



# Serving the New Southeast

**United States Cold Storage is growing right along with a dynamic consumer and business market stretching east from the “Mighty Mississippi” and south to the Florida Keys.**

**J**ust as food processors use consumer insights in new product development, leading suppliers use consumer demographic insights to anticipate and serve food industry needs.

That’s why one of the nation’s largest refrigerated warehousing and logistics companies, United States Cold Storage (USCS), is investing in new facilities and transportation programs to serve the Southeast.

Consider this 2006 summary from Georgia Tech’s Center for Quality Growth and Regional Development.

*“Between now and the year 2050, more than half of the nation’s population growth – and perhaps as much as two-thirds of its economic growth – will occur in several ‘MegaRegions.’ These MegaRegions are extended networks of metropolitan centers and the surrounding areas. . . . The southeastern United States has been identified as an emerging MegaRegion, where recent projected settlement patterns and infrastructure systems are enhancing important social, economic and environmental links between many parts of the region.”*

Georgia Tech describes the “Piedmont Atlantic MegaRegion” as extending south from Nashville, Tenn., to the Gulf of Mexico. It also stretches east to Raleigh-Durham, N.C., and down to Jacksonville, Fla. Researchers say the region includes several core

metro areas including Birmingham, Atlanta, Charlotte and Raleigh; several major cities and gateway cities (seaport, air, rail centers) such as Nashville and Atlanta.

Census data and forecasts suggest that – for every five people in Southeast in 2000 – there will be almost nine people there by 2050. Georgia Tech says that projects to 68 percent population growth from 34 million people in 2000 to more than 57.2 million in 2050.

While university researchers help authorities plan regional growth, USCS, Voorhees, N.J., is helping food processors serve the region’s growing foodservice and retail market. Interestingly, USCS’ roots in the nation’s supply chain industry date back before the turn of the century. Today, the company using that extensive market expertise – along with investment by its private owner, London’s John Swire & Sons Ltd. – to push unprecedented growth. Officials say Swire is spending an estimated \$300 million on operations in new and existing markets – building the group’s network from 29 sites last year to as many as 36 in 2009.

One of the company’s newest locations opened this March in Lake City, Fla.

“We have had a presence in Florida for nearly 40 years and in Tennessee for nearly 30 years and today our dedication to these markets is greater than ever,” says George Cruz, a 26-year USCS

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**“As populations grow and shift – further south into Florida and westward into Tennessee – we believe that the Nashville Tenn., market (involving USCS’ Smyrna and Lavergne, Tenn., sites) and north Florida (Lake City) offer manufacturers two excellent options within the USCS network to service their southeast customers.”**

– Marty Steinmetz, vice president-National Sales, Southern Region



veteran and vice president and area manager responsible for the Texas, Tennessee and Florida markets.

He continues, “During the past 10 years, we have replaced some of our older facilities in Miami and Nashville with larger, state-of-the-art distribution centers designed to meet today’s industry needs. We also plan to open a facility in the Orlando area in early 2010.

“To expand our presence in the Southeast we have added a new site this year in northern Florida. Our Lake City facility – located at the crossroads of I-75 and Highway 10 – is ideally situated to maximize supply chain services to the Southeast. We also are purchasing land near Jacksonville to further augment our presence here. The majority of our new distribution centers are rail-served to further support customers’ needs.”

USCS also bolstered its regional representation by hiring Marty Steinmetz, a 16-year supply chain veteran whose customer experience includes several major packaged food processors. From Atlanta, Steinmetz serves as USCS vice president-National Sales, Southern Region.

“Many large food manufacturers have chosen the metro Atlanta area as the southeast hub for both their dry and temperature-controlled distribution networks,” he notes. “Now, as populations grow and shift – further south into Florida and westward into Tennessee – we believe that the Nashville Tenn., market (involving USCS’ Smyrna and Lavergne, Tenn., sites) and the north Florida location (Lake City) offer manufacturers two excellent options within

the USCS network to service their southeast customers.”

### Music (City) to your ears

Country. Gospel. Christian. Bluegrass. Just as Nashville is “Music City” and the recognized home to many styles of music, USCS’ two Nashville-area operations are home to a wide range of food processors and products.

That much is evident at the company’s 6.2 million-cubic-foot Lavergne facility. With blast freezing, rail service, custom order picking and -20°F to +60°F storage, this 20-year-old operation handles everything from butter and retail fresh poultry (for blast freezing) to frozen packaged meals and foodservice potatoes.

Lavergne’s sister plant in nearby Smyrna is equally versatile. Opened in 1997, this 2.1 million-cubic-foot facility sits on 34 acres and is positioned for either expansion and/or co-location with an attached (or adjacent) food processor. Smyrna offers blast freezing, multi-temp storage, vendor-managed inventory programs, “each” picking and even re-casing services.

With Lavergne loading as many as 80 trucks each day, the two operations combine on consolidated pool transportation programs that reach throughout the Southeast and (more recently) westward into Texas and Oklahoma.

That said, officials note that it’s not so much *what* USCS does – but *how* it does it – that defines these two operations.

“We offer true ‘Southern Hospitality,’” says Michael Fred, USCS vice president of national sales for the Mid-Central United States.

Marlon Lucas, V.P., Manager

### USCS LAVERGNE

1727 J.P. Hennessy Drive • Lavergne, Tenn. 37086  
 (615) 641-9800 • Fax: (615) 641-3150  
 mlucas@uscold.com

- 6 million cubic feet
- Fully racked with 23,000 pallet positions
- Temperature range -20°F to +55°F
- Enclosed refrigerated dock with 31 doors
- Served by CSX Railroad (5 doors)
- Blast freezing capacity 120,000 lbs. daily
- PDQ Logistics freight consolidation
- USDA inspection, case stamping, doc.
- Slip sheet loading, unloading
- Custom order selection distribution programs
- RF bar code integrated with WMS
- eUSCOLD on-line services



Marlon Lucas, V.P., Manager

### USCS SMYRNA

125 Threet Industrial Blvd. • Smyrna, Tenn. 37167  
 (615) 355-0047 • Fax: (615) 355-0129  
 mlucas@uscold.com

- 2.2 million cubic feet
- Fully racked with 8,990 pallet positions
- Temperature range -20°F to +55°F
- Enclosed refrigerated dock with 10 doors
- Blast freezing capacity 96,000 lbs. daily
- EDI communication
- PDQ Logistics freight consolidation
- USDA inspections, case stamping, doc.
- Slip sheet loading, unloading
- RF bar code integrated with WMS
- eUSCOLD on-line services



“Our Nashville-area team is committed to providing customers with an exceptional level of service. The experience level of this group provides our business partners with a wealth of industry knowledge and expertise.”

Leading that team is Vice President, Manager Marlon Lucas. A 34-year company veteran himself, Lucas notes that many USCS Tennessee workers have more than a decade of service with their operations – including half of Lavergne’s workforce and more than 20 percent of Smyrna employees.

He adds that those employees also are working different hours today than in years past. Both Tennessee sites recently changed operating hours to match customer shipping and receiving needs.

And that’s just the beginning of behind-the-scenes service. Besides recent upgrades to both locations’ warehouse management (WMS) and radio frequency (RF) systems, USCS literally has adjusted its buildings to client needs. For example, it has customized (shrunk) a few dock doors used by step van customers and enlarged rail doors to better accommodate larger jumbo shipping containers. The company even has re-racked its Lavergne site to better match and protect customer load profiles and facilitate handling.

One new customer at Lavergne is a familiar face within USCS. Land O’Lakes (LOL), Arden Hills, Minn., already uses USCS’ Tulare, Calif., operation. When LOL recently recast its southeast distribution program, it selected USCS Nashville operations to distribute its retail, deli and international dairy products to points throughout the Southeast. To ensure the program went off without a hitch, USCS’ Tulare personnel flew to Tennessee to fully acquaint Lavergne employees with LOL’s product receiving, handling, storage

and data management needs.

“USCS Tulare has consistently proven its reputation as one of the top third-party logistics operators in the nation. We had every reason to believe we would realize the same successful relationship with the Lavergne facility as well,” says Donna Hendricks, senior warehouse manager for LOL’s Dairy Foods Supply Chain. “We’ve already experienced a successful start-up [in Tennessee] thanks to the Lavergne team’s advance planning, coordination and diligence.”

Most importantly, USCS’ Nashville sites strive to provide a similar level of service and detail for all customers.

Another example comes from Andrew Kavjian, director of distribution for Gorton’s Seafood, Gloucester, Mass. Like LOL, Gorton’s is a long-time USCS customer that’s relatively new to USCS Nashville.

Notes Kavjian, “A [retail] customer in the Southeast began benchmarking Gorton’s with other frozen food manufacturers. This monthly scorecard has numerous categories and is shared with all the program participants.

“Marlon Lucas took the initiative to visit each customer receiving location and meet those warehouse employees handling and score-carding Gorton’s deliveries. Marlon took pictures that show where employees identified the ‘root cause’ of a problem we were having and [he] developed an improvement plan. Within weeks, our customer noticed the change and Gorton’s advanced in the measurement program.”

## New face in (north) Florida

There are more examples of how USCS literally goes the extra



*Greg Minnich, Manager*

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gmminich@uscold.com

- 5.2 million cubic feet\*
  - Fully racked with 18,000 pallet positions
  - Temperature range –20°F to +55°F
  - Enclosed refrigerated dock with 18 doors
  - Served by CSX Railroad
  - PDQ Logistics freight consolidation
  - RF bar code integrated with WMS
  - eUSCOLD on-line services
- \*with room to expand*



*Damian Ferrari, Manager*

### USCS MEDLEY (Miami)

11801 N.W. 102 Rd. • Medley, Fla. 33178  
(305) 691-5391 • Fax: (305) 836-9159  
dferrari@uscold.com

- 4.2 million cubic feet
- Fully racked with 25,000 pallet positions
- Temperature range –20°F to +55°F
- Enclosed refrigerated dock with 18 doors
- USDA Customs Bonded
- USDA import/export services
- FDA, USDC inspection
- RF bar code integrated with WMS
- eUSCOLD on-line services



“With these strategic locations throughout Florida and Tennessee, we can maximize our transportation services with continuous moves throughout the state and the region, providing the most effective shipping rates in the industry. While imports that come in from Latin American through Miami are moved north, our fleet can capitalize on backhauls from Nashville, Lake City (Fla.) and eventually Jacksonville to central and southern Florida providing cost effective transportation solutions to our customers.”

– George Cruz, V.P., Area Manager-Florida, Tennessee & Texas



mile. In another example of transitioning an account from one location to another, USCS sent Tennessee employees down to Lake City to ensure that turkey processing giant Butterball LLC experienced a smooth transition with products flowing into that new location.

It was a small matter that spoke volumes to Dan Bohlman, Butterball’s senior manager of warehousing.

“USCS management in Lake City has been very proactive in regard to handling our account,” he says. “We planned – up front – for service and space requirements along with master data. Execution was without incident. All inventory and activities are available on their website, which is very helpful. They provide good feedback and have collaborated with our team to achieve great results.”

USCS Lake City stores, handles and ships Butterball’s whole bird turkeys for international, year-round and seasonal distribution.

Concludes Bohman, “USCS is a national provider that has provided reliable warehousing services to our company in multiple locations. Their new location in Lake City allowed us to move out of the Atlanta market and inventory products closer to domestic and international markets.”

USCS designed its Lake City facility for high-volume distribution with 18,000 variable-height racked pallet positions (temperatures ranging from –20°F to +55°F), 18 truck dock doors and a super-wide (60-foot) temperature controlled load dock. The operation features an advanced AS400 warehouse management system with

RF bar code scanning and eUSCOLD, an Internet service providing 24/7 online access to real-time account data.

Besides the latest food safety and security systems, USCS Lake City offers customized freezing and product tempering services, slip sheeting, cross docking, order case picking, CSX rail service, USDA inspection and US Customs bonding. General Manager Greg Minnich says the company’s PDQ Logistics and Transportation Management systems will support customers’ southeast regional distribution needs with a proven less-than-truckload freight consolidation program, direct store deliveries and cost-saving logistics analysis tools.

Adds Minnich, “We know that Lake City will be a strong location for serving southeast markets. All the major players in the north Florida food supply chain – including processors, retailers, distributors, carriers, and the Port of Jacksonville – are showing interest to work with us . . . I am really proud of how our leadership team and team members and employees have worked through challenges with opening a new facility. We’ve haven’t missed a beat to meet and exceed the customers’ needs.”

Another Lake City customer is Jason Wallis, the inventory manager for Oakwood, Ga.-based Wayne Farms LLC, the nation’s fifth largest poultry processor.

Says Wallis, “Following a few months of discussion, we chose USCS for a variety of reasons including location; competitive rates; impressive, state-of-the-art facilities; customer-friendly attitude, staff knowledge regarding industry; and the company’s overall business philosophy. We immediately felt from our discussions that USCS wanted to be a true, strategic partner with Wayne Farms, helping us to find the right solutions for our business needs.

“So far, USCS has lived up to its reputation . . . that is, being a great service provider. We have found the staff to be very customer-focused and flexible. The staff put our needs first and provides proactive solutions and great communication to us. USCS has made our transition into their business cycle a seamless one.”

## Magic touch in Orlando

The Orlando Magic. The Magic Kingdom. No matter where you look, it seems Orlando, Fla., is known for some enchanting qualities. Of course, area residents and tourists from around the globe associate this inland city with its warm and welcoming climate. Not surprisingly, data watchers note that Orlando annually hosts more than 40 million visitors each year.

Recognizing the need for consistent, high-quality distribution to the area’s foodservice and retail markets, USCS has operated two central operations in this city since 1972. Moreover, another state-of-the-art facility is scheduled for construction in 2010.

“Orlando is a unique market,” notes Althea Duncan, USCS Orlando manager. “To serve the area’s vibrant tourism business,

*Althea Duncan, Manager*  
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- 5.2 million cubic feet with two sites
- Fully racked with 11,373 pallet positions
- Temperature range of 0°F to +55°F
- Enclosed refrigerated dock with 18 doors
- Served by CSX Railroad (5 doors)
- Import/export services
- US Customs bonded
- RF bar code integrated with WMS
- eUSCOLD on-line services

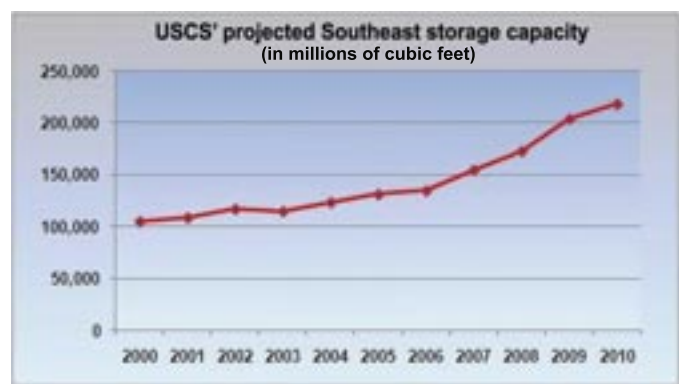
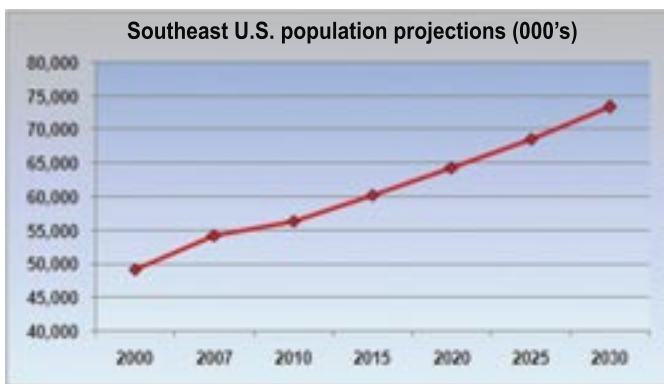




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## United States Cold Storage investing to match Southeast population growth



Source: U.S. Census Bureau data

several restaurant chains find it convenient to have distribution centers here with easy access to food at their fingertips. We have taken advantage of that and positioned ourselves with facilities and employees that meet USCS standard for delivering great service.”

USCS’ Orlando locations are designed to receive, store and distribute a wide variety of foods through specialized programs. Two fully racked sites collectively offer 5.2 million cubic feet of space (-10°F to +38°F) with CSX rail service and enclosed refrigerated truck and rail docks. Both Orlando sites are Class A, USDA-approved warehouses with U.S. Customs bonding. They offer customized order selection, palletized product stretch wrapping and import-export services, including case stamping and documentation.

To serve such a dynamic market, USCS’ Orlando operations offer transload cross-dock programs to consolidate rail product and transfer it – along with other truck-delivered items – to USCS’ own local cartage department. As many as seven dedicated trucks then provide daily local deliveries throughout the region, ranging from Jacksonville to South Florida. The service also provides back-haul service for customers to USCS Orlando.

Among those customers relying on Orlando service offerings are foodservice giants McCain Foods USA (potatoes, appetizers) and the Simplot Food Group (potatoes, specialty vegetables, avocado products). Both companies rely on nearly all USCS Orlando’s services to support Disney as well as host of area foodservice operators.

“USCS has an exceptional reputation, strong local management teams and good facilities,” says Timothy Egan, director of warehousing for McCain in Lisle, Ill. “In my mind, USCS is the ‘gold standard’ in temperature-controlled warehousing in the United States.”

Echoing those sentiments is Ron MacCulloch, director warehousing and transportation for Simplot in Boise, Idaho.

“We picked USCS as our Orlando service provider, based on recommendations from other customers who were already utilizing USCS services. Our relationship has continued to grow based on their ability to provide superior customer service at market competitive rates.”

## Your “Florida Key” to service

What Orlando is to family fun in the sun, Miami is to the nation’s global trade business. Although a major market in its own right (with more than 5.2 million residents), South Florida’s location, cultural diversity, active trading community and thriving seaports and airports truly make it a “Gateway to the Americas.”

Recognizing this, USCS built a 4.2 million-cubic-foot refrigerated distribution center right in the heart of the

Miami area. Nestled between Miami, Miami Beach and Fort Lauderdale, the company’s four-year-old Medley, Fla., location is located just off the Florida Turnpike with easy access to the I-75 and I-95 highways. It has three convertible and fully racked storage rooms (-20°F to +55°F) with 25,000 pallet positions. The operation also has 18 shipping and receiving doors and an enclosed, 38F refrigerated truck dock.

As one might expect USCS Medley is U.S. Customs bonded. It offers a USDA import/export inspection room and provides for FDA and USDC inspections.

But that’s still only where the true story begins, according to Manager Damian Ferrari.

“USCS Miami is a trendsetter and innovator in this changing market when it comes to industry technology,” he says. “We are equipped for the very latest advances – not only when it comes to import-export – but everything the market needs and demands in load consolidation, logistics and distribution.”

USCS Medley’s RF barcode scanning system is integrated with a warehouse management system enhanced for optimal functionality. Like its sister locations, USCS Medley offers eUSCOLD on-line service to give customers real-time, 24/7 access to inventory data. Last but not least, the facility offers a host of logistics transportation management services.

That said, USCS Medley customers also appreciate the human touch. Miami-based Quirch Foods specializes in imports and distribution of fresh seafood, beef, pork, poultry and other products to retail and foodservice operators throughout the Southeast. The company also exports to the Caribbean, Central and South America and as far east as Asia. Vice President Ignacio Quirch says his company’s relationship with United States Cold Storage in Miami goes back 30 years (pre-dating the Medley location).

“USCS has great facilities and locations but what I like most about them involves their people,” he says.

Echoing those sentiments is Eva Berman, president of E&R International Seafood Inc. Having first worked with USCS near Oakland, Calif., E&R shifted its global import-export business to Miami Beach, Fla., and has worked with USCS Medley to receive and handle imports bound for U.S. wholesalers and foodservice accounts.

“USCS [Medley] stores our product and lets us know as soon as product arrives,” says Berman. “They tell us about everything – from the condition of the cartons to any issues involving either shortages or overages. They also arrange some of our transportation in their trucks. . . . It is wonderful to work with people whose attitude is, ‘We are here to help.’ We encounter that every day in our relationship.”



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