



Exporting success to the USA

THE MEATLESS FARM CASE STUDY

THE
MEATLESS
FARM CO

When Meatless farm, a young very successful plant-based protein company secured a distribution agreement with US retailer Whole Foods Market they needed to find a logistics provider that would assist them in taking the US meat-free market by storm by ensuring that their quality products are on the shelves at Whole Foods Market.



The Challenge

When Meatless Farm secured their distribution agreement, the challenge was to ensure that they could meet the stock level requirements of Whole Foods Market. They would require a full supply chain service that delivers complete visibility of their product at any one time, tracking of their goods and ensuring on-time delivery.

To ensure the smoothest, most time effective process, WTA took on the management of the various aspects involved.



How we helped

The Meatless Farm goods are exported to Chester Port, USA using Reefer containers with a Genset tripped to -18c. WTA USA arranges the customs and FDA clearance of the product. The goods are delivered to our frozen warehouse in New Jersey where the cases are unloaded. We then repalletize the goods in accordance with the specified pallet patterns provided by the customer.

We separate the products so each pallet is only loaded with the same product. We shrink-wrap the pallets and load them into our storage wracking.

Once the customer receives an order from a supermarket they will send us a pick ticket. This tells our warehouse how many cases of each item has been ordered and where it's shipping to. Our warehouse will pick the right number of cases for each product, add a label to each case regarding the shelf life & then make new "mixed product" pallet/s (again adhering the pallet patterns – so not stacking too high or putting heavy items on the top.)

WTA will then shrink wrap the new pallet/s and deliver to the customer in the USA. All of this is done at -18c so the products do not thaw.

The production of weekly inventory reports means that the customer has clear visibility with regards to how much of each item is in storage and what the "in freeze shelf life" is so they can appropriately manage their stock levels.

With the comprehensive reporting that WTA Food offers, Meatless Farm has data analytics at their fingertips that provides them with valuable information including total landed costs at SKU level, supply chain spend analysis, KPI reporting and deliver location analysis all of which and more, enables them to make right strategic decisions for their business



How did we do it?

Expert teams and trusted 3rd party suppliers enable us to provide a full supply chain solution enabling the customer to meet demands and grow their business according to their plan. WTA take away the stress of stock control and manage this in its entirety, allowing the customer to focus on their core business strategies.



How does this help you?

If you are considering exporting food products to the USA we are able to assist you with any questions you might have. We have the in-house knowledge to ensure the successful supply chain management of your product.



WTA Food is our partner of choice, they have helped us seamlessly set up our export operations to the USA, providing detailed information every step of the way, delivering on time and in full. The team at WTA are very helpful and a pleasure to deal with. I would certainly recommend WTA Food as a logistics partner.



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