

Rapid temperature-controlled air freight solution protects seafood processor's US business

Summary

When a global seafood processor faced production delays that threatened its ability to fulfill contracted U.S. orders, the company needed an urgent alternative to its standard sea freight model.

To protect customer commitments, the seafood processor turned to AIT's food logistics experts for a temperature-controlled air freight solution capable of moving its high-value frozen fish quickly, consistently and without product integrity failures.

The Challenge: Production delays put customer commitments at risk

The shipper's preferred mode of transport is sea freight. But when one of their plants went offline, production shifted to the Netherlands, causing delays that put U.S. contract fulfillment at risk.

With no stock available in the United States to fulfill customer contracts, the seafood processor needed a reliable way to move product from Amsterdam to third-party cold storage facilities serving U.S. East and West Coast markets. Failure to deliver would have created a serious business risk, including potential loss of contracts and damage to longstanding customer relationships.

Because the salmon was high value and frozen, speed alone was not enough. The shipments also required strict end-to-end temperature control from pickup through consignee handoff at the destination airports. Each shipment needed specialized overpacking with thermal blankets and dry ice, as well as temperature-monitoring devices to maintain the required range throughout transit.

The Solution: Weekly Europe-to-North America air freight program

Within 30 days, AIT's food logistics team launched a weekly widebody air freight program from Amsterdam to destination airports in the United States.

Key elements of the solution included:

- **Advance capacity planning:** AIT began booking seven to 14 days before departure, using customer forecasts to secure airline capacity before confirmation of final shipment details.
- **Temperature-controlled handling:** Thermal blankets, dry ice and temperature monitoring devices helped maintain the seafood's required temperature range.
- **Specialized overpacking support:** AIT collaborated with the customer on overpack requirements and recommended proprietary solutions to protect product integrity.
- **Proactive milestone communication:** The food logistics team kept the customer informed with shipment status updates, including actual departure and arrival times.
- **Consistent weekly execution:** AIT managed recurring shipments for nine months, helping the customer maintain their U.S. inventory despite production delays.

Case Study: Food Logistics



"Without AIT, we would never have been able to maintain the business. AIT came with a plan to resolve our supply chain issue and were very flexible."
– Customer feedback

The Result: 95% on-time performance and zero temperature excursions

AIT's solution helped the customer continue serving its U.S. clientele despite a critical line down situation, avoiding stockouts and protecting key business contracts.

Over nine months, the food logistics team managed nearly 400 air freight shipments totaling 2.6 million kilograms, achieving 95% on-time performance. And every shipment arrived within the required temperature range, helping safeguard product quality and prevent disruption to the shipper's U.S. customers.

By leading with a flexible operational plan, AIT earned the seafood processor's confidence as a food logistics partner, and has since been entrusted with several ocean shipments.

Most importantly, the solution gave the shipper a reliable path through a high-risk supply chain challenge — preserving its customer relationships, honoring contract commitments, and keeping its frozen seafood moving when the company was forced to pivot from its standard transportation model.

The AIT Difference Makers

- ✓ Food logistics and cold chain expertise
- ✓ Flexible solutions for urgent supply chain disruptions
- ✓ Proactive airline capacity management operational support
- ✓ Specialized temperature-controlled handling support
- ✓ Consistent communication and exception management
- ✓ Global network with Europe-to-North America air freight capabilities

Discover what AIT can do for you

For more information about AIT's food logistics solutions, visit www.aitworldwide.com/contact-us/ and click Request a Quote.

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