**NAME OF CASE**

**Fresh Corridors**

**Key Words:**
Access to transport networks, infrastructure and nodes; Freight consolidation and transhipment; IT-technologies and solutions (for management and administration); Business to business (B2B) solutions, cooperation; Innovative operational solutions; refrigerated cargo; fruit and vegetables; intermodal transport; reefers; Coolport.

**Case logo or picture**

*Fresh Corridor*

Multimodaal versvervoer
een initiatief van Frugi Venta

**Benefits**

- Less road congestion
- Positive environmental impacts
- Effective use of multimodal logistics chains
- Better quality of services

**Success factors**

- Bringing together different parties of the logistic chain, strong communication
- Demonstrated feasibility with pilot projects
- Minimisation of risks by monitoring the planning and preparation processes
- Risk management also covered by contract
- Modal shift from road reducing subsequently environmental burden

**Supported strategic targets**

Ideal utilisation of infrastructure; Competitive logistics and transport system; Increased efficiency / productivity of logistics processes; Increased company profitability; Conservation of resources.

**Description**

The Fresh Corridor project encourages intermodal transport (e.g. via inland shipping) of refrigerated cargo (fruit and vegetables with AGF containers). The Fresh Corridor acts as the central line to link logistic centres in the southwest of the Netherlands to upstream logistics centres (Betuwe, Venlo, Vlissingen and Antwerp).

Fresh Corridor comprises different sub projects, for example:

- development of Rotterdam Coolport and realizing its intermodal accessibility (road, water and rail);
- planning and control systems for improving efficiency;
- plant protection services and Quality control.

**Starting point/objectives/motivation:**

The main motivation for introducing the Fresh Corridor is the completion of Maasvlakte II, the relocation in the Port of Rotterdam to the Coolport for fresh products and the increasing road congestion.

The transport of fresh products are traditionally carried out by road.

The objective of the Fresh Corridor is to promote the intermodal transport from the Port in Rotterdam to Venlo, Vlissingen, Betuwe and Antwerp and obtain higher efficiency. The Fresh Corridor 3-year initiative began in 2007.

The Fresh corridor initiative entails:

- The construction of Coolport to the south of the port of Rotterdam shortening the distance between containers and trading companies
- Research in automation between shippers and carriers to streamline the communication process
- Development of services of fresh products between:
  - Rotterdam and Venlo (Greenport Venlo);
  - Rotterdam and the Betuwe (Fruit Pact Betuwe);
  - Rotterdam and the Westland;
  - Rotterdam and Antwerp;
  - Inside Rotterdam (Maasvlakte and Waalhaven, Maasvlakte and Merwedehaven, Coolport Shuttle).
Fresh Corridor is a project initiated by the sector association Frugi Venta, in cooperation with other actors from the public and private sector.

The geographical area of the Fresh Corridor is currently the Netherlands and Belgium. Nevertheless, this solution can be implemented in other countries.

www.freshcorridor.nl

Solution

The Fresh Corridor uses a decision system (BOS) interchangeable platform linking existing information systems allowing goods flows synchro-modally planned and controlled by owners. To achieve this, the current and future situation inserted into a set of requirements towards an independent facilitator ICT platform.

Transport mode or supply chain elements:

- Road/ truck
- Road/ delivery van
- Inland waterway vessels
- Heavy rail
- Terminals and transhipment platforms

Main actors involved:

Frugi Venta, Ministry of Finance, The municipality of South-Holland (Zuid-Holland), Port of Rotterdam, Flowers and Food, Productschap Tuinbouw and HBAG groenten en fruit.

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