

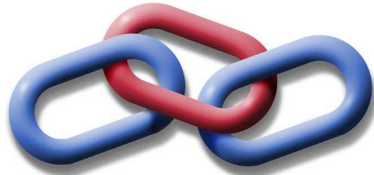
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Session 3: CCA – Status quo

CCA AGM2010 “Quality Matters“

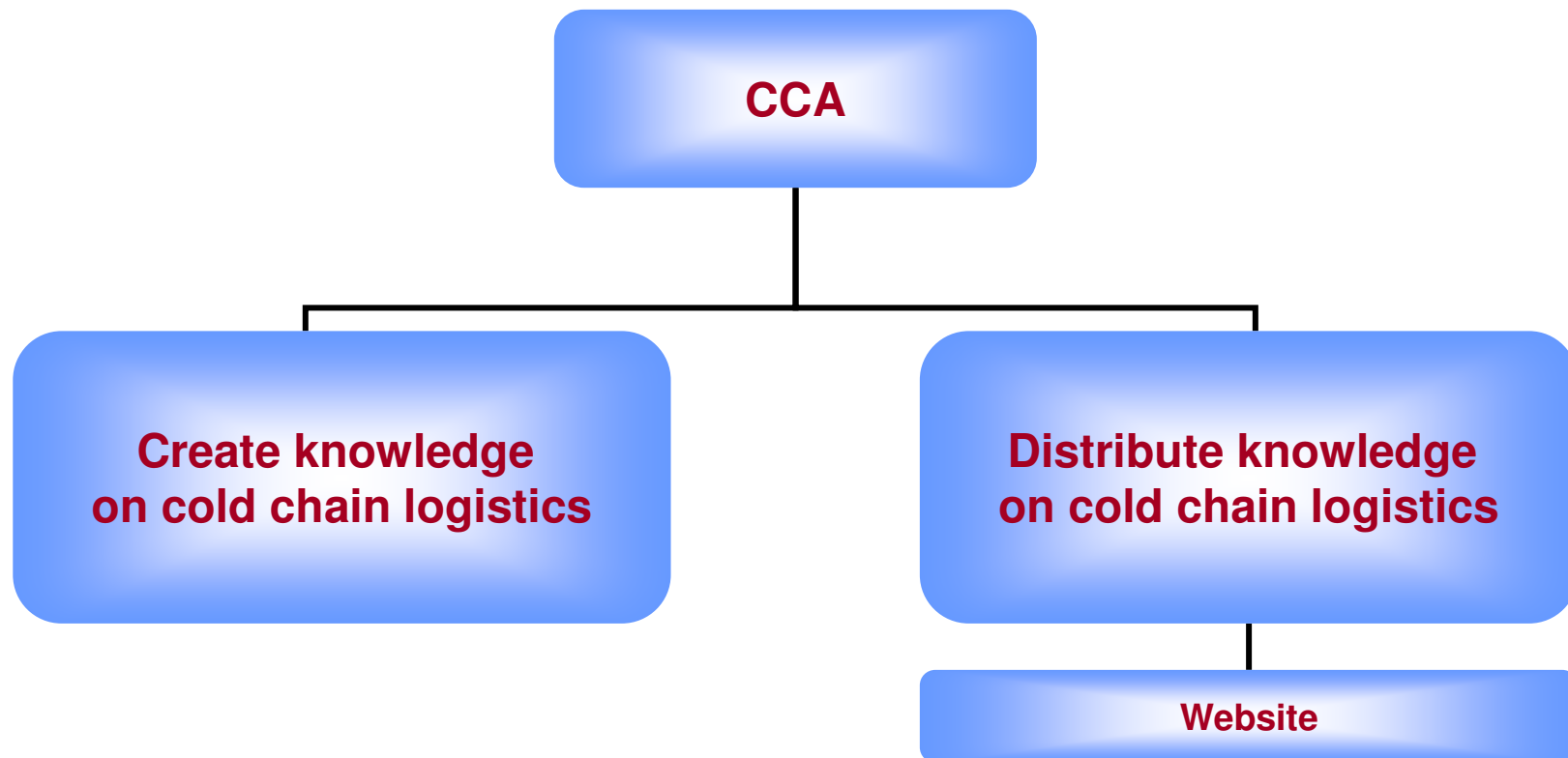
6th-7th May 2010

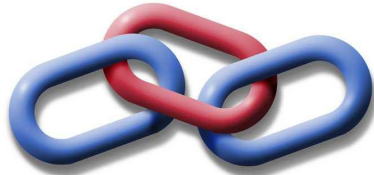
Pullman Hotel Berlin



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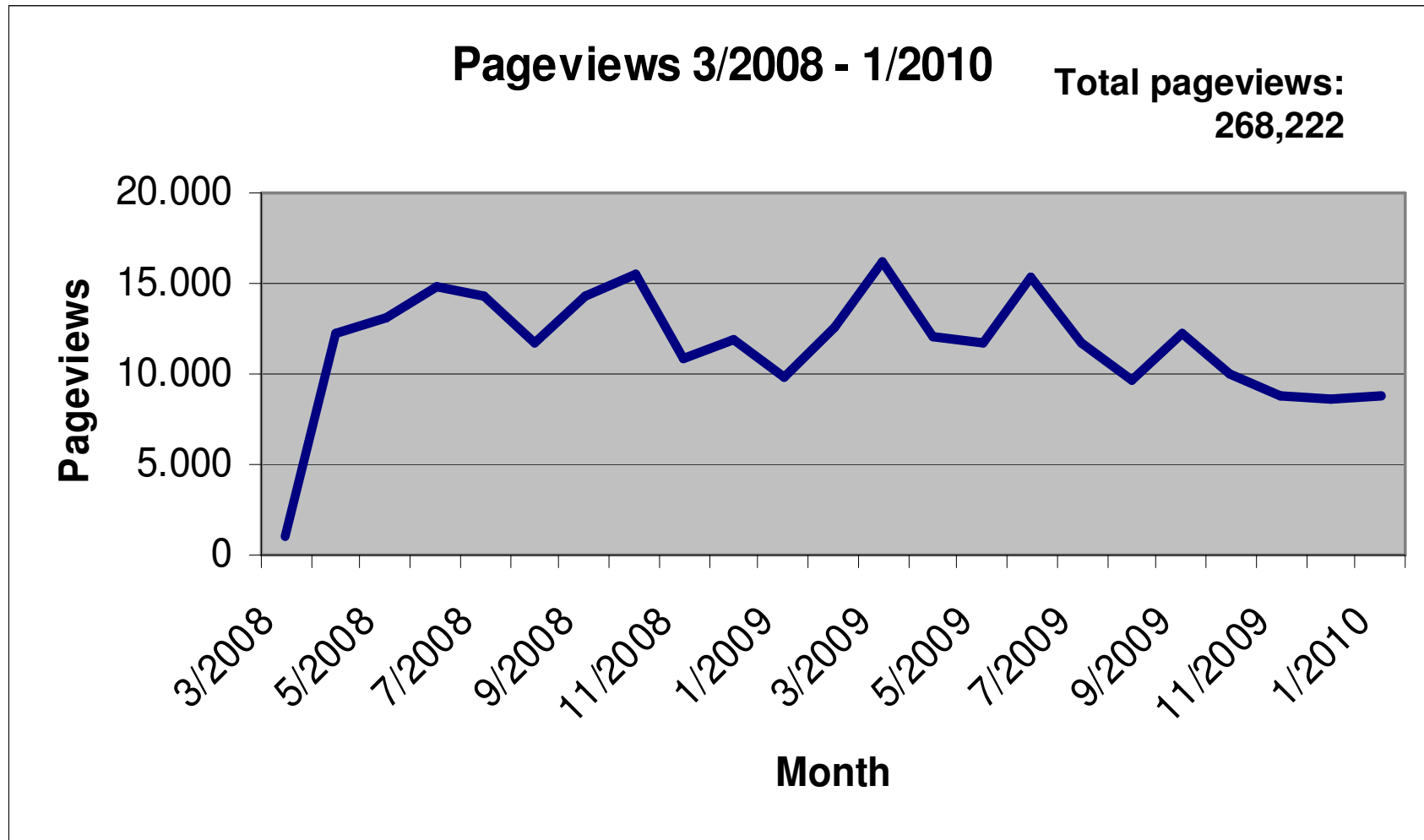
What do we do?

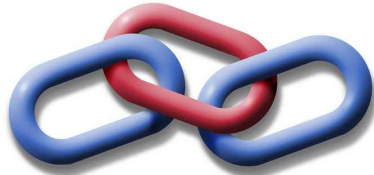




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Statistics from our website





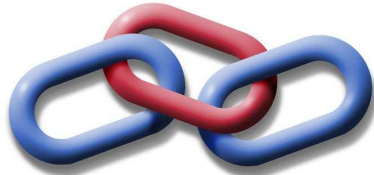
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Most frequent downloads

Report: Downloads - coolchain.org

Date Range: 03/01/2008 - 02/01/2010

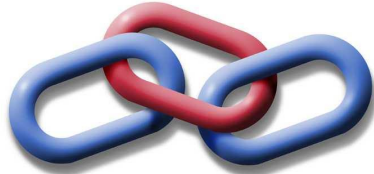
Downloads (1-20) / 424	Hits	Percent
1. Sensitech-TheNeedforControl-	20,557	3,99%
2. DubaiFlowerCentre	19,000	3,69%
3. Esparrago_peruano	13,984	2,71%
4. TemperatureDistributionReeferContainer	9,439	1,83%
5. Wright-Temperaturesensitivepharmatransport	7,060	1,37%
6. IanGregory_Worldcutflowerscongressconclusions	7,029	1,36%
7. MarksansSpencerUKBillund	6,436	1,25%
8. RFIDJournalCoolGuyMarApr07	6,273	1,22%
9. JPEmondAGM2007	5,723	1,11%
10. PresentationRPanicker-Mumbai2008_Coolchain	5,643	1,09%
11. Brochure_CCQI	5,506	1,07%
12. Orlando_V58	5,303	1,03%
13. 2007-09CCMDNewsletter	5,045	0,98%
14. CoolPharmaPresentationIATA-PharmaHealthcarelogistics	4,789	0,93%
15. ThePeruvianAsparagusIndustry	4,571	0,89%
16. CO2-GHGEmission,workshop	4,405	0,85%
17. PharmaWorkshopBrussel2008	4,402	0,85%
18. Perishable-Conference-Miami	4,313	0,84%
19. 2008_10_05_CCA_BRU_fordistribution	3,941	0,76%
20. MarcoBloemenTradePresentationCCA	3,900	0,76%
View Total:	147,319	28,58%
Total:	515,458	100,00%



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Downloads Cool Times

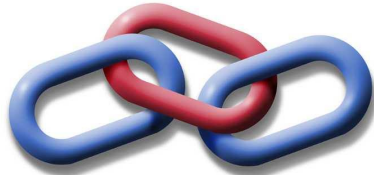
Date Range: 11/02/2007 - 03/17/2010			
	Downloads (1-19) / 19	Hits	Percent
1.	COOLTIMESWinter2008	2,959	12,36%
2.	COOLTIMESAutumn2008	2,903	12,12%
3.	COOLTIMESAutumn2009	2,712	11,32%
4.	COOLTIMESSummer2009	2,518	10,51%
5.	COOLTIMESSpring2009	2,414	10,08%
6.	COOLTIMESSummer2008	1,825	7,62%
7.	CoolTimes2008-AGM	1,778	7,42%
8.	COOLTIMESWinter2009	1,752	7,32%
9.	CoolTimesSpring2008	1,665	6,95%
10.	CoolTimes_Winter_2007	977	4,08%
11.	CoolTimes-Summer2008	888	3,71%
12.	CoolTimes_Summer_2007	393	1,64%
13.	CoolTimes_Summer_2007	362	1,51%
14.	CoolTimes_Autumn_2007	355	1,48%
15.	CoolTimes_Spring_2007	284	1,19%
16.	TargetDates_CoolTimes	84	0,35%
17.	CoolTimes-Spring2008	76	0,32%
18.	CoolTimes-Winter2007	2	~ 0.01%
19.	CoolTimesSpring2010	1	~ 0.01%
	View Total:	23,948	100,00%
	Total:	23,948	100,00%



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Weak points

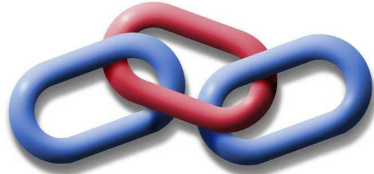
- Working Groups updates
- CCQI updates
- Press Releases CCA (2008)
- Design website



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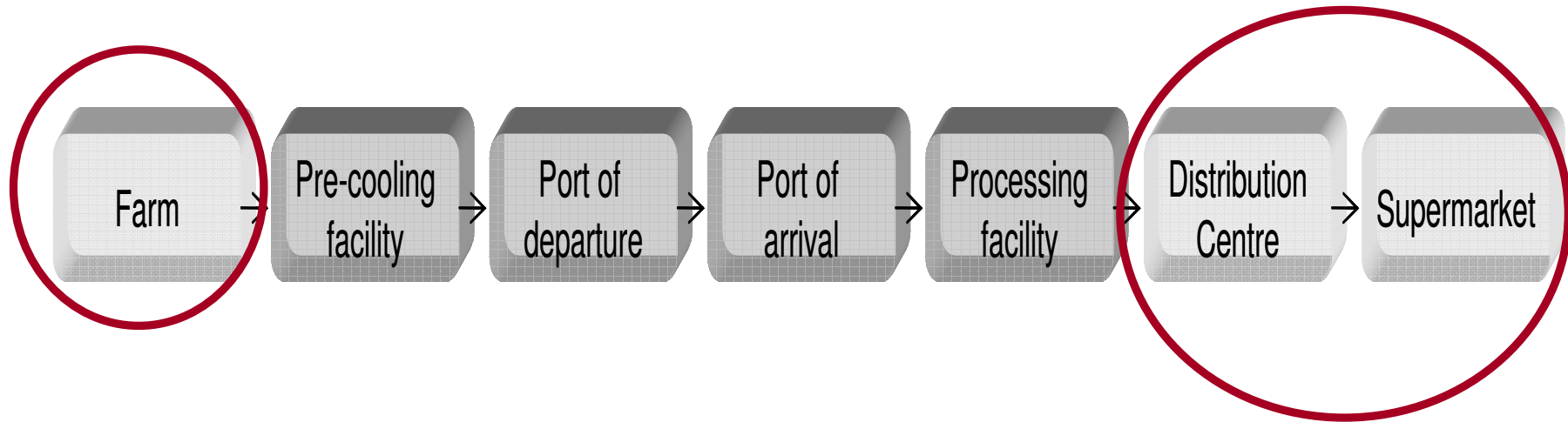
CCQI-Project

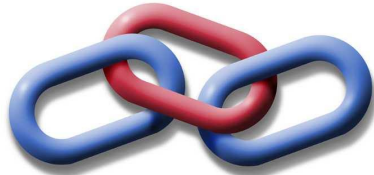
- Measure temperature of fruits from the farm in South Africa to the supermarket shelf in the UK under current conditions
- Implement the CCQI along the entire cold chain and record the temperature
- Compare the data to proof effectiveness of the CCQI



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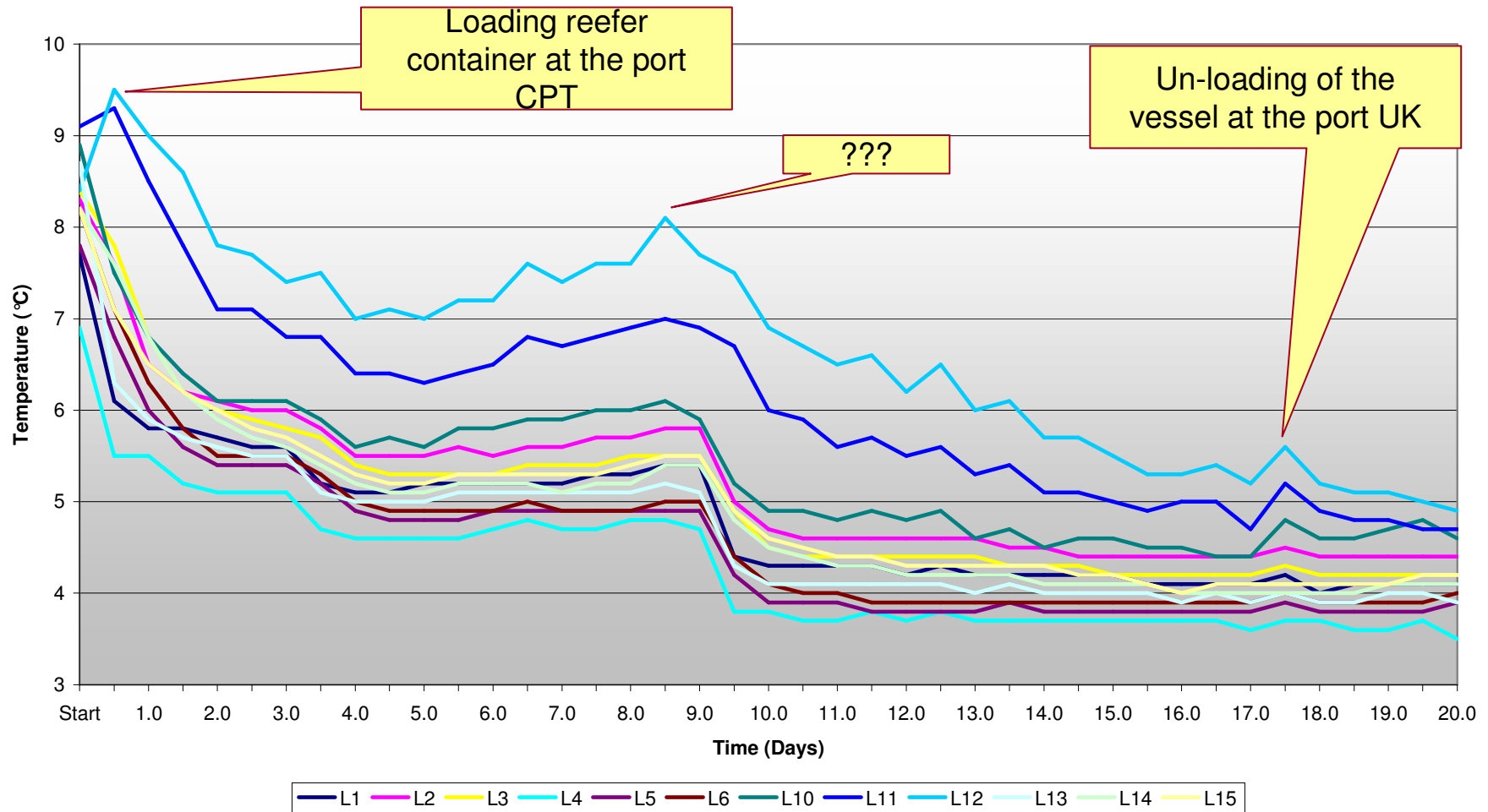
Monitored cold chain

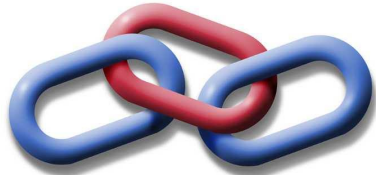




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Inferior Interface Management and Considerable fluctuations

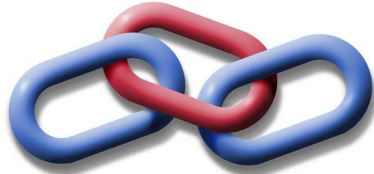




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Loss of 20 temperature tags

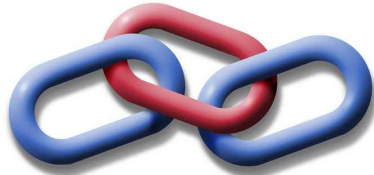




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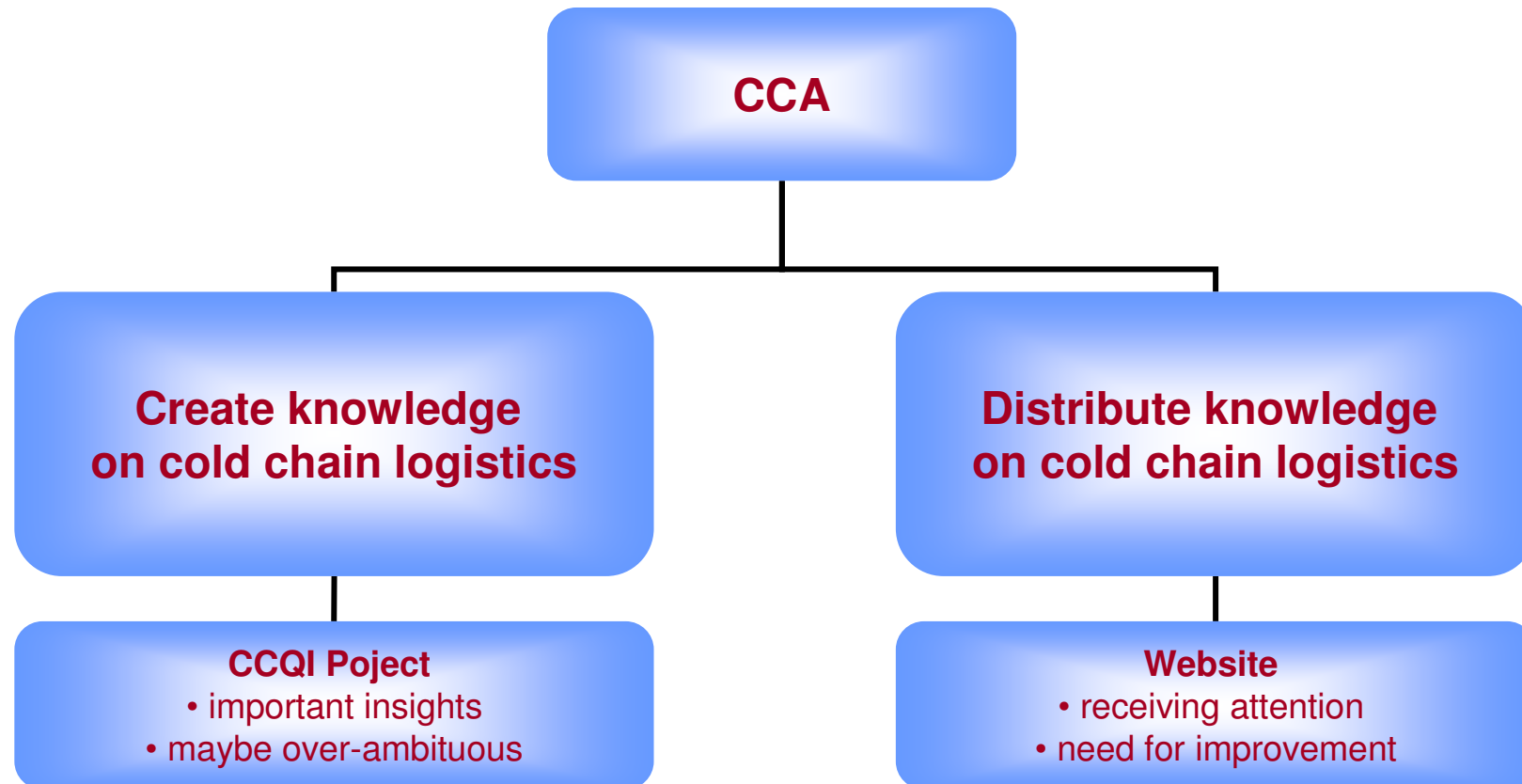
Breaks from the start

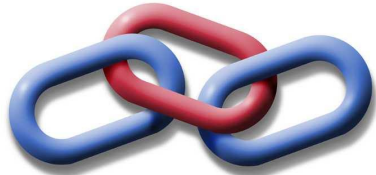
- No monitoring on the field
- Transport from field to pre-cooling facility on flatbed trucks
- Lack of knowledge by the truck driver on container instruments
- Lack of temperature monitoring during truck transport



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Lessons learnt





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