

# OUTLOOK

News from The World Group Companies:

American Cold Storage  
Henningsen Cold Storage Co.  
Merchants Terminal Corp.  
Mesa Cold Storage

NOCS  
Trenton Cold Storage, Ltd.  
U.S. Growers Cold Storage, Inc.

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## Networking With The World Group Global Experience, Regional Expertise.

*The World Group members are committed to providing seamless warehousing services throughout North America, often networking together to share expertise, resources and to insure customers receive a "single-source" response to their needs.*



Networking remains a critical aspect of The World Group organization. At a recent meeting of World Group members in Monterey, California, Harry Halpert commented on the benefits Merchants Terminal Corporation and its customers receive from The World Group. Since Merchants is in a port city and also located in the middle of the North-South corridor of the Eastern Seaboard, it not only facilitates international freight movement, but also intense case pick distribution. This experience is immeasurable when World Group members discuss best practices in warehouse procedures and logistics, as each member coordinates distribution programs to the country's largest and fastest growing foodservice suppliers. Between the senior executives of our member companies, The World Group has more than 300 years of experience. We can access the right people with the railroads, trucking companies, and shipping companies. As barriers to trade continue to crumble (at least until recently) we are able to share import and export knowledge that is key in preparing documentation and gaining clearance for product coming into our country. Lastly, and definitely most importantly, the integrity of the members is paramount. We each are participative supporters of the IARW, World Food Logistics Organization and AFFI. We promulgate a lot of knowledge about the proper care of our customers' product and take our responsibility seriously. Because each of us takes this "charge" so seriously we are comfortable in referring our customers to our members in other regions of the country and our customers are comfortable with our advice.



With a network of facilities in various ports on the east coast, southeast gulf and west gulf,

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## Logistics Leaders



**We caught up with J. William Hudson, President and CEO of the IARW, and asked him a few questions about his professional and personal life.**

### Professional

**What is your professional goal?** My professional goal is to run the best member oriented international trade association anywhere in the world-IARW.

**Biggest break professionally?** My biggest break professionally was to have a successful interview with the IARW search committee twenty years ago, to have a one year apprenticeship under my predecessor, Dick Powell, a wonderful professional and teacher, and to move from the sexy, volatile Travel Industry Association into the steady, traditional industry of refrigerated warehousing – best move I ever made.

**Education:** BA in History, JD in LAW, both from Louisiana State University, then some practical experience at two trade associations in DC before IARW.

**What's in your briefcase?** As I travel a lot I have a full desk in my briefcase – though today without the scissors, corkscrew or the Swiss Army Knife.

### Personal

**What is your favorite meal?** My favorite meal is any salad with goat cheese, Chilean Sea Bass and ice cream with hot fudge.

**Best advice you could offer someone?** Be very, very patient. Develop a broad perspective. Don't do anything you wouldn't want to read about on the front page of tomorrow's newspaper. Never burn any bridge. Keep your head down – job or golf.

**What are your hobbies?** Family activities, tennis, golf (seldom keep my head down), oil painting.

**What did you want to be when you "grew up"?** This question makes you pause. I knew what I wanted to be (happy, job satisfied, family man) but I didn't know what I wanted to do. I just was always very sure it would come along one day – and it did. I did want to travel but my air miles today tell me to be careful what you wish for!

**Who is your hero? Why?** Three heroes come to mind. My wife, Peggy, because she is accomplished, hard working, fun and devoted; my daughter Jocelyn (20), because she went through all of the childhood stages and turned out sure of who she is and what she wants; my son Zack (12), because he is so full of the energy of life and is always willing to give it a try (check back in three years).

**Last book read?** "Lexus and The Olive Tree" by Thomas Friedman. It gives you some insight into today's global challenges.

## U.S. Growers – Your Partner in Success



**U. S. GROWERS COLD STORAGE inc.**

If you're looking for a refrigerated warehousing and distribution partner to make your products and services in the Los Angeles region a success, look no further. U.S. Growers Cold Storage is ideally positioned to provide your company with all its needs. Great locations, state of the art facilities, transportation solutions, custom Warehouse Management System and a complete list of value-added services, all with unrivaled experience and customer service, makes U.S. Growers Cold Storage your partner in success!

Beginning in 1950 with one small, refrigerated warehouse, and a big commitment to customer service, U.S. Growers Cold Storage, Inc. has evolved into one of the largest cold storage companies in Southern California. From our modest start of 20,000 square feet and our industry leading reputation for the finest service in the region, we have now grown to a size of over 13,000,000 cubic feet.

Located just 20 miles north of the countries two busiest ports, the Ports of Los Angeles and Long Beach, U.S. Growers is convenient for customer's import and export needs. With Southern California's largest railroad yard only minutes away, inexpensive rail transport is an efficient and cost effective mode of transportation for our customers, while close proximity to major interstate freeways allows easy access for trucks. Additionally, U.S. Growers Cold Storage is strategically located on the \$2 billion dollar Alameda Corridor Project, which upon completion will provide new roads and railways directly from the seaports into the heart of Southern California food processing and cold storage industries.

Combining the perfect locations with an attitude of never "leaving well enough alone" U.S. Growers recently completed the ambitious project of rebuilding, modernizing, and expanding our facilities. The same basic principles were applied to each rebuilt facility; maximize capacity and flexibility, maximize efficiency, and maximize the safety of both personnel and the product stored.

U.S. Growers Cold Storage has a transportation solution to fit each customer's needs. Offering daily delivery service throughout Southern California and bi-weekly consolidated service to Northern California is only the beginning. Transportation from manufacturer to storage, harbor drayage, and strategic alliances with airfreight forwarders, and

regional and national carriers, provides our customers with cost-effective solutions to all their transportation needs.

Our inventory systems can be an extension of your own. Years of experience have taught us the importance of accurate and disciplined inventory controls. You can trust U.S. Growers Cold Storage to provide the timely feedback you need when negotiating important sales or servicing your most demanding customers. Our custom, in-house designed and built Warehouse Management System enable us to insure your product will be expedited to meet your deadlines and always handled with care. In addition, our real-time communication system allows you to track inventory building, depleting and billing via our EDI network. And, as our existing customers already know, all of U.S. Growers' personnel are always ready to assist you with any of your needs.

The greatest asset we have to offer our customers is our people. For over fifty years thousands of clients with billions of dollars in products, commodities and perishable goods have entrusted their inventories to U.S. Growers Cold Storage, with many of these customers having been with us for over 20 years. We've built a highly professional and dedicated staff experienced with issues relating to product handling, distribution, ordering, logistics, reporting, accounting and communication.

In every business, service makes the difference. We realize that cold air is cold air no matter where you decide to store your product. Even with increased competition, U.S. Growers has remained the #1 choice for customers requiring service-driven, cost effective, refrigerated warehousing and distribution. We focus intently on strengthening customer relationships and providing the finest service available. Our staff's knowledge and reputation of service have been built through years of experience and dedication. At U.S. Growers Cold Storage, Inc., superior customer service is not a goal; it's a standard.

With our perfect locations, state-of-the-art facilities and superior customer service we think you'll make the choice to partner with U.S. Growers Cold Storage, your partner in success.



## U.S. Growers

**Established: 1950**

**Number of Employees: 142**

**Headquarters: Los Angeles, California**

**Number of Facilities: 6 Facilities.**  
All located in Los Angeles, California

**Storage Capacity:**  
13,000,000 plus cubic feet

**Temperature Range:**  
-25 to +70 degrees Fahrenheit

**Number of Doors: 72 Truck and 7 Rail Doors**

**Export Capabilities:**  
North America (Canada & Mexico), Far East, Middle East, Europe, and Russia.

**Graphic Region Served:**  
U.S., Canada, Mexico, and the Pacific Rim.

**Transportation Offered:**  
Local daily delivery service throughout Southern California. Pooled service to Northern California. Container drayage to and from the ports.

**Services Offered:**  
Blast freezing, freezer, cooler, and dry storage. Convertible space. Loading, unloading and cross docking. Freight consolidation. USDA approved warehouse. USDA approved meat and poultry establishment. USDA importing and exporting inspection and documentation. EDI ready. Remote on-line access to computer system.

**Type of Companies Served:**  
Food Manufacturers and Processors, Retail and Wholesale Distributors, Importers and Exporters, and Meat, Poultry, and Seafood Brokers.

**Management Staff:**  
Angelo Antoci – President  
Bill Berg – General Manager  
Ralph Newton – Operations Manager  
Stan Cross – Office Manager



**Networking with The World Group**

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NOCS adds value because we are able to replicate services at each of our port locations for a consistent program. We are able to truck fresh poultry products from our customers' production plants to our regional warehouse; blast freeze it with the best turn around time in the country [20 hours or less], and load export-ready product into containers, doing the local dray of the containers by picking them up and bringing them to the warehouse, and delivering them back to the port for final placement on container vessels for export. Or, we can perform the same product move from the production plant to our warehouse, add value with blast freezing and export certification and truck that product to the breakbulk vessel at the pier, where we will load the product loose in the vessel, acting as stevedores for our customers.

Some customers are able to utilize NOCS in all of our port locations to service different export markets with different or similar products. This reduces customers' costs and allows them to deal with fewer PRWs in the act of doing business around the country. If there is a geographic area that we cannot service, we will refer our customer to a World Group member who can provide the needed services.

The logistics control of our transportation division being linked to the warehouse functions has a time saving, cost reducing streamlining affect on the entire operation, adding value to the services we provide for our customers.



TCS leverages its relationship with The World Group to network with customer issues and needs. World Group members have been able to provide each other with knowledge of advancements in our industry. TCS takes networking a step further, as we have relationships with Erb Transport, CRS Transport, information systems support and brokers. These relationships and an on-going dialogue allow all parties to improve service levels to our customers and strategically plan future opportunities. Our network and relationships have been in existence for more than 20 years in some cases and purely on hand shakes.

**Trenton Cold Storage Enters 100th Year With High Marks**

Trenton Cold Storage has entered its 100th year of business under the same family ownership. And when it comes time to cut the cake, there's no better place than a TCS warehouse: the anniversary comes shortly after the company received high marks from the American Institute of Baking. The TCS Group of companies has long been committed to providing the cleanest facilities possible for the storage and distribution of high quality, safe foods. As a part of that commitment, Trenton Cold Storage subscribes to annual audits from The American Institute of Baking located in Manhattan Kansas, home of Kansas State University.

Over the years the AIB has proven to be a valuable resource to all industries linked to the production and distribution of quality foodstuffs. As a non-profit organization, their high standards, technical expertise, training programs and professional, independent inspections make them one of the most respected organizations within the food industry.

Last year, AIB auditors inspected all TCS Facilities in the Trenton area using the recognized AIB Consolidated Standards. Over a period of four days, all areas and aspects of our business were scrutinized by the professional staff of the AIB All facilities not only passed the rigorous AIB requirements, four of five were scored by the auditors with the highest AIB rating of SUPERIOR while the fifth was rated EXCELLENT!

**WORLD GROUP INTERACTIVE CD NOW AVAILABLE**

To help customers with a single source for all their warehousing needs, The World Group is making available a new interactive CD featuring each member's facilities and capabilities. It's informative, state-of-the-art and... fun! For your free copy, contact Harry Halpert, Merchants Terminal **1-410-342-9300**.



**All Work and No Play...**

World Group friends and business associates gathered at the Western Frozen Food Convention in Monterey, California, for the "A Taste Monterey" dinner held Sunday, February 24, 2002. There were nearly 75 guests at the signature dinner. Harry Halpert, Merchants Terminal, demonstrated the Group's new interactive Cd-rom, and presented each of the guests with a copy at the end of the dinner.

Earlier in the day, The World Group Golf Outing brought everyone together over 18 holes of beautiful golf. The golf outing is just one way we show our appreciation to our customers for their support and continued business. Rumors have it that record low rounds were recorded, including the Merchants Terminal foursome of Ken Johnson and John Cronin, with guests Rick Schmidt of J.R. Wood and Tony Tierno of Cavendish Farms.



*Dick & Shar Bogard of Cherry Central Cooperative with Mike Henningsen (left) of Henningsen Cold Storage Co.*



*Angelo Antoci, US Growers CS (m), with Dave Jonas (l) and Tom Madden (r)-Rite Stuff Foods*



*Roy Malensky (left), of Oregon Berry Packing Co. and Stan Bigford of Western Waffle*



*Dennis Jones, J.R. Simplot Co. (left) and Sam Bradshaw from American Cold Storage, Inc.*

## Merchants, NOCS Respond Quickly To Critical Demands

Not every day's event is an everyday event. There are days when extra effort – if not extraordinary effort – is required of World Group warehousing professionals. Take the case of Merchants Terminal during the crunch holiday season. Merchants received an emergency call late one Sunday evening from Cavendish Farms, and the next day received, sorted and put up more than 100 additional truckloads of frozen French fries. And then there's the Super Bowl pizza push, an annual event at Merchants that sees hundreds of thousands of Tombstone pizzas crossing the docks on their way to the stores throughout the Eastern seaboard in preparation of the big event.

Sometimes (thankfully, not very often) international trade takes a turn for the worse. Early in March, the Russian Agriculture Ministry unexpectedly stopped issuing import permits for U.S. chicken and other poultry, and announced a full ban would come into effect in 5 business days. That sent US producers into a tailspin scrambling to ship as much product, as possible, prior to the deadline.

Russian agriculture officials claimed American poultry exporters violated Russian regulations by failing to provide proof of the Russian veterinary department's approval for import, improperly

labeling packages and supplying meat from enterprises that did not check for salmonella - a situation U.S. officials called impossible.

Responding to this unfair policy, NOCS immediately cranked up its production and handling crews at all warehouses, loading an incredible 170 containers of poultry in Houston – or nearly 10,000,000 lbs. – in less than 4 days, loading breakbulk vessels in both New Orleans and Charleston to ensure that customers' product was on board by the deadline imposed. Much of the product was in the NOCS warehouses, but nearly half had to be trucked in, blast frozen, held for quarantine and prepared for export. NOCS customer service reps worked with numerous poultry customers around the clock to expedite the process, insuring that all of the necessary documentation was completed by the deadline. The result helped make the best of a very dire situation, until trade can be normalized.

The U.S. poultry industry employs people in 38 states, and half of all poultry exports – 100 million pounds – go to Russia.



# THE WORLD GROUP

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*Contact:* Tony Lucarelli  
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**Trenton Cold Storage, Ltd.**

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