often experience seasonal fluctuations in demand, such as during holidays or special promotions.	Redwood's Warehousing and Distribution offers additional storage space on-demand, allowing manufacturers to scale up their storage capacity when needed without the cost and hassle of expanding their warehouses during times of seasonal demand.
SPECIALIZED STORAGE REQUIREMENTS	Many Food and Beverage products, such as fresh produce, dairy, and frozen foods, require temperature-controlled storage to maintain quality and safety.	Redwood's Warehousing and Distribution services provide facilities equipped to accommodate these requirements, ensuring that all products are stored safely and in optimal conditions.



FREIGHT BROKERAGE

REDWOOD LOGISTICS SOLUTION:

Freight Brokerage

We helped an industry leader achieve **\$6.5** million in savings over 7 years.

8. FREIGHT BROKERAGE



ENSURING RELIABLE CAPACITY AND HIGH-QUALITY DELIVERIES WITH REDWOOD LOGISTICS

One of the most significant challenges in the transportation industry is the highly volatile and constantly evolving freight market. The lingering effects of global events, combined with ongoing capacity constraints in the truckload market, create a complex and unpredictable environment. Finding the right carriers and brokers amid numerous options can be daunting for manufacturers, often leading to delays and frustrations in securing transportation services. Negotiating rates and ensuring timely deliveries of perishable goods adds another layer of complexity, making the process challenging.

Moreover, the lack of transparency and visibility in freight brokerage operations compounds these challenges. Without real-time insights into shipment status, carrier performance, and transportation costs, manufacturers may struggle to maintain control over their supply chain operations. This lack of data-driven insights can potentially lead to disruptions along the supply chain.

In addition to these obstacles, Food and Beverage shippers face specific challenges in freight cost optimization, carrier selection and management, and regulatory compliance. Balancing cost-effectiveness with reliability, managing relationships with carriers that meet specific needs, and adhering to stringent regulations are all critical to maintaining efficient and compliant operations. Despite these challenges, embracing innovative solutions and partnering with the right logistics providers can streamline processes and ensure smoother operations for Food and Beverage shippers.

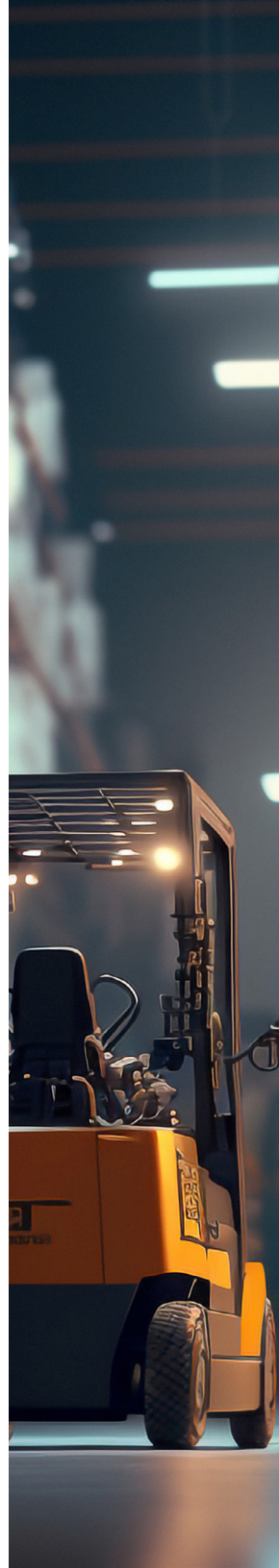
HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

Redwood offers tailored solutions to address the unique challenges of freight brokerage for Food and Beverage shippers. With our extensive network and industry expertise, we simplify the process of finding reliable multimodal carriers and brokers.

Using advanced matching algorithms, Redwood connects Food and Beverage manufacturers with the right transportation providers efficiently, saving time and enhancing operational efficiency. We prioritize transparency and visibility, providing real-time insights into freight brokerage operations through intuitive digital platforms and advanced tracking systems.

This transparency enables informed decision-making, mitigates risks, and fosters better collaboration between stakeholders. Redwood's customer-centric approach ensures personalized support from initial consultation to ongoing optimization, empowering Food and Beverage shippers to navigate freight brokerage complexities confidently.

Our customer-centric approach ensures personalized support throughout the freight brokerage process, from initial consultation to ongoing optimization. By embracing innovative solutions and fostering strong partnerships, Redwood Logistics helps grocery retailers navigate the complexities of freight brokerage with confidence, ensuring efficient supply chain operations and superior service delivery.



HOW REDWOOD LOGISTICS SOLVES COMMON FREIGHT BROKERAGE CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
DIFFICULTY IN FINDING SUITABLE CARRIERS	Manufacturers struggle to secure carriers and capacity, especially during peak seasons, leading to delays and operational challenges.	Redwood leverages its extensive network of carriers and employs quick matching algorithms to connect shippers with carriers that meet their specific requirements, ensuring timely and reliable transportation even during peak seasons.
FREIGHT COST OPTIMIZATION	Food and Beverage companies often face fluctuating freight costs due to factors such as fuel prices, capacity constraints, and market conditions.	Our Brokerage Services leverage its expertise and network of carriers to negotiate competitive rates and optimize freight costs, helping companies reduce transportation expenses and improve profitability.
CARRIER SELECTION AND MANAGEMENT	Choosing the right carriers for transportation is crucial for Food and Beverage companies to ensure reliable and cost-effective delivery of goods.	We provide carrier selection and management solutions, including carrier performance tracking, rate negotiation, and contract management, helping companies optimize carrier relationships and enhance transportation efficiency.
REGULATORY COMPLIANCE	Food and Beverage companies must comply with various transportation regulations and industry standards, such as food safety regulations, temperature control requirements, and transportation documentation.	Redwood Brokerage Services offers compliance support by ensuring that carriers meet regulatory requirements and providing documentation and reporting solutions to facilitate compliance management.
TEMPERATURE-CONTROLLED TRANSPORTATION	Many Food and Beverage products require temperature-controlled transportation to maintain freshness and quality during transit.	We specialize in arranging temperature-controlled shipments, ensuring that products are transported under the appropriate conditions to preserve their integrity and meet quality standards.
CAPACITY MANAGEMENT	Fluctuations in demand and seasonal peaks can lead to capacity constraints and challenges in securing transportation capacity for Food and Beverage companies.	Redwood Brokerage Services offers capacity management solutions, including access to a diverse network of carriers and flexible shipping options, helping companies manage fluctuations in demand and ensure timely delivery of goods.
RISK MITIGATION	Managing risks such as delays, disruptions, and product damage is essential for Food and Beverage companies to maintain supply chain resilience and protect product quality.	We provide risk mitigation solutions, including insurance coverage, shipment tracking, and proactive communication, helping companies mitigate risks and minimize the impact of unforeseen events on their supply chain operations.
IMPROVING VISIBILITY AND TRACKING	Real-time visibility into shipments is crucial for monitoring the movement of goods, tracking delivery status, and proactively addressing any issues or delays.	Redwood's Brokerage Services offer tracking and visibility tools that provide shippers with up-to-the-minute information on their shipments, enhancing supply chain transparency and allowing for timely decision-making.



REDWOODCONNECT INTEGRATION PLATFORM

REDWOOD LOGISTICS SOLUTION:

[RedwoodConnect](#)

**BLUE
DOG**
BAKERY.

We helped Blue Dog
Bakery **lower annual
transportation spend.**

9. REDWOODCONNECT

INTEGRATION PLATFORM



MANAGING YOUR COMPLEX SUPPLY CHAIN STACK WITH REDWOOD LOGISTICS

The landscape of Integration Platform-as-a-Service (iPaaS) solutions has evolved significantly, driven by technological advancements and the growing complexity of supply chain operations.

One notable transformation accelerated by recent global events is the adoption of cloud-based iPaaS solutions. These platforms offer enhanced flexibility, scalability, and accessibility compared to traditional on-premises systems, enabling Food and Beverage shippers to leverage advanced capabilities without hefty infrastructure investments.

Furthermore, advancements in artificial intelligence (AI) and machine learning (ML) are reshaping iPaaS solutions. These technologies are increasingly integrated into platforms to automate tasks, optimize data processing, and provide actionable insights, thereby enhancing operational efficiency and decision-making for Food and Beverage manufacturers.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

Redwood enables organizations to seamlessly orchestrate every aspect of their supply chain by effortlessly integrating your logistics platforms, partners, processes, and connections through our proprietary iPaaS called RedwoodConnect.

With a robust ecosystem of logistics apps and open cloud connectors, RedwoodConnect enables flexible and scalable solutions tailored to your specific business needs. Our cloud-based approach simplifies data exchange, automates workflows, and fosters collaboration across disparate systems.

Utilizing cutting-edge AI and ML technologies, we optimize processes, reduce manual intervention, and deliver valuable insights. Our proactive support ensures that you navigate the iPaaS landscape with confidence, driving operational success and growth in the competitive Food and Beverage industry.



HOW REDWOOD LOGISTICS SOLVES COMMON CONNECTIVITY CHALLENGES WITH REDWOODCONNECT™:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
INTEGRATION COMPLEXITY	Food and Beverage companies often use a variety of disparate systems and technologies for different aspects of their supply chain operations, leading to integration complexity.	RedwoodConnect provides expertise in connecting and integrating disparate systems, applications, and data sources, enabling seamless data exchange and communication across the supply chain.
DATA SILOS AND INCONSISTENCIES	Data silos and inconsistencies can hinder visibility and decision-making in the supply chain.	Redwood Systems Integration ensures consistent and accurate data flow across the supply chain by integrating systems and applications, breaking down data silos, and providing real-time visibility into inventory levels, order status, and shipment tracking.
INEFFICIENT WORKFLOWS	Manual processes and paperwork are time-consuming, error-prone, and inefficient, leading to delays and inaccuracies in supply chain management.	By automating manual processes and digitizing paperwork, Redwood Systems Integration enhances efficiency and accuracy in supply chain management through electronic data exchange, automated workflows, and paperless operations.
MANUAL PROCESSES AND ERRORS	Manual data entry and processing can lead to errors, delays, and increased operational costs in the Food and Beverage supply chain.	Redwood's Systems Integration Services improve process efficiency by automating manual processes such as order processing, inventory management, and reporting, reducing the risk of errors and freeing up resources for more strategic tasks.
LACK OF VISIBILITY AND TRACEABILITY	Limited visibility into supply chain processes and transactions can hinder transparency, traceability, and accountability in the Food and Beverage industry.	Providing end-to-end visibility across the supply chain, Redwood's Systems Integration Services enable companies to track products, monitor inventory levels, and trace transactions in real time, enhancing transparency and accountability.
INCOMPATIBILITY OF SYSTEMS	Fluctuations in demand and seasonal peaks can lead to capacity constraints and challenges in securing transportation capacity for Food and Beverage companies.	Redwood's Systems Integration Services seamlessly integrate diverse systems by leveraging expertise in system architecture and interoperability, ensuring compatibility, scalability, and future-proofing of technology investments.
REGULATORY COMPLIANCE	Compliance with food safety regulations, quality standards, and industry certifications is essential for Food and Beverage companies to ensure product safety and regulatory compliance.	By incorporating compliance checks and validation processes into system workflows, Redwood's Systems Integration Services help companies adhere to regulatory requirements and standards seamlessly.
SCALABILITY AND ADAPTABILITY	Scalability and adaptability are crucial for Food and Beverage companies to accommodate growth, expansion, and changing business requirements.	Redwood's Systems Integration Services design flexible and scalable solutions that evolve with the company's needs, supporting scalability, adaptability, and agility in response to market dynamics and business changes.



SUSTAINABILITY

REDWOOD LOGISTICS SOLUTION:

Redwood Hyperion



SUGAR FOODS
CORPORATION

We helped Sugar Foods
**reduce annual freight
spend** and **maintain service
levels at a lower cost.**

10. SUSTAINABILITY



THE NEED TO CREATE LASTING CHANGE HAS GROWN, AND SUSTAINABILITY IS TAKING THE FOREFRONT

Securing efficient storage and distribution solutions in the Food and Beverage industry presents mounting challenges, particularly with perishable goods. Effective management of warehouse layouts and specialized equipment for temperature-sensitive items is critical. Coordinating shipments across diverse locations while minimizing costs is intricate, compounded by the complexities of international shipping regulations and customs procedures.

The Food and Beverage sector is increasingly prioritizing sustainability, acknowledging its pivotal role in operational strategies. In addition to robust emissions data collection, significant challenges include optimizing transportation routes to reduce environmental impact and navigating varied regulatory frameworks. Manufacturers must adeptly navigate a labyrinth of environmental regulations and reporting requirements across different jurisdictions, striving to bolster sustainability practices while ensuring adherence to compliance standards. Streamlining processes is imperative to achieve both effective environmental stewardship and operational efficiency within global supply chains.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES WITH REDWOOD HYPERION:

Redwood understands the imperative of integrating sustainability into Food and Beverage operations. To address the challenge of emissions data collection, we offer automated solutions like Redwood Hyperion. This platform facilitates data extraction, normalization, and validation, empowering manufacturers to efficiently gather and analyze emissions data for informed decision-making and targeted environmental initiatives.

Moreover, Redwood provides expert guidance on navigating evolving environmental regulations through tools like Redwood Hyperion and Redwood Eco Advisory. Our proactive monitoring and analysis help manufacturers stay abreast of regulatory changes and adopt sustainable practices aligned with industry standards.

Utilizing frameworks such as the GLEC framework, we offer automated, detailed emissions calculations via Redwood Hyperion, ensuring accurate emissions tracking across operations and enabling the option to purchase carbon offsets. With our comprehensive suite of sustainability solutions and dedicated support, Redwood Logistics empowers Food and Beverage shippers to seamlessly integrate sustainability, driving environmental progress and long-term success.



HOW REDWOOD LOGISTICS SOLVES COMMON SUSTAINABILITY CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
EMISSIONS DATA COLLECTION AND ACCURACY	Gathering accurate data on emissions from various sources within the supply chain can be complex. Different vendors may use various metrics, making it challenging to standardize data.	Redwood Hyperion allows shippers to automatically extract data for normalization and validation.
ROUTE OPTIMIZATION	Food and Beverage companies often need to optimize delivery routes to ensure timely and cost-effective transportation of goods.	Redwood Logistics Hyperion Services offers route optimization capabilities that help companies plan the most efficient routes based on factors such as distance, traffic conditions, and delivery windows, reducing transportation costs and improving delivery efficiency.
LACK OF STANDARDIZATION	The absence of standardized emission calculation methodologies across industries and regions can lead to discrepancies and difficulties in benchmarking and comparing emissions.	Redwood Hyperion utilizes the GLEC framework to provide automated detailed load-by-load emissions calculations that allow shippers to accurately track their emissions.
CARBON OFFSETTING	Companies may struggle to find effective and credible methods to offset their carbon emissions, especially when emissions are challenging to eliminate.	Redwood Hyperion's partnership with Cloverly provides customers with a verified carbon offset marketplace for shippers to support a variety of carbon offset projects and reach net-neutral emissions.
COMPLIANCE AND REGULATORY SUPPORT	Food and Beverage companies must comply with various transportation regulations and industry standards.	Redwood Logistics Hyperion Services provides compliance and regulatory support by integrating compliance checks and documentation requirements into the transportation management process, ensuring that companies meet all legal and regulatory obligations and avoid penalties or fines.
CHALLENGES IN MEETING EVOLVING ENVIRONMENTAL REGULATIONS	Assistance in ensuring compliance with regulations and reporting requirements.	We assist in navigating evolving environmental regulations and reporting requirements, ensuring compliance across multiple regions through expert guidance and support.

HOW REDWOOD LOGISTICS CAN BE A BUSINESS DIFFERENTIATOR FOR FOOD AND BEVERAGE PROVIDERS

REDWOOD IS UNIQUELY POSITIONED TO SOLVE THE CHALLENGES FACED BY TODAY'S FOOD AND BEVERAGE SHIPPERS

Food and Beverage shippers are battling many challenges in today's fast-moving and intricately complex business environment. From supply chain disruptions and capacity constraints to the need for real-time visibility and efficient logistics processes, these challenges can significantly impact a company's bottom line and competitive advantage.

Partnering with Redwood Logistics can be a game-changer for Food and Beverage Shippers looking to overcome these obstacles and differentiate themselves in the market.

With Redwood Logistics as your Partner, you can expect to see:

CUSTOMIZED AND TAILORED SUPPLY CHAIN SOLUTIONS:

Redwood empowers Food and Beverage providers with customized supply chain solutions, optimizing inventory management, minimizing shipping costs, and integrating supply chain technology seamlessly.

EXTENSIVE CARRIER NETWORK:

Redwood's access to a wide range of carriers who specialize in Food and Beverage shipping, including refrigerated transport, ensures your products are handled with the utmost care and efficiency. This network guarantees reliable and timely delivery, maintaining the quality and freshness of your goods throughout the supply chain.

MODERN 4PL FLEXIBILITY:

As a Modern 4PL, Redwood offers a robust in-house portfolio capable of scaling your business. This approach allows you to choose partners, services, and solutions that perfectly align with your needs, enhancing connectivity, flexibility, and control.

CUTTING-EDGE TECHNOLOGY INTEGRATION:

RedwoodConnect, our open iPaaS ecosystem, seamlessly integrates your entire supply chain technology landscape. This unified view, tailored to your specific preferences, empowers you to leverage best-in-class execution services alongside cutting-edge technology.

EXPERTISE IN COMPLEX CHALLENGES:

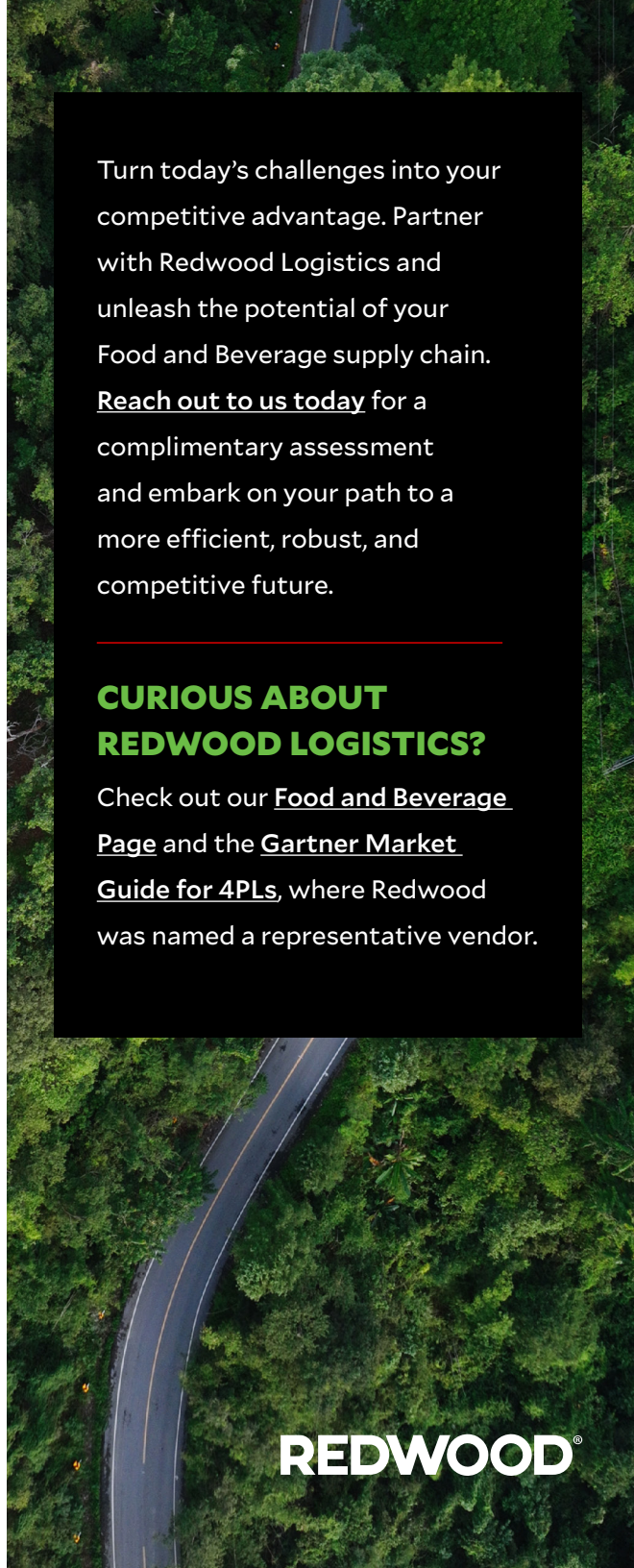
Redwood leverages decades of expertise and embraces intricate challenges, crafting innovative solutions that optimize your supply chain for long-term success, from sourcing raw materials to delivering finished products.

Turn today's challenges into your competitive advantage. Partner with Redwood Logistics and unleash the potential of your Food and Beverage supply chain.

[Reach out to us today](#) for a complimentary assessment and embark on your path to a more efficient, robust, and competitive future.

CURIOUS ABOUT REDWOOD LOGISTICS?

Check out our [Food and Beverage Page](#) and the [Gartner Market Guide for 4PLs](#), where Redwood was named a representative vendor.



REDWOOD®