COOL TIMES

The Quarterly News Letter of the Cool Chain Association



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AGM Meeting - 2007

Future Changes to today's Consumer Demands - Even more demands for quality in the unbroken cool chain

On May 23rd through 25th, The 5th Annual General Meeting was hosted by Paris Vatry Airport S.E.V.E. in Chalons Champagne. Health, food quality, Bio products and freshness were the focus of *The Consumer of Tomorrow* and as a result, we know retailers will be demanding improved efficiency and logistic qualities in their supply chain. Not only will growers and exporters need to supply top quality goods, but also the providers in the unbroken transportation cool chain will need to meet this new demand for superior protection. The CCQI concept and CCQI



Paris Vatry Airport

certified companies are expected to be the retailers' preferred partners in order to meet future consumer demands.

Bernhard Ständer, Global Business Manager for Systems Certification of Germanischer Lloyd Certification GmbH presented the new Master Table for ULD Services and Retail Stores. The Master Tables give advice on the best practice: This is applicable for ULD service providers operating and servicing a fleet of temperature controlled ULD's, e.g. Airlines with their own ULD's or all third party service providers who lease out the equipment to airlines. Services



Chalons Champagne.

shall include provision of ULD's, technical and hygienic maintenance of ULD's, preparation and service of ULD's (re-icing, change of batteries etc.) Mr. Ständer also presented the Master Table for Retail Stores, applicable for all types of retail stores from small (e.g. butchers, and delis) up to mega-markets. The last Master Table to be developed will be "Point Origin", being Farmers, Growers and Shippers. Once this master table has been completed (expected by late 2007) the CCQI standard will be able to cover the entire cool chain

from production to retail store. Phil Sims of Cargo 2000 introduced the Cargo 2000 Concept. Their aim is to develop industry processes, common standards, process control & measurement and data driven quality systems with less costs and more customer.

Andrew Smith of Avient Cargo reported about the demand for efficiency in the aviation industry for the PTSP transportation and Jean Pierre Emond told the audience the scientific view of the consumers' demands: Provide the food industry and the scientific community with a unique environment for developing knowledge that will assure food quality and safety throughout the whole distribution chain.

Photos Courtesy of Gerard Breuer, Agro Press

The question of changing consumer trends and the growing concern regarding CO² emissions was addressed by Mr. Tony Wright, Vice President of Exelsius. This issue raised a lot of discussion. Consequently the CCA announced to have a workshop with the CO² emission as topic in the fall 2007. Following Mr. Jelger de Vriend, Project Leader "Next Generation Sourcing" of Royal Ahold, Netherlands explained the prime quality demands at the point of distribution. Consumer demands for quality are consequently Retailer demands of the Supply Chain.

One of the many highlights of the event was the Gala dinner at Champagne House Pommery, where there was guided tour through the cellars. The guests were also treated to a traditional "Champagne Baptism" which was performed to purify the attendees (no small task) and to make them more affable to the taste of champagne. The dinner was also reported to have been very excellent and was enjoyed by the guests.

The board of directors of the CCA discussed the course of the events and decided to generate a guideline for the AGM's and Workshops events. Main points of the Guidelines would be the choice of hotels which should be 4 to 5 star hotels with all necessary facilities including wireless internet or other easy in-room internet connections. All participants should be accommodated in one, max two very nearby hotels. Furthermore Hotel should be within 30 min bus-ride from airport. Events and/or dinners not taking place in the hotel should be limited and max 10 min walk or 15 min bus ride from hotel and the meeting/conference room should be in the hotel or within 5 min walk from the hotel. Additional meeting rooms should be available next door for Workshop sessions. CCA AGM and workshops should preferably be selected in areas and/or cities with CCA members, with preference to CCQI certified members and main sponsor's location at least at an area related to PTSP. The meeting will be held on 1 full and 2 half days with a maximum of 4 speakers, the workshops should be the priority.

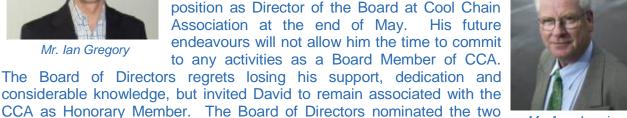
Message from the Board - New Board Members



Mr. Ian Gregory

At the AGM2007, the Full Members of the CCA unanimously approved the present Secretary General Christian Helms for renewal until 2009. Chairman Robert Arendal and Marketing Director Steven

Boyd remain on the Board; their renewal will be in 2008. Unfortunately David Pierce resigned his position as Director of the Board at Cool Chain Association at the end of May. endeavours will not allow him the time to commit to any activities as a Board Member of CCA.



Mr. Arne Lossius

Members at Large, Mr. Ian Gregory and Mr. Arne Lossius to be elected as full Board Members and they were unanimously approved by the members. The Board also appointed Mr. Arne Lossius as the new Treasurer of the CCA.

Names in the News

Training with the CCA – Shoeb Muljiani

Members of the CCA are invited to join the Training Group in order to be part of the first Training Session of the CCA. Group Leader Shoeb Muljiani of Emirates Aviation College will prepare a 2-day workshop which will end with a training certification.



Mr. Shoeb Muljiani



Data Loggers – Christian Helms

When discussing Data Loggers in a recent edition of Air Cargo World, Christian Helms, CCA Board Member and CEO of Germany-based CCG Cool Chain Group Holding AG, was quoted as saying "We put them in incognito and then can't find them again...about half of our loggers are lost that way."

Mr. Christian Helms

Principal Scientific Advisor (PSA) - Jean Pierre Emond, University of Florida, Gainesville.

The role of the Principal Scientific Advisor (PSA) is to address and comment issues related to cool chain with a scientific approach. The PSA will assure that actions taken by CCA are scientifically valid and can be used by the industry as references. The PSA has the responsibility to represent CCA to government agencies on issues dealing with regulations affecting CCA members. Finally, the PSA should report new findings and technologies that are related to cool chain.



Mr. Jean Pierre Emond

Project Updates

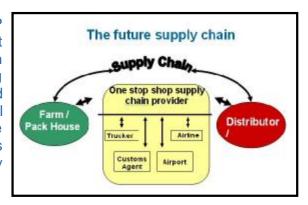
Perishable Products Export Control Board (PPECB) –

The CCA is planning to launch a pilot project for its CCQI concept across the cold chain, from field to fork. The PPECB will manage the cold chain in South Africa from the field, through precooling, storage, loading into shipping container, and routing through airport or port of discharge. At this point, the management of the cold chain will be in the hands of the receivers. There is little, if any, control by the owners of the product while in the cold chain. That is a weakness from a South African producer's perspective. It is during this time that their product is most vulnerable to abuse and thus potentially lowering its value. The PPECB in collaboration with CCA wish to test the efficacy of the cold chain protocols from start to finish. CCA and the PPECB will select Partners in the following areas:

a. Fruit and Vegetable Exporters: Data loggers will be placed in the shipments at the source and programmed to run until the end of the cold chain where they will be recovered. The data loggers will measure the temperature of the pulp and air as well as the relative humidity.

- b. Airlines, Shipping Lines and Trucking companies: To supply transportation and return air temperature readings of the shipments during the entire transportation.
- c. Importer/ Supermarket: These partners will allow for the retrieval of the data loggers from the shipments at the point of sale.
- d. University of Florida and other partners: A student from their Post-Harvest/Logistics program will retrieve the temperature information and then analyse the data.

This pilot project will be a first in the PTSP industry, testing the CCQI concept from A to Z. At the same time, CCA will cooperate with Cargo2000 (C2K) to track the temperature during the transportation together with time record during the entire transportation. The result shall allow the participants to map and measure the complete unbroken cool chain for PTSP logistics and lay the ground stones for a new, high quality service concept for the whole industry. (Chart Courtesy of CCG Holding AG)



CO² Project

Over the last couple of years, concern for global warming and especially the CO² footprint has grown to such an extent that serious attention and action has to be undertaken to improve the situation, and reverse the present global warming escalation and pollution.

Governments and businesses have taken steps to highlight effects of the CO² escalation and have made consumers aware of the consequences, as well as the causes of CO² escalation. However, the media and others have often rushed to incorrect conclusions without searching for the true facts, and especially without scientific evaluation of the causes of the various CO² contributors.

This in turn has often provided a negative image of the transport industry in terms of the logistics involved in the transport of PTSP's from overseas points of origin versus locally grown products. Air transportation has especially been stated as being a major source of CO² contribution and pollution while often ignored is the impact of other sources such as the production of energy from coal and the energy required for local green house production.

The CCA represents all of the participants in the unbroken cool chain and including the growers, shippers, and importers as well as the final customer. As such, it's important that the CCA initiates research on the true facts of CO² footprint caused by its member's activities, especially the transport sector and associated activities. Most likely, a wealth of such information has already been researched and evaluated by various organizations, so consequently it would seem advisable to collect such information and evaluate its credibility. Thereafter, the CCA CO² Group will assemble the information and make it available to the CCA members as well as use the information to "defend" the PTSP's industry.

CCQI for Retailers



As mentioned earlier, one of the highlights of the AGM was a presentation by Bernhard Ständer from Germanischer Lloyd that updated the membership on the activity and status of the CCQI standards. During his presentation, Bernhard was excellent in walking us through the many different elements of the CCQI

procedures including the point system and how each operation in the CCQI is handled. Bernhard included a review of the Master Tables for ULD Services as well as for Retail Stores. The presentation about the ULD fleet was very helpful in describing point allocation for everything, from the age of the fleet to their forklift ability. When it came to discussing the retail store tables again Bernhard was very effective in helping us understand how critical things like equipment maintenance and display cabinets play a key role in managing different types of perishables. Of course one of the most important aspects of managing temperature in the retail sector is managing the temperatures in controlled cabinets. Below you will see some of the highlights of Bernhard's presentation which you can read in its entirety at www.coolchain.org.

The principles of the CCQI standard:

- Subdivision of the Cool Chain into basic operations.
- Each operation can be clearly allocated to one operator.
- Each operation is evaluated individually.
- Each temperature controlled transport can be put together by using these operations.

New Master Table ULD Services

- Applicable for ULD service providers operating and servicing a fleet of temperature controlled ULDs.
- Services
- Organization
- Hardware

New Master Table Retail Stores

- Applicable for all kinds of retail store from small stores to supermarkets.
- Evaluation
- Organization
- Store Equipment
- Display cabinets for PTSP subdivision into different types of PTSP
- Display cabinets for Fruit and Vegetables
- Display cabinets for Chilled Products







Photos Courtesy of Germanischer Lloyd Certification GmbH



Spotlight On: Salmon; A Success Story

Salmon is probably one of the finest and most praised fish in the entire world. It was a delicacy in prehistoric times as celebrated in the paintings found in the Fish Cave, "Abri du Poisson", in the south of France which dating back 25,000 B.C.

During the Middle Ages, Salmon was also highly prized in France. Cooked whole, it was one of the most spectacular dishes ever served during great feasts. Salmon reached its prime during the reign of Louis XV when it was often used as an ingredient in various sophisticated dishes that, to some extent, masked its essence. Escoffier, the great French chef, changed this tendency claiming that salmon should be served "as plainly as possible".



King Louis XV

The Early Era

As early as 1850, some Norwegian families started to farm salmon in rivers and lakes. However, it was not until 1960 that Norwegian and Scottish growers devised a manner to hold the fish inside cages in order to process them quicker, thus being able to send them sooner to markets that paid better for fresh salmon.

In early 1970, a pilot program of the Norwegian Government revolutionized salmon farming by introducing artificial fertilization of various salmon species by applying technology and genetics. In the following years, this improvement was spread worldwide. It was first implemented in Canada, the United States and Chile, since these countries discovered they had geographical areas very similar to those existing in Norway.

The Eighties: Expansion

Since the 1980's, various countries have developed the technique to produce salmon in captivity. Such technique consists of farming fish in fresh and sea water farming centers for two years, thus guaranteeing acceptable development and quality.



Salmon Farming Center

The production of farmed salmon initially complemented the supply of salmon catch but eventually became a catalyst for the considerable increase in global consumption. Between 1980 and 1991, the world production of farmed salmon increased from 7,149 metric tons to almost 325,563 tons; a 4600% increase. This expansion also brought about the technological, educational and infrastructural development that was required for the world salmon industry to become one of the world's most important industries.

Supply Chain and distribution systems



In the early 90's, Atlantic Salmon was shipped whole, protected with dry ice, with the main port of entry being Miami. From there, shipments were sent to distribution centers where the fish was redirected to the various markets within the US.

Packaging, dry ice, and other protective materials accounted for nearly 50% of the total weight shipped; an expensive exercise if one considers that the skin, head and tail account for about 30% of the fish weight. In an effort to save costs on shipping, transportation methods, as well as the distribution channels, began to transform dramatically into the efficient model that currently exists.

Author: Carlos Gil, Regional Director of Latin America for CCG Cool Chain Group Holding AG

Members Update

The CCA is pleased to present the companies who have decided to become our newest members. Let's give them a Cool Chain Association welcome!





Perishables International Transportation







Coming Events/Conferences with CCA Participation

2nd Cold Chain Summit, Shanghai, 11th July lan Kentfield

NGPSummit 2007-The Next Generation Pharmaceuticals 2 – 4th October Evian Royal Resort, Lake Geneva, France

Robert Arendal

World Cut Flower Congress, Okura Hotel, Amsterdam 8 – 10th October Christian Helms

Temperature Controlled Pharmaceutical Distribution 9 – 10th October Okura Hotel, Amsterdam

Okura Hotel, Amsterdam Christian Helms



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