

Keeping the Chain Cool

Ensuring integrity in the perishable food supply chain has been made easy thanks to a tiny device that monitors temperature.

When a number of the State's food industry organisations sought a simple, low-cost, solution to monitor temperature of perishables goods in transport, they approached the Tasmanian

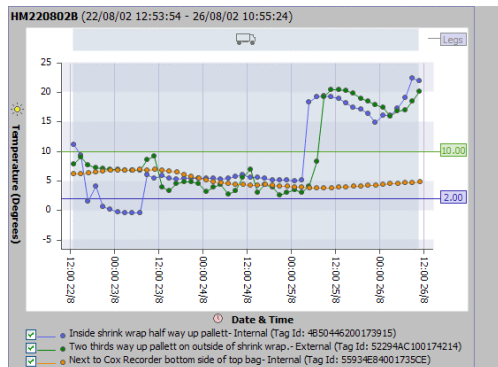


Temperature Monitoring Lettuce

Electronic Commerce Centre for assistance.

Recognising the implications of cool chain integrity being comprised by temperature, the TECC sought to partner with the leading cool chain solutions provider EXAGO, and industry bodies: Horticulture Australia Limited and the Tasmanian Export Council.

Among the project participants is W Chung Sing & Co, a company that specialises on airfreighting fresh produce across the world to cruise ships.



“Understanding how temperature works when transporting perishable goods is almost a science and our company is striving to become a world leader in this area,” said Michael Chung, General Manager. “This project is one that allows us to receive critical data far quicker than we have been able to previously”.

W Chung Sing & Co, a participant in previous Tasmanian Electronic Commerce Centre projects, such as the Food & Beverage Procurement Project, is joined by other leading enterprises including: Statewide Refrigerated Transport, Houston Farms, Clements & Marshall, Field Fresh, Tasea Enterprises, Harvest Moon, and 16 others leading Tasmanian food industry companies.

The food industry, not surprising, is delighted. “Our advantage remains in the production of quality produce and delivery of that same level of quality at market, and initiatives such as this will assist Tasmania maintain a competitive advantage” according to Tasmanian Export Council, Executive Director, Jim, McCormack.

“We believe that the consignment monitoring project can provide Statewide Transport with the foundation for a new level of automated quality assurance and a service differentiation that will be of substantial benefit to our company and to industry as a whole.”

Steve Wheeler, Statewide Refrigerated Transport

About the Cool Chain

Estimates by industry indicate that in excess of \$1 billion worth of perishable foods is lost from the Australian economy annually. Globally, the loss is fifty times this figure.

These losses impact on all participants of the delivery chain, though most occur at the supplier and buyer ends. At the retail (buyer) point, consignments suffer shrinkage (yield reduction, damage, mark-downs), reduced shelf life, increased risk to human health and a range of unfavourable influences that reduce their retail value.