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West Coast



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California Cold Rush

Eureka! In United States Cold Storage, you've found a warehousing partner to match California's diverse distribution and production needs.

As much as anything, California always will be associated with the Sierra Nevadas and the “Gold Rush” mining era of the mid-1900s. Californians would later commemorate the time by fashioning their own state motto after the Greek word, “Eureka”, which means, “I have found it.”

For that matter, anyone looking at California today will find that the nation’s Golden State is both dynamic and diverse, urban and agricultural. And although New York can lay claim to similar descriptions, it cannot match California’s powerhouse status in the food industry.

Stretching across 156,000 square miles, California is a major food distribution market with an estimated 35.9 million residents and some of the nation’s busiest urban centers. No less intriguing, the once-described “Land of Milk and Honey” boasts farms and factories that process much of the world’s fruit, vegetables, poultry, dairy products and more.

Growing right along with the state has been United States Cold Storage (USCS), a Cherry Hill, N.J.-based company that traces its public refrigerated warehousing roots to 1889. USCS operates 27 facilities nationwide including eight operations in California. Locations in Bakersfield, Tulare, Dinuba, Fresno, Tracy, Union City and Sacramento work together to service the state’s growing distribution and production needs.

“This has been a tremendous growth market for us,” notes Rod Noll, vice president and area manager for USCS’ California Region. “We had three new facilities that came on line in the ‘90s

(Bakersfield, Tracy and Tulare) and during that decade, every one of those locations has seen multiple expansions. It’s been driven by internal customer growth and a strong business development and sales program.”

That’s not to say USCS’ California locations operate in a vacuum. On the contrary, each is linked online to USCS’ exclusive eUSCOLD system. Using the Internet, customers as far away as Minneapolis and Massachusetts can easily place orders or check on inventory and order status. The system provides real-time information 24 hours a day, seven days a week. Still more services – a new USCS TMS program and PDQ Logistics – provide networked transportation management and freight consolidation.

Driving it all is USCS’ internal warehouse technology. Interestingly enough, it was Bakersfield Assistant Superintendent Marisa Lawless who helped refine TASKMASTER, a proprietary USCS software that connects each facility’s warehouse management system with its RF bar code scanning activities. As a result, each operation’s WMS computer can create, direct and track every activity in the warehouse.

Says Lawless, “Anytime a task is performed, it updates every driver’s [on-board forklift computer] screen. We have 10 rooms and I can tell you, with the touch of a button, where every driver is and what they’re doing.”



New 4 million-cubic-foot dry warehouse in Tulare, Calif., shows USCS extending its industry-leading storage and service capabilities in new directions.

Notes Bakersfield Customer Service Manager Cheryl Hall, “Our system can easily take last-minute changes and update every driver so we can respond.”

Ideal for distribution, dairy

USCS’ southern-most California locations are in Bakersfield and Tulare, just north of Los Angeles in the central, San Joaquin valley.

You could say that Bakersfield literally is a prime “mover” in the area. The bustling 9.9 million-cubic-foot facility is ideal for finished goods distribution with 44,534 racked pallet positions, custom repack services, an enclosed dock with 46 doors, rail service and freight consolidation.

Rather than ship to more congested and costly locations, Bakersfield Manager Randy Dorrell says many customers have come to appreciate Bakersfield’s accessibility to serve both Southern California and the West Coast.

It’s just those qualities that make USCS popular with finished goods giants like

“This has been a tremendous growth market for us . . . Our new plants offer extensive freight consolidation and distribution services and there’s been no slow-down in that arena.”

– Rod Noll, V.P., Area Manager, USCS California Region



“With very little notice, the USCS team put in many hours to prepare pallets for shipping the following week. Their flawless execution contributed greatly to the success of this project.”

Tulare’s customers are something to talk about as well. Processors of all types (prepared foods, dairy, poultry, fruit) use the two-site operation 24 hours a day, both for production-related services as well retail and foodservice finished goods distribution. A certified Foreign Trade Zone, the operation also exports to more than 20 countries. Interestingly, Tulare serves eight area dairies.

“The great thing about Tulare is its ability not to only give the customers what they ask for but also the flexibility of a ‘one-stop shop’ across multiple temperatures for chilled, frozen and dry LTL distribution,” notes Manager Brian Ford.

Customer demand led the company to expand from its 7.3 million-cubic-foot refrigerated warehouse and build an adjacent, 2.2 million-cubic-foot dry

General Mills and Performance Food Group (PFG). For the past four years, General Mills’ Bakersfield plant has used USCS there to store, pick and distribute frozen finished bakery foods and other products to foodservice distributors and customers in 11 western states. PFG requires the same type of services – across several temperature ranges – as it supplies West Coast restaurant chains.

Says Pat Agee, president and chief operating officer for PFG’s Customized Distribution Division in Lebanon, Tenn., “USCS handles our receiving, storage, picking and shipping while we focus on customer service. Restaurants can be demanding but USCS is always flexible to meet their needs, and ours.”

Echoes Raj Srinivas, General Mills’ plant manager in Bakersfield, “USCS Bakersfield is close but that’s not the only reason we work with them. They are willing partners who are honest, organized and professional in everything they do.”

That kind of commitment is not limited by geography. Donna Hendricks, a senior logistics development manager with Land O’ Lakes, Arden Hills, Minn., has her own story about USCS’ nearby Tulare operation.

“The Southern California grocers strike in 2003 had a significant impact on grocery shelves,” she recalls. “Store shelves were empty and ads were canceled as manufacturers were unable to get product to the store level.

Randy Dorrell, Manager

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- 9.9 million cubic feet of refrigerated/freezer space
- 44,534 racked pallet positions
- 46 dock doors
- Served by UP railroad
- -20°F ice cream storage
- Custom repacking capabilities
- Enclosed refrigerated docks
- Order selection and distribution
- PDQ Logistics freight consolidation program
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services



Stan Moya, V.P., Manager

USCS Tracy

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- 4 million cubic feet
- 16,500 fully racked pallet positions*
- Enclosed refrigerated docks – 22 doors
- Served by UP railroad – 4 spots
- Temperatures range from -20°F to +55°F
- Blast freezing & room freezing
- USDA import/export inspection services
- Order picking and distribution
- PDQ Logistics freight consolidation
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services
- Customs bonded

**Additional 12,500 pallet positions will be added fall 2004*



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USCS Tulare

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- 7.3 million cubic feet
- 29,463 racked pallet positions
- 32 truck doors
- 5 rail doors served by UP Railroad
- Temperature range from -20°F to +50°F
- Blast freezing
- Electronic Data Interchange
- Enclosed refrigerated docks
- Order picking
- TaskMaster WMS with RF bar code
- eUSCOLD online services

Tulare staff (l-r) Brian Ford, Chris Harrington, Cheryl Gioia, Chad Cox, Jim Pena.



Brian Ford, Manager

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(dry storage)

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- 2.2 million cubic feet
- 9,300 fully racked pallet positions
- 8 Dock doors, 50' wide loading docks
- Served by UP railroad (6 rail positions)
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services



goods distribution center (for nonfat dry milk, whey and other dairy-based ingredients) in 2002. To satisfy still more demand, USCS plans in 2005 to build another 2 million cubic feet of multi-temperature storage.

Serving production needs

You could say that service, like beauty, is in the eye of the beholder. That's certainly the case moving northward and into one of California's richest agricultural growing areas. It's here that USCS locations in Dinuba and Fresno service farmers and area processors involved with a wide range of commodities.

With that, customers like David Grimes and Don Savino have their own perception of "service."

Says Grimes, general manager for Sequoia Packing Company LLC in Coalinga, Calif., "We rely on USCS Dinuba to both process garlic as well as store and ship it. Our business is customer driven and Dinuba's personnel never tell us they can't load because it's a holiday or 'after hours.'"

A little further north in Fresno, Savino is director of purchasing for Lyons Magnus Inc., a frozen dessert toppings processor.

"Cold storage efficiency is an integral component that we closely monitor in the cost of production and distribution. Over the years, USCS Fresno has proven to be very efficient, reliable and service driven."

Though Dinuba and Fresno are clearly more production oriented, there's no sacrifice in technology. Dinuba offers forced air pre-cooling, sulphur dioxide grape gassing and phytosanitary and export-grade inspection services. Fresno, meanwhile, maintains an extraordinary blast freezing program with a daily capacity of 300,000 pounds with temperatures as low as -40°F. Each facility is linked to USCS' eUSCOLD network.

To visit the 1.6 million-cubic-foot Fresno location in person is to find a fascinating operation. Although the site offers 7,000 racked pallet posi-

tions, it's known more for its many blast freezing rooms filled with crates, totes, drums and every other form of container. Never mind the size and shape however. Fresno utilizes TASKMASTER WMS and RF bar code scanning to apply the latest product tracking technologies to commodity meat and poultry, fruit, figs, raisins and a variety of juice concentrates.

Notes Manager John Bodden, "We're proud to offer the latest computer, Internet and RF technologies while making customer service the Number One priority."

Whereas Fresno is most closely associated with freezing, Dinuba helps processors chill out. Originally designed to make ice for fruit shipping, Dinuba's two locations now feature a combined 1.7 million cubic feet of refrigerated, convertible space. Ideal for fruit, vegetables and more, Dinuba offers refrigerated and frozen storage rooms at below 0°F, superchilled under 28°F, and regular chilled storage in the 34°F to 36°F range.

Meanwhile, the operation continues to branch out.

"We've begun storing raw ingredients for a nearby prepared foods company," notes Plant Manager Gordon Petersen. "This ingredient program - combined with other customers' frozen and cooler business - has our facility moving in a good direction."

Treating you like family

USCS' northern California operations give customers a warm welcome. And although each has its niche, warehouses in Union City and Tracy work closely together to supply the Bay Area's finished good distribution needs.

Then there's USCS Sacramento, which serves the state capitol region (and beyond) with both finished goods and production-related warehousing. The 2.5 million-cubic foot warehouse is about 85 percent racked and handles a broad range of products from ice cream to meat.

"Since we are not located at the crossroads of the major markets, we go the extra mile in customer service," notes V.P.

and Plant Manager Bill Litton. “Though we have differing job titles, every job here involves customer service.”

There’s no argument on that point. Jerry LeBrecque, is a plant superintendent with lamb processor, Superior Farms in nearby Dixon.

“We originally used three cold storage facilities in different locations. USCS Sacramento’s accuracy and customer service led us to consolidate our frozen inventories to their location.”

Adds Mike Dunteman, plant manager at Vitafreze Frozen Confections, Sacramento, “I use USCS for inventory overflow and custom-pick orders sent to our wholesale customers. They offer a level of service that our customers demand . . . along with a solid method of product tracking and accurate inventory control.”

The same close relationship is evident in Tracy. A greenfield project in 1993, the operation opened at 1.8 million cubic feet. There’s been no looking back as a growing customer base led to expansion in 2002



“Our experienced management team has worked hard to earn a good reputation for professional operations and high customer service standards.”

– Mark Lorion, USCS V.P. of National Sales

(increasing the size to its current 4 million cubic feet) with more on the way.

“We selected USCS because they constructed a new, state-of-the-art building exclusively for our products [in 2002],” says Mike Brem, president of SupHerb Farms, a frozen herb and specialty vegetable processor based in Turlock, Calif. “Now they store our entire local inventory. They have good people as well as good systems to locate product.”

Add Tracy’s service offerings and it’s easy to see why the facility is so popular. Like Sacramento, USCS Tracy offers a broad temperature storage range from -20°F to +55°F. It has 16,500 fully racked pallet positions, enclosed refrigerated truck and rail

docks, cross-docking and transloading, order picking, freight consolidation and much more.

Once again, though, customers know the difference is in the details of having knowledgeable employees and a well-run operation.

Chris Ricci is manager of logistics services for meat processor John Morrell & Co. and its Western Distribution Center Operations.

“USCS has provided warehousing and case-pick order selection for our Northern California distribution program since 1993. Their knowledge of our business and customer requirements has been key to our success.”

Meanwhile, Tracy’s operations still continue to improve.

Dave Sweilem, Manager

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- 4.4 million cubic feet of refrigerated/frozen space
- 21,360 pallet positions
- 25 Shipping/Receiving doors
- Served by UP railroad
- Temperature range from -15°F to +50°F
- Order picking
- Import/Export services (Port of Oakland)
- PDQ Logistics distribution services
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services



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- 2.5 million cubic feet of refrigerated/frozen space
- 12,000 racked pallet positions
- 20 truck doors
- Served by UP railroad – 5 spots
- Temperatures range from -20°F to +55°F
- USDA Meat Inspection
- Order selection
- Customs bonded
- Product tempering room
- TaskMaster WMS RF bar code scanning
- eUSCOLD online services



Notes Stan Moya, V.P. and Tracy manager, "The benefits of using RF throughout our facility have been tremendous and we're looking forward to adding voice recognition for case order picking. It's an exciting time."

There's no question about that. Selected to handle a major food retailer's regional store inventory supply, USCS will add another 12,500 fully racked pallet positions in a 3.4 million-cubic-foot expansion this fall.

Equally enthused are managers at USCS Union City, which was recently honored by Kellogg Co.'s Natural and Frozen Foods business. Almost a 20-year customer in Union City, Kellogg uses the site to store Eggo and Morningstar Farms frozen products. Union City provides truckload and pool consolidation programs to distribute those items throughout the West Coast.

Says Darla Evans, Kellogg's senior manager of customer service and

distribution, "Our Top Gun Award goes to the DC that achieves the highest score throughout the year on various measures. Each year we raise the bar and Union City was the only DC that either stayed quo or improved in all categories."


Whereas Tracy excels with agricultural commodities and meat, the 4.4 million-cubic-foot Union City plant is known for handling more further prepared frozen foods. The operation has 21,360 pallet positions, 25 enclosed shipping and receiving doors, rail service and PDQ Logistics consolidated freight shipping to seven western states as well as Colorado and Texas.

Notes Manager Dave Sweilem, "USCS Union City is a hub for organic and natural food storage and distribution for product moving nationwide. Meanwhile, we're proud to serve as the West Coast distribution center for many more leading companies."

One of those is Gorton's Inc., Gloucester, Mass., which uses eUSCOLD to monitor its frozen seafood product distribution in the greater Northwest.

Says Mike Goulart, Gorton's director of distribution, "They always are able to handle those unexpected situations where knowledge and experience carry the day. USCS Union City is a good reflection of the overall company commitment of being a top-tier service provider."

Located in California, USCS' Mark Lorion, vice president of national sales, comments.

"Our experienced management team has worked hard to earn a good reputation for professional operations and high customer service standards. The combination of our stability and technology makes selling our services a pleasure. In my 23 years with USCS, I have never felt better about our company's ability to serve the industry." 

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- 1.7 million cubic feet refrigerated/convertible space
- Forced air pre-cooling (specialty)
- Vegetable, tree fruit, and grape storage (specialty)
- SO2 (Sulphur Dioxide Grape Gassing)
- Phytosanitary and quality/grade agricultural export inspection services
- eUSCOLD online services



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- 1.6 million cu ft of freezer space
- 7,000 racked pallet positions
- 10 dock doors
- Served by UP and BN railroads (5 rail doors)
- Freezer storage below 0°F
- Blast freezing capacity: 300,000 pounds daily
- eUSCOLD online services
- TaskMaster WMS with RF bar code scanning



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