



Challenges in shipping of seafood

GREENCARRIER FREIGHT SERVICES

Gerdt Meyer, CEO

A **JAS** Company



Company Fast Facts

Norway

- 8 offices
- 245 employees
- AIR | OCEAN
- ROAD | RAIL
- Terminals
- Warehousing/3PL
- Port Operators



Global Strategy

- Focus on development of people and technology to foster accelerated growth
- Strategic acquisitions to add complimentary service offerings to our portfolio
- Continued market | vertical investments

Standard and Value-Added Services

- Air Freight | Flight Operations
- NVOCC (LCL | FCL) | Freight Management
- Road freight | Shortsea network solutions
- Customs Clearance | Compliance Services
- Contract Logistics
- eCommerce
- Order Management | WMS
- Focused Supply Chain Assessments
- Customer Educational Forums

Agility and Responsiveness

- Accelerated process for commercial decisions
- Direct access to decision-makers

JAS AROUND THE WORLD

JAS WORLDWIDE COUNTRIES

AMERICAS	EMEA	ASIA PACIFIC
Argentina	Austria	Australia
Brazil	Bahrain	China & Hong Kong
Canada	Belgium	India
Chile	Czech Republic	Indonesia
Colombia	Denmark	Japan
Mexico	Estonia Latvia Lithuania	Korea
Panama	Finland	Malaysia
Peru	France	Singapore
United States	Germany	Taiwan
Uruguay	Italy	Thailand
Venezuela	Luxembourg	Viet Nam
	Netherlands	
	Norway	
	Poland	
	Qatar	
	Saudi Arabia	
	South Africa	
	Spain	
	Sweden	
	Switzerland	
	U.A.E.	
	United Kingdom	

Beyond these JAS locations, we also serve over 70 additional countries via official and exclusive agents, searchable below.



WE OFFER



GREENCARRIER FREIGHT SERVICES

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BLUE WORLD FLIGHT OPERATIONS

BLUE WORLD
ATLANTIC



BLUE WORLD
PACIFIC



BLUE WORLD
ORIENT



JAS offers routine flight operations on key trade-lanes. These are designed to provide guaranteed capacity, control, and predictable lead times. Each flight offers a hub solution so transfers can be arranged to and from multiple origin and destination points.

JAS offers scheduled services on the following routes:

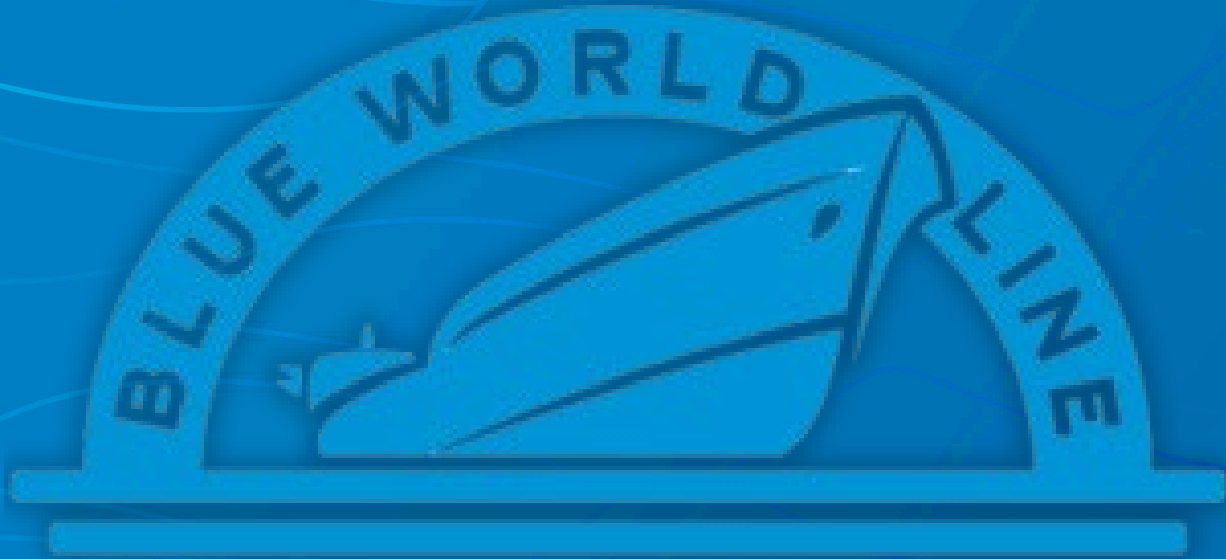
- **Blue World Atlantic:** Chicago to/from Frankfurt
- **Blue World Pacific:** Shanghai to Chicago • Hong Kong to Los Angeles
- **Blue World Orient:** Shanghai to Frankfurt

To learn more about these services, visit our [Blue World flight operations pages](#).

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BLUE WORLD LINE NVOCC



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CHALLENGES...

In addition to the Geopolitical....

AIR

- Years with disruptions due to direct and indirect Covid effects
- Lack of commitments
- Short term/spot focus
- Lack of reliable forecasts
- Price sensitive

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Photo: Andreas Witzke

Air freight reductions cause steep price premium for salmon to China

CHALLENGES...

OCEAN

- Lack of available containers (reefer/dry)
- Fully booked vessels
- Blank sailings
- Longest Lead-Times ever
- Highest prices –ever?
- Reliable forecasts?



CHALLENGES...

ROAD

- Driver shortage
- Long lead time new vehicles/trailers
- Lack of spare parts for repair and maintenance
- Spill water from melting ice on trailers
- Capacity/ Price



CHALLENGES... ?

Transparency
& Visibility

JAS ANALYTICS – IT MAKES A DIFFERENCE!

Business Intelligence Dashboard Features:



INTERACTIVITY

Dashboards are completely interactive and dynamic.



EMBEDDING

Dashboards can be embedded in customer's website

MULTIPLE SOLUTIONS

JAS ANALYTICS – WHAT'S INCLUDED



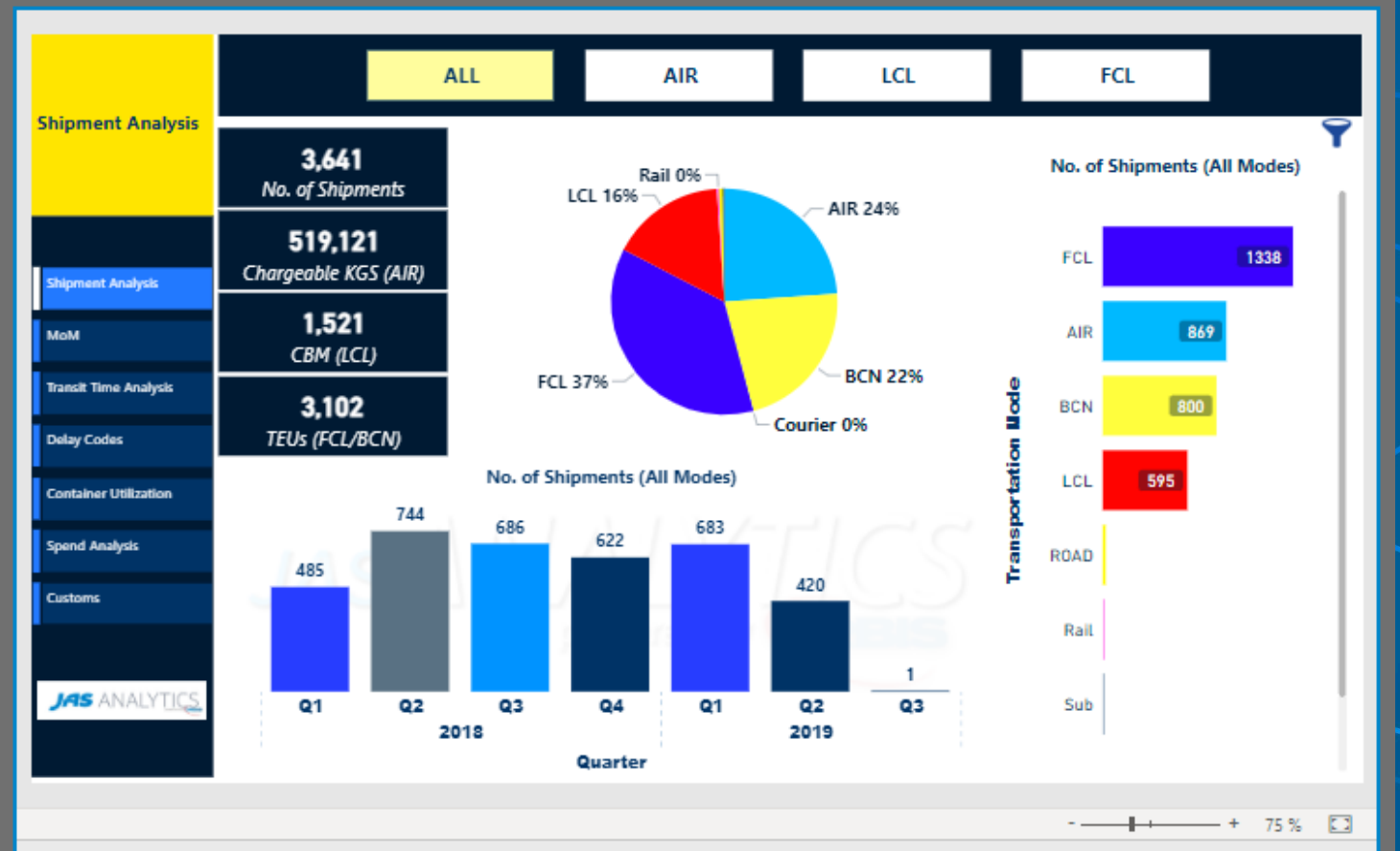
Business Intelligence Dashboards

- Container Utilization
- Spend Analysis
- Historical Analysis/Trends
- On Time Performance
- Delay Code Analysis
- Incoterms Analysis
- Custom Analysis
- Invoice Aging
- Carrier Performance

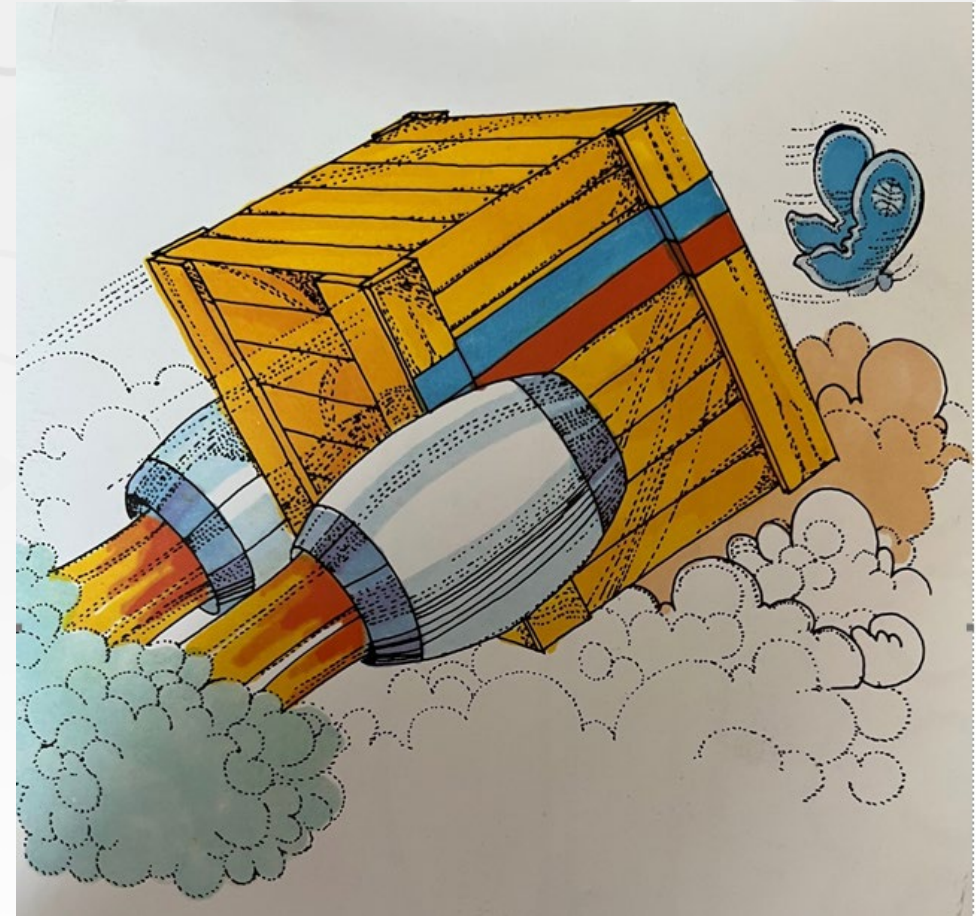


Reports

- Spend Report
- Invoice Level Spend Data
- Charge Code Level
- Container Level
- Shipment and Transit Time
- Multi-Currency Spend
- CO2 Emission Report



SUSTAINABILITY?



SUSTAINABILITY...

Smyril Line put Norway to Rotterdam salmon route on hold

News by editorial staff - 26 October 2021

After a year operating the seafood route, Smyril Line Cargo is putting sailings on hold. There are several reasons for the decision.

Halgir Dahl Olesen, CEO of Smyril Line Cargo, regrets the decision, not least, he says, because the crew of the freighter "Akranes" has proven that sea transport can compete with road transport in both lead time, flexibility and delivery capability.

"With the right ship, good crew, local partners and good cooperation with the ports along the coast, it is possible to deliver a sustainable and good alternative to truck transport along the coast in Norway."

Read also: [Losing money transporting salmon by sea to Rotterdam: "It has been very tough"](#)

Support

The CEO says the decision to put the seafood route on hold is the result of several factors.



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On hold
"Coupled with the fact that the support from the Norwegian Coastal Administration cannot be met, this has contributed to a total economic assessment which means that we have to put the route on hold. At the same time, we know that it takes time to incorporate such new route offers at sea," said Dahl Olesen.
The CEO admitted that it had taken longer than expected to get the goods flows moved from the road to the sea in sufficient volume to give the route an acceptable economy.
"That is why we have now chosen to take a timeout, until a decision has been made by the goods owner and the shipping company on whether this type of route is sustainable," said Dahl Olesen.

«Akranes». PHOTO: Smyril Line Cargo

SUSTAINABILITY

Calculating CO2 footprint at the TEU level

CO2 emissions are becoming increasingly important

Standard mainly agreed between the carriers in Clean Cargo Work Group (CCWG)

Emissions are reported on a vessel basis to EU (MRV) and IMO (DCS)

Several carriers provide a CO2 calculator online

It should be easy for customers to then measure, and compare, emissions for their own cargo



Source:
Lars Jensen
Vespucci Maritime

June 2022

© Vespucci Maritime

SUSTAINABILITY – BUT ?

Calculating CO2 footprint at the TEU level

1 TEU from Shanghai to Rotterdam – what is the CO2 emission ?

- Evergreen: 554 kg CO2
- CMA CGM:
 - FAL 3: 1030 kg
 - FAL6: 870 kg
 - FAL2: 880 kg
- COSCO: AEU3: 377 kg
- OOCL: 1645 kg CO2



Source:
Lars Jensen
Vespucci Maritime

June 2022

© Vespucci Maritime

Contributing to common goals

We have reviewed all 17 Global Goals for Sustainable Development and their 169 targets, and evaluated where we can make most impact. We have defined five prioritized goals.



In 2015, 193 world leaders in the United Nations agreed to 17 Global Goals for Sustainable Development. If these goals are completed, it would mean an end to extreme poverty, inequality and climate change by 2030. To reach the goals we all have to get involved, and this is our contribution.

Our long term sustainability goals

We strive to:

Act fair to people and planet – gain and give knowledge - influence others.

2050: Fossil free

A fossil free logistics industry is essential in the future. We strive for this, together with our suppliers and customers.

2030: Contribute to the United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs) is set for 2030, and we at Greencarrier work to contribute to them, and especially to our prioritized SDGs.

Our environmental goals

Relative emissions reduced:

2022: Reduce the total CO₂e per TONKM by 15% compared to 2018.

2025: Reduce total CO₂e per TONKM by 30% compared to 2018.

Sales

2025: Over 50% of our sales should include sustainable solution by 2025.

(CO₂e = CO₂ equivalent).

Green Solutions – how?

Making it easy to make more sustainable choices

We strive to make sustainable choices easily available to our customers.

In 2020 we launched our greener choices into our Green Solutions, and we continue to develop and improve the concept.

Our Green Solutions are options where you can reduce a lot of CO₂-emissions compared to the more traditional choices.



Short Sea



Consolidation



Rail



Intermodal



Biofuels



Direct Flight

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THANK YOU!

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