



C.H. ROBINSON
WORLDWIDE, INC.

From Plant to Plate, CHRW Is There Every Step of the Way

In the early 1990's, one of the top retailers in North America was just starting out in the grocery and produce business. With little experience and no presence in the industry at the time, they lacked the volume and warehousing to purchase and distribute efficiently.

To solve this problem, the retailer turned to CHRW for help. CHRW's breadth of expertise and resources enabled it to manage the entire process for the customer—from contracting with growers, to selling off the shelf and everything inbetween. CHRW committed to enhancing their business and together the retailer and CHRW set annual, aggressive growth and profitability goals for the business.

Partnering with CHRW was an efficient, flexible strategy for the retailer to open the door to the produce business. CHRW's experience in both produce and logistics provided the retailer with the benefits of being a large retailer when they were small—giving them advantages and opportunity to grow. Today, the retailer has evolved into a large chain with more than 1000 stores and continues to succeed.



WHY THE GROCERY PROVIDER TEAMED UP WITH CHRW

- Robinson's expertise in both produce and logistics gives them more control and flexibility in the supply chain.
- Robinson's high quality, all-encompassing retail brand, The Fresh1®, satisfies all of its produce retail needs.
- Advanced technology and reporting gives them knowledge of their consumers' buying habits, which improves promotional and purchasing activities.
- Robinson has one of the largest networks of refrigerated capacity, including access to over 155,000 refrigerated carriers.

The Fortune 1000 (2000,1999) America's Most Admired Companies (2000)

Fortune Magazine
CHRW ranked 614th on last year's list of Fortune 1000 companies. CHRW was also named one of "America's Most Admired Companies." Companies were scored on innovation, quality of management, employee talent, financial soundness, long-term investment value, social responsibility, and quality of products and services.

Top 10 Providers of 3PL Excellence (2001, 2000, 1999, 1998)

Inbound Logistics
Readers of *Inbound Logistics* responded to a survey question, Which 3PLs do you think do the best job? C.H. Robinson ranked in the top 10 out of 400 companies nominated.

B2B Best of the Web (2000)

Forbes
Forbes rates C.H. Robinson as one of the 200 "most promising B2Bs" in 25 different industry categories. Robinson was selected based on "strategy, execution, financial staying power, and Web site." Quality shipper and carrier services were especially noted.

Supervalu Farm Fresh Award (2000)

Supervalu's Farm Fresh is a world class retailer located in Virginia Beach, Virginia. Farm Fresh successfully supports every national brand carried by CHRW including our Eco Terra brand. In the year 2000 Farm Fresh named CHRW produce vendor of the year.

PRODUCE SOLUTIONS



C.H. Robinson Worldwide, Inc. (CHRW) is one of the largest worldwide companies in procuring, transporting and marketing produce. While many companies offer partial answers, our strategy is to provide complete solutions that meet your needs in four key areas: product and brand management, sales support, transportation logistics and information systems.

We understand that product management must come from both the supply and demand side of the equation. Our commitment to quality via product specifications, food safety guidelines, in-field/in-shed inspections, and customer feedback ensure product excellence for you and your customers. With our family of brands—Mott's®, Tropicana®, Welch's®, and The Fresh1®—your customers know that everything, from the field and beyond, has been handled with extra care.

Our sales and service teams are structured in a way that allow us to be flexible to your needs, focused on your specific business objectives, and able to readily integrate new accounts, new brands and new business.

Procuring product is not enough; we manage your entire supply chain. We're the largest third-party logistics company in North America, backed by a diverse contract fleet of dry and refrigerated modes of transportation. As a non-asset based organization, we are able to offer you a wide range of services to solve any transportation challenge you face. And our advanced information systems provide you with complete supply chain visibility, which helps in planning, handling business challenges, and looking for ways to identify efficiencies and drive better overall results for profit improvement.

BENEFITS OF CHOOSING CHRW

- Robinson's experience and expertise in the industry since 1905.
- We provide a full array of services: procurement, merchandising, logistics, transportation and business analysis.
- With CHRW, you'll receive year-round, worldwide product sourcing—keeping your business in season all year. We provide you with product variety, marketing over 50 branded commodities.
- We have an extensive sales and marketing infrastructure servicing more than 300 customers in the U.S. and Canada.
- Leading-edge technology, like Web based tracking and tracing, delivers full supply chain visibility.
- We're supported by one of the largest networks of refrigerated capacity, including access to 155,500 refrigerated trailers in North America.