

THE FUTURE OF SUPPLY CHAIN SUSTAINABILITY

VIRTUAL SUMMIT

COLLABORATION **VISIBILITY** TECHNOLOGY



Dr. Dirk Holbach



Dustin Braun



Susie Bodnar



Rick Blasgen



Mike Turner



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Rob Haddock

LAND O'LAKES, INC.



Council of Supply Chain
Management Professionals



FOURKITES



CONSUMER
BRANDS
ASSOCIATION



THE FUTURE OF SUPPLY CHAIN SUSTAINABILITY



VIRTUAL SUMMIT

SESSION 2: SUSTAINABILITY + TECHNOLOGY



WELCOME



Today's Moderator:
Susie Bodnar
Director of Operations
and Client Strategy
FourKites



Bart A. De Muynck
Research VP –
Transportation Technology
Gartner



Rob Haddock
Director, Supply Planning,
Coca-Cola North America



Dustin Braun,
Senior Director - Logistics
Land O'Lakes



1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



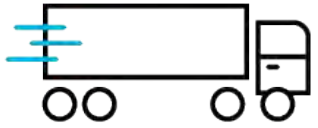
17 PARTNERSHIPS
FOR THE GOALS



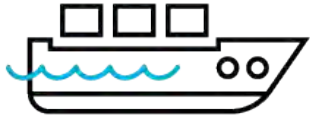
Sustainability of Freight Transportation



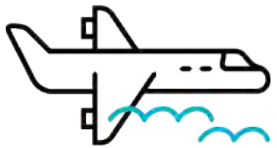
Over-the-road freight is the
#1 contributor to CO₂ emissions.



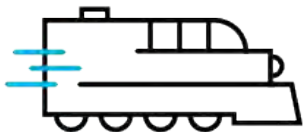
Road Freight
74%



Marine Freight
12%



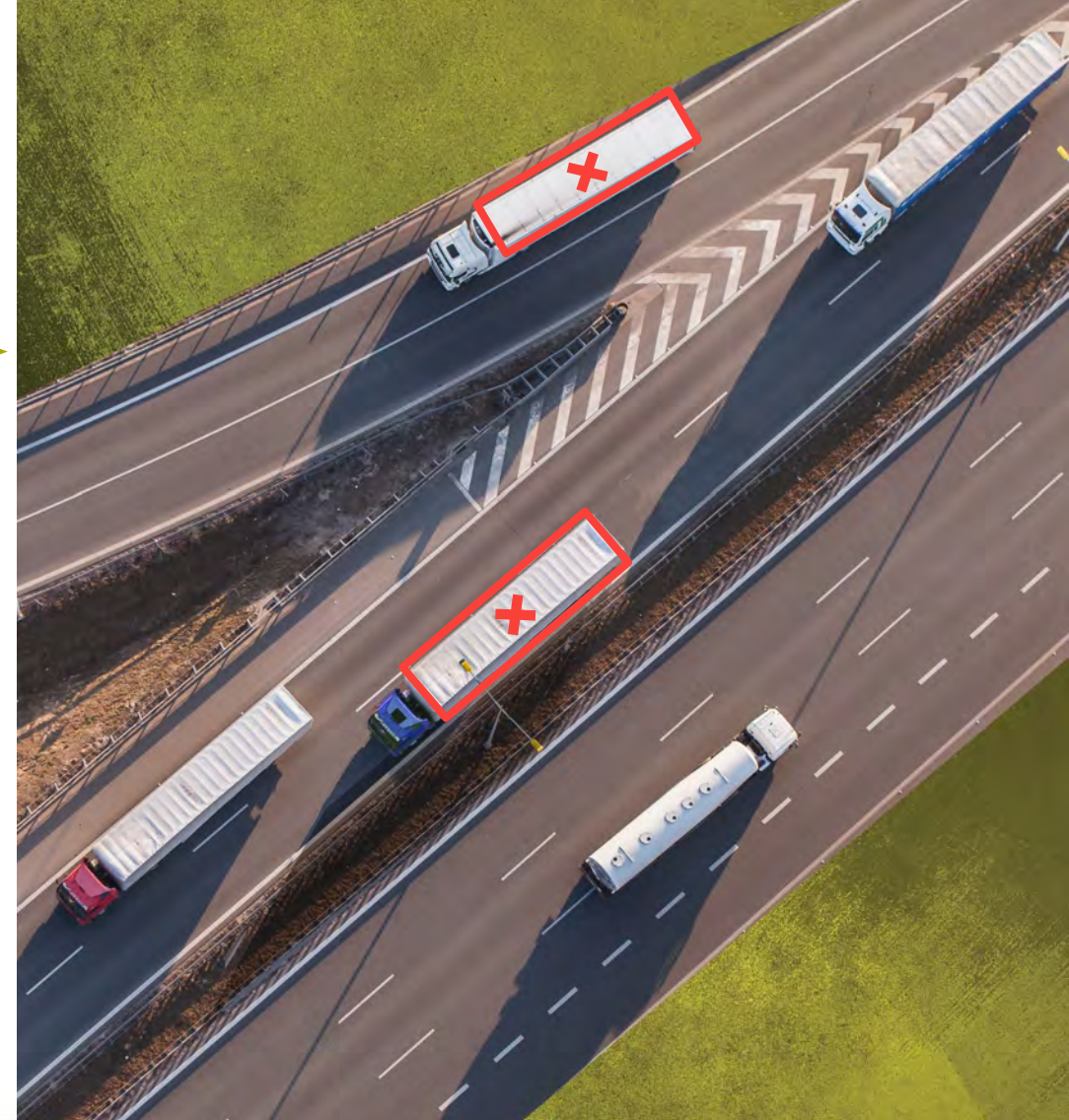
Air Freight
11%



Rail Freight
2%

It's estimated that up to
40% of trucks
on the road at any time
are empty, —————→
running wasted miles.

30%
of all
transportation-related
CO₂ emissions are the
result of fuel combustion

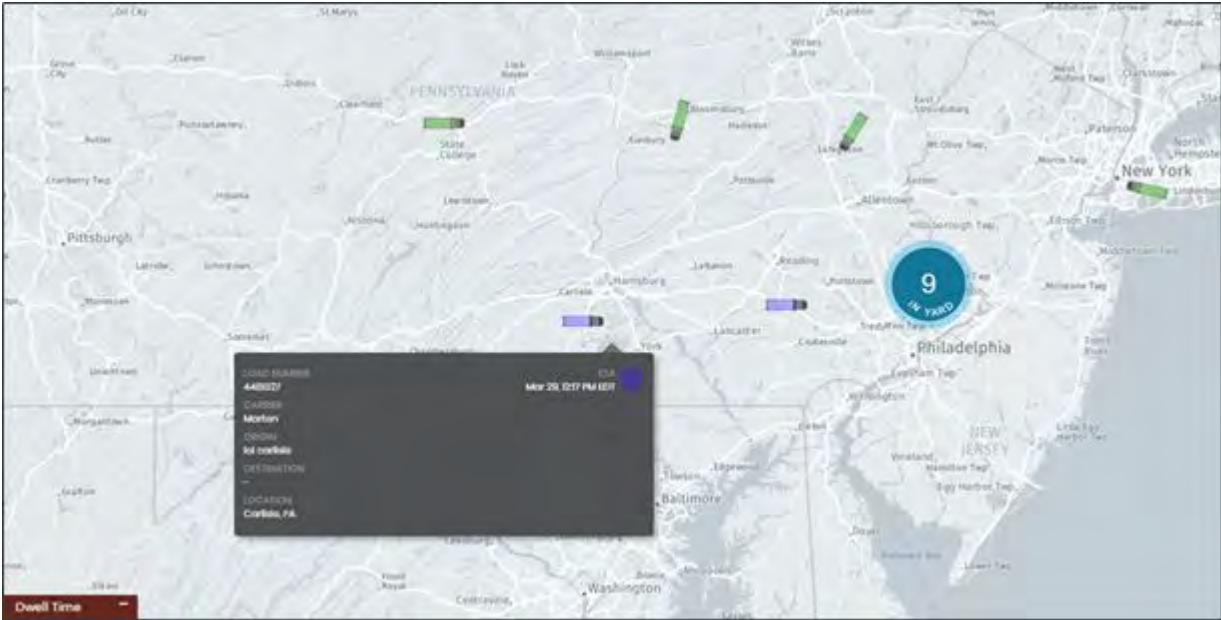


Enables Industry Collaboration

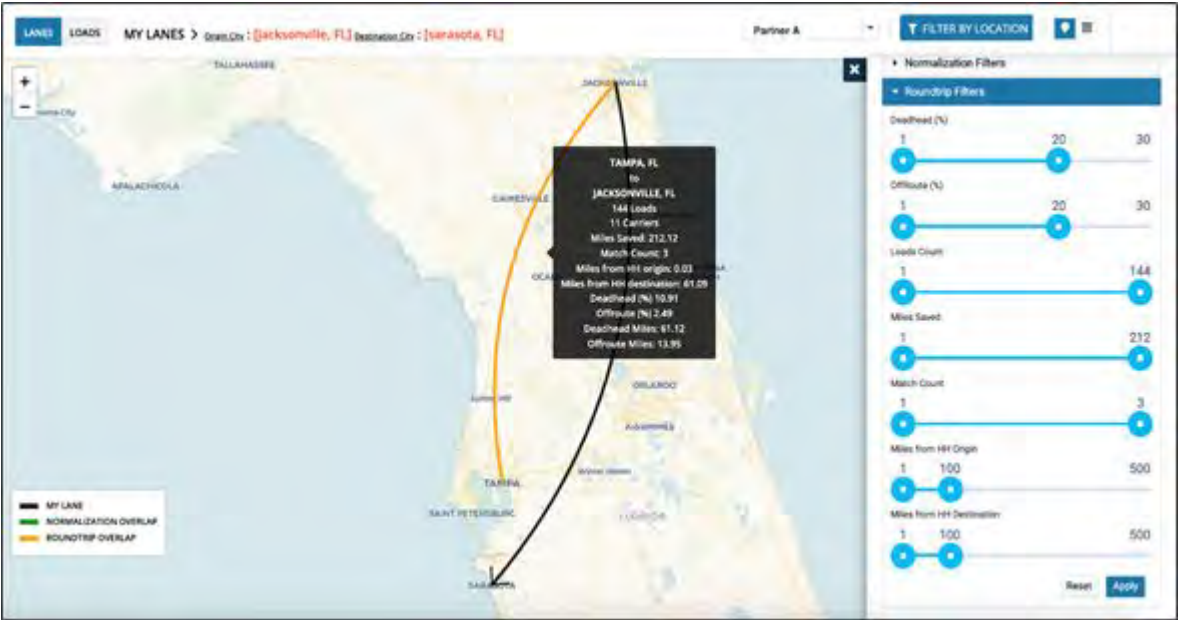
Collaborate with industry peers to create additional capacity.



Reduce Industry Dwell



Predictive Capacity Management



Why is collaborative network optimization difficult?

Collaboration isn't new, but technical barriers have prevented widespread adoption.

Data Silos



- ✗ Silos between TMS and carrier dispatch systems
- ✗ No way to identify optimal partners

Unscalable Processes



- ✗ Ad-hoc processes prevent widespread optimization
- ✗ Impossible to scale tribal knowledge

Lack of Real-Time Data

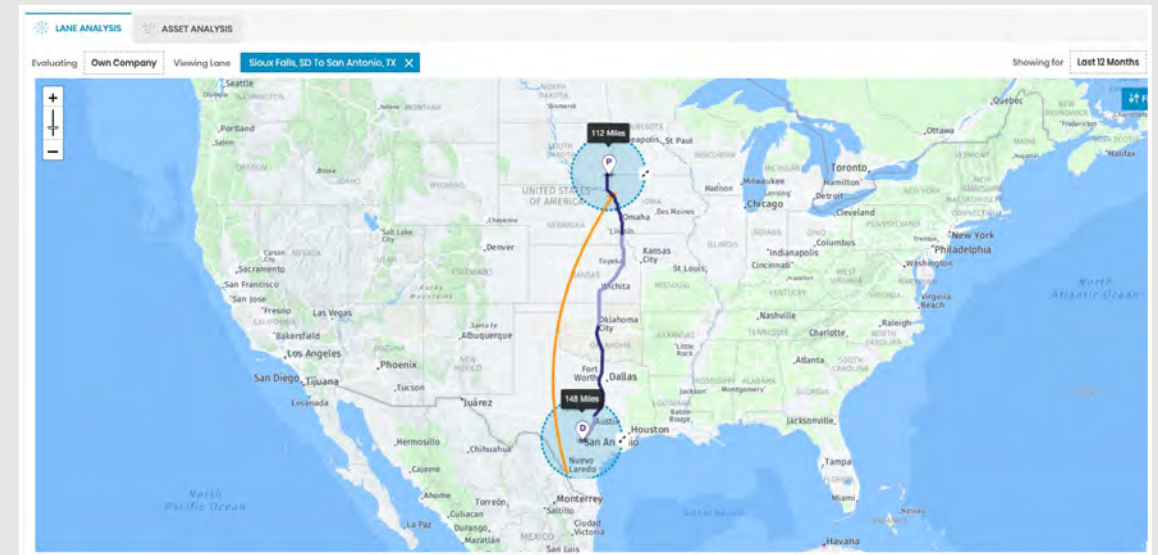


- ✗ Challenging to share and access real-time information on lanes and assets

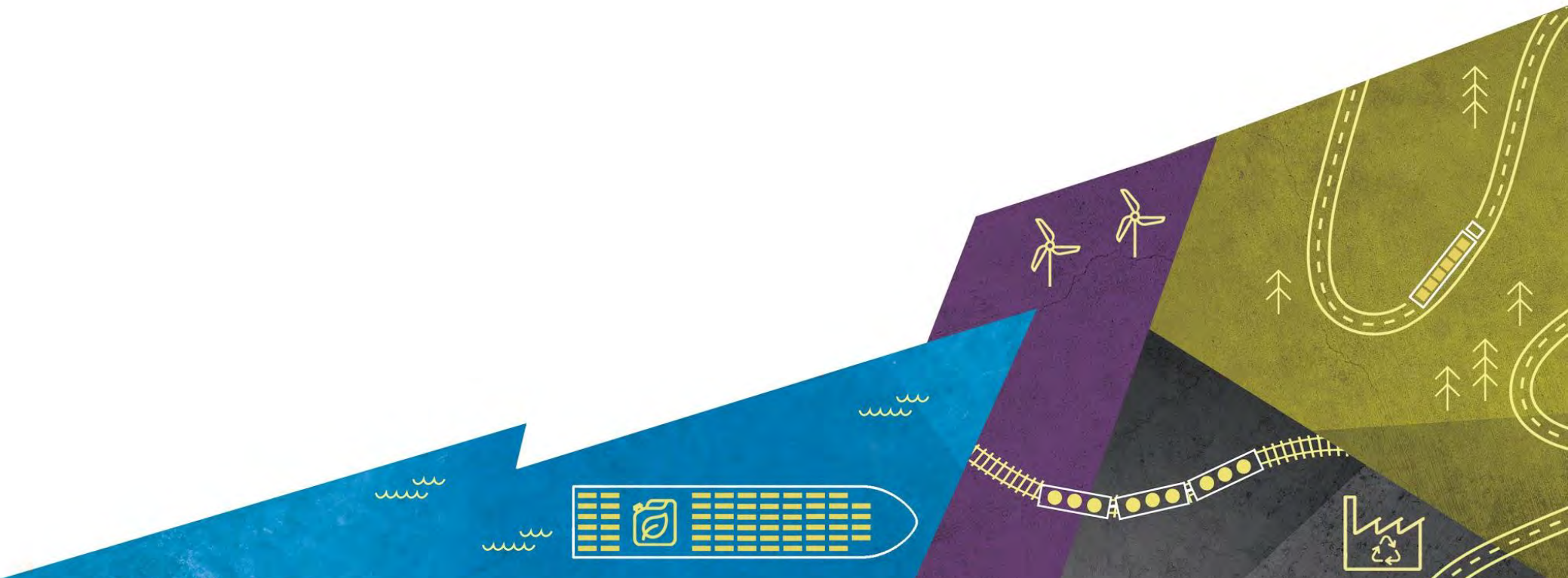
Unlock the hidden capacity in your freight network

Collaborative Analysis

- Identify optimal partners to collaborate with.
- Find mutually beneficial lanes on which to share capacity.



QUESTIONS?



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SESSION 3: REVERSE LOGISTICS



Jessica Schmidt
FourKites



Rick Blasgen
President & CEO
CSCMP



Mike Turner
Logistics Industry Expert
30+ years at UPS



FOURKITES

THURSDAY

APRIL 2

1:00 CST