

# THE LOW CARBON COOL CHAIN

*Brought to You by Chamber of Eco Commerce*



## Food Hubs Get a New Focus from Cool Chain Industry Experts

**April 1, 2012, Atlanta, GA - CEC** --- Taking a cue from the Chamber of Eco Commerce (CEC) efforts to provide green solutions to the supply chain, a team of experts began a broad effort today to help Food Hubs across North America build new improved economic and environmentally viable solutions into the food and beverage distribution channels to local customers.

On April 1st, 2012, the CEC launched the Low Carbon Cool Chain partner project, which aims to create a vibrant marketplace for a more efficient and environmentally preferable cool chain. The CEC says the partner project will help provide a common set of tools for food hub operators to adopt a Low Carbon Cool Chain Transport System when distributing food and beverage products to customers.

The project consists of an international team of experts with members representing cool chain industry expertise and markets. The group brings together manufacturers, suppliers, and buyer representatives to deploy a set of more efficient cool chain specific technologies and solutions. The project covers all products and equipment used in the cool chain and utilized by individuals and organizations devoted to food and beverage.

Minna LeVine, CEO, Chamber of Eco Commerce, says this new public private partnership, will build on its Eco Efficient and Environmentally Preferable supporter program, which works with over 170 Food Hubs and organizations in the food and beverage industry responsible for selling and distributing products to customers. The results of that effort include a platform ([www.NationalFoodHub.com](http://www.NationalFoodHub.com)). This Low Carbon Cool Chain community and web-based portal will help inform individuals and organizations of the latest speed-to-market solutions available to food hubs and operators.

Interest by the food and beverage sector in new cool chain technology has grown in recent years. But the path to a more efficient cool chain with appropriate logistics has not been an easy one, until now.

With aging infrastructure and an inefficient cool chain delivery system including refrigerated trucks; food hubs and operators need help for finding a more efficient cool chain solution to improve service and efficiency ultimately leading to new directives and standards. Additionally, suppliers who have been doing things the same way for years are not always able to enact these new capabilities to efficiently source, finance, deploy, and manage new cool chain requirements and business processes.

One of the goals of the Low Carbon Cool Chain project is to enable the path toward optimized cool chain and logistics. We want a cool chain that is easier to understand, adopt, operate, and follow. For example, a common perception is that new greener products and innovations often cost more than their conventional counterparts. The project is seeking not only to reduce any upfront cost by increasing demand for new cool chain technology, products and services, but also to help individuals understand the potential ROI of choosing more efficient and environmentally preferable solutions.

The Low Carbon Cool Chain solutions are meant to be used by food hubs for local food and beverage logistics, and to help food operators make their own decisions about the economic, environmental, and social attributes and benefits of new technology. "Our first goal is to create new industry standards for local cool chain", adds LeVine.

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**The Low Carbon Cool Chain Initiative 2012-16**

[http://www.chamberofecocommerce.com/images/LCCC\\_2012-16.pdf](http://www.chamberofecocommerce.com/images/LCCC_2012-16.pdf)

[www.LowCarbonCoolChain.com](http://www.LowCarbonCoolChain.com)