

# FEED DISTRIBUTION

CARDINAL LOGISTICS SOLVES COMPLEX MILL-TO-FARM AND RETAILER CHALLENGES



Feed mill managers, tasked with overseeing the distribution of bulk feed to farms and bagged feed to retailers, were distracted from their core business of supervising mill production, quality and safety.

## THE PROBLEM

Mill managers outsourced the feed distribution to local carriers with limited capabilities and who were challenged to meet differing farm and retailer service needs.



The local carriers provided limited visibility, were too small to handle volume surges, and performance and costs varied greatly across locations.

## THE FEED MILLS NEEDED A NEW TRANSPORTATION MODEL THAT WOULD:

- Provide feed customers – both farmers and retailers – with timely, dependable, and accurate deliveries
- Properly balance fleet assets between specialized bulk feed trailers for farms and dry vans for retailers while meeting unexpected volume surges
- Exceed customer service expectations by standardizing driver training, especially for farm customers with varied and specialized storage and handling needs
- Implement a company-wide transportation solution to improve visibility and increase control over service delivery and costs

## THE CARDINAL SOLUTION

Base Cardinal managers in existing feed mills, enabling mill managers to focus on core business

Resize national fleet and secure specialized equipment improving farm delivery productivity

Hire quality, service-oriented drivers and focus training programs on meeting unique farm and retailer needs

Share equipment across Cardinal's network and use certified carrier partners to meet unexpected volume surges

Implement network-wide technology improving visibility and customer service levels

Implement Cardinal's Continuous Improvement Program for additional service and cost gains

## THE RESULTS

**Cardinal successfully implemented its Dedicated Contract Carriage service at multiple feed mills. Cardinal's model improved customer service and continues to maximize efficiency, provide predictable costs, and ensure regulatory compliance and minimized liability.**

- Cardinal on-site managers create daily route plans to meet farm and retailer needs, improving customer service
- Newer and well-maintained bulk feed trailers ensure delivery productivity to specialized farm storage bins
- Flexible network design solves demand surges by matching skilled Cardinal drivers to complex farm deliveries while allowing a carrier partner to handle less demanding retail deliveries
- Cardinal's integrated technology platform provides detailed performance and cost data to feed mill management for improved control and decision making



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