

New Zealand Rock Lobster Exporter Utilizes an Efficient Solution to verify the Cold Chain



Customer

Founded in 1988 and based in Auckland, New Zealand, L&B Taspac is one of the prominent seafood trading companies in New Zealand. Constantly evolving, L&B Taspac sells high quality seafood to North and South America, Asia, Europe, Africa and the Middle East. As part of the Seawork Group, L&B Taspac spans to all corners of the globe from Germany, Spain, Namibia, and Australia back to New Zealand.

Challenge

L&B Taspac specialize in exporting high value Live New Zealand Rock Lobster to China. Rock lobsters are the most commercially valuable of New Zealand's inshore fisheries species. The Live Rock Lobster are cooled down and packed in poly bins at the factory in Auckland before being consolidated into airfreight units at the freight forwarder and then airfreighted to various locations throughout mainland China, the Rock Lobster will often catch a connecting flight to its final destination. This complex supply chain coupled with the high value of the product means a comprehensive cold chain monitoring programme is required to ensure the product not only survives the 16 hour journey, but remains in premium condition.

Solution

L&B Taspac implemented a cold chain monitoring programme with the help of Precision Monitoring and Emerson's Go NFC data loggers.



Result

L&B were able to identify airlines that took greater care of their product and align their sales through them. The data loggers provided insight into the last leg of transport from when the customer collects the product at the airport to when they unpack it in the markets. L&B were able to independently verify any Rock Lobster mortality and quality based claims due to the data provided by the Go NFC. If there were any temperature fluctuations during transit L&B could pinpoint where the product was at the time of the incident and if it would have an impact on product quality. All of this adds up to L&B being able to verify their cold chain by ensuring all of their logistics partners are doing their part to keep the cold chain intact.



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