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Contact: Lorien Onderdonk, 703-373-4300 or londerdonk@iarw.org

Global Cold Chain Alliance to Launch in April at IARW-WFLO-IRTA Convention

ALEXANDRIA, VIRGINIA, January 25, 2007 – A powerful resource for the frozen and refrigerated food industry will debut this spring.

Entitled the Global Cold Chain Alliance (GCCA), this umbrella group will create a formal partnership among four organizations that share common management and bring together vital elements of the food industry for a common purpose.

The International Association of Refrigerated Warehouses (IARW), the International Refrigerated Transportation Association (IRTA), and the International Association for Storage Construction (IACSC) have worked together in recent years to build and support the cold chain by pooling their collective expertise. The World Food Logistics Organization (WFLO), a research and education foundation, is helping create modern, integrated cold chain operations around the world through research, education, and technical support initiatives—often with private sector assistance through the IARW, IRTA and IACSC memberships.

To recognize and support their connection, these four organizations will formally launch the Global Cold Chain Alliance (GCCA) at the IARW-WFLO-IRTA Annual Convention April 21-26, 2007 in Phoenix, Arizona.

One exciting aspect of the Global Cold Chain Alliance (GCCA) is the development of partnerships and affiliations with other cold chain stakeholder organizations, which will provide a platform for the industry to share information about best practices, government affairs, trends, economic development, and investment opportunities.

“To successfully build and strengthen this vital industry, it is imperative that the GCCA reach out to sectors representing each link of the chain. It is critically important to include all organizations that share a mission to support the cold chain,” said Bill Hudson, President & CEO of the four

organizations. “If a single link in the chain breaks, product is damaged and customers are affected. The enhanced relationships through GCCA will help ensure that the chain stays strong.

Hudson added that in recent years perishable food industry professionals have seen increasing connections among the sectors of the cold chain.

“Processors and retailers are looking more and more to third-party logistics providers to supply storage and transportation solutions,” he said. “To meet these changing needs, public refrigerated warehouses and transportation companies are diversifying their services. In developing economies, each link in the chain—processing, storage, transportation, and retail—is even more connected, with a single entity often performing each of these major functions.

“The central goal of GCCA is increasing connections within the cold chain. The needs of our collective customers—whether they be food companies or suburban families—are best served when we can combine our knowledge and resources to support best practices in all that we do.”

Further details about GCCA will be announced following its launch in April. For more information about GCCA, contact Cold Chain Headquarters at 703-373-4300.

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