



**GLOBAL COLD CHAIN**  
ALLIANCE

CONNECTING A VITAL INDUSTRY

NEWS RELEASE – Contact Lorien Onderdonk at 703-373-4300

## **Global Cold Chain Alliance Launched At IARW-WFLO-IRTA Convention**

For years, several organizations in the cold chain industry have been moving toward closer relationships.

Now it's official: The Global Cold Chain Alliance, an umbrella organization that unites partners to facilitate communication, networking, and education for the perishable food industry, has launched.

The launch took place at the Annual Convention of the International Association of Refrigerated Warehouses (IARW), World Food Logistics Organization (WFLO), and the International Refrigerated Transportation Association (IRTA). These three organizations, along with the International Association for Cold Storage Construction (IACSC) are the four “Core Partners” of the Alliance. All are managed by a group of association professionals based in Alexandria, Virginia, USA. Each offers unique value in a critical sector of the cold chain and across many international boundaries.

Bill Hudson, President & CEO of the four Core Partner organizations, took the stage at the convention to describe three critical trends facing the cold chain industry that drove the formation of the Alliance.

“First, we’re seeing increasing integration in the business models of PRWs, from warehousing to logistics providers. Refrigerated warehouses have invested in trucking assets and are entering new arrangements and structures with customers,” he told convention attendees. “Second, we see an evolving international business structure. As we did more work in emerging economies we

saw that so often a single company would operate all aspects of the cold chain from food production to food delivery. In many countries, the third party provider is a developing concept.

“Third, we continue to work to reinforce the core competencies of the industry – maintaining proper temperature and instilling best practices. It is important that we connect links from manufacturing, transportation, warehousing and logistics to retailing.”

Hudson said the goals of the Global Cold Chain Alliance include:

- Build relationships and networking for business and trade across the cold chain, delivering greater exposure, relationships and opportunities to members.
- Integrate international cold chain organizations with which we are forming partnerships, thereby increasing communication and an exchange of information and expertise.

“The Alliance allows us to build a larger leadership role in our ever-changing food industry,” Hudson added. In addition to the Core Partners, he said the Alliance will include organizations that represent processing, cold storage, refrigerated transportation, retail, specific commodities, government, and educational institutions.

The four types of Alliance Partners are:

- **Core.** Core Partners are organizations that are managed by the cold chain headquarters office in Alexandria, Virginia, USA and supported by the same staff of association professionals. Members of Core Partner organizations have direct access to all Alliance services.
- **Affiliate.** Affiliate Partners are organizations that pay an affiliation fee to the Alliance. Members of Affiliate Partner organizations have access to Alliance services through the Partner.
- **Strategic.** Strategic Partners are organizations that participate with the Alliance in information exchange, programs, conferences, or projects and share common cold chain interests and objectives.

- **Supporting.** Supporting Partners are private companies that do not qualify for membership in one of the Core Partner organizations. Through a support fee to the Alliance, these companies gain access to Alliance services.

Executives of three cold chain associations from around the world took the stage during the announcement of the Global Cold Chain Alliance to be recognized for their affiliations with this new venture.

They included David Costelloe of the Refrigerated Warehouse & Transport Association (Australia), Liu Longchang of the Shanghai Association of Refrigerated Warehouses (China), and John Hutchings of the Cold Storage and Distribution Federation (United Kingdom). Each of these associations is an Affiliate Partner.

Other associations that have also signed partnership agreements with the Alliance include the American Frozen Food Institute, National Frozen & Refrigerated Foods Association, and the British Frozen Food Federation. Each of these organizations is a Strategic Partner.

In addition the headquarters office in the United States, the Alliance has offices in Europe, South Asia, China, and Latin America. For more information about the Alliance, visit [www.gcca.org](http://www.gcca.org) or contact the headquarters office at 703-373-4300.

# # #