



Cool Logistics and The Loadstar launch online information hub for the perishable supply chain

The Coolstar website to carry breaking news, analysis, comment and research for perishable supply chain, logistics and transport professionals

London, 07.02.2013 – A new online information resource providing news, analysis and research for the perishable supply chain, logistics and transport industries was officially unveiled today at Fruit Logistica 2013, the leading international trade fair for the fresh fruit and vegetable business.

The Coolstar is the collaborative brainchild of **Cool Logistics Resources**, organiser of the Cool Logistics™ conferences, and Right River Press, publisher of **The Loadstar**. Both organisations are owned by experienced industry researchers and writers, who have collectively and individually spent many decades charting developments in international supply chain, logistics and transport.

The Coolstar website will be a portal for the latest information on logistics and transport issues impacting multiple perishable supply chains, including fruits and vegetables, flowers, meat and dairy, seafood, pharmaceuticals, prepared foods and more. The goal is to provide a single platform where all those with an interest in the shipping, transport, storage and distribution of chilled and frozen goods can easily access the best stories from around the world, plus original comment, independent analysis and opinion.

“Growing world trade in food, flowers and pharmaceuticals is creating new business opportunities for perishable producers, suppliers and retailers worldwide, and for the international cold chain logistics and transport sector,” said Rachael White, Co-Director at Cool Logistics Resources and The Coolstar. “But the complexity and risks of managing international perishable logistics are also placing ever-increasing demands on producers, exporters, importer and all the many providers of services and infrastructure that support chilled and frozen supply chains. Our goal in launching The Coolstar is to connect the perishable supply chain through information, by consolidating the best information from around the world and adding informed insight from industry experts.”

The launch edition of The Coolstar includes exclusive news of an €8.2m investment by Compagnie Fruitiere and Euroports in a dedicated fruit handling facility in Antwerp, an analysis of whether a reefer container pooling arrangement may help perishable shippers faced with equipment shortages, a report on projected dramatic increases in salmon exports from Chile to China and commentary on changes in the pharmaceutical cool chain.

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