

The purpose of this Newsletter is to keep an awareness in front of those shipping fruit and others involved in the movement of perishable products of the differences of transportation by container against shipments in specialized reefers on container under deck. As its name implies, the 360 Quality Association promotes the quality advantages of shipping on specialized reefers.

The membership of the 360 Quality Association is presently made up of reefer vessel owners, operators and terminals committed to the specialized shipping mode of transportation. It is an association of people following the same targets. Naturally, a group can be stronger than a single individual.

The Association strives to make sure that the handling of reefer cargoes on specialized vessels is continuously improved in order to provide the customers' cargoes with the care they require. We are specialists, who can handle cargo ensuring the highest possible quality standards which is demanded more and more in the field of perishable shipments. The Association have developed the 360 Quality Code which focuses on the work of seaport terminals and specialized reefer vessels. The Code lays down standards to identify, prevent, measure and control potential damages to cargo. Some 229 reefer vessels have been certified as complying with the exacting provisions of the Code. Technical cooperation by members to ensure consistency in quality so that 360 Quality members can assure their potential customers of highly qualitative results in transportation is an important role.

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## GLOUCESTER MARINE TERMINAL LEADS WAY WITH SOLAR PROJECT

June 21, 2011 proved to be one of the most bittersweet days imaginable at the Gloucester Marine Terminal.

That's because the pride and excitement of announcing that day the largest rooftop solar installation in North America was tempered by the death 24 hours earlier of Tom Holt, Sr., the chairman emeritus of Holt Logistics Corp. He was a driving force behind the project – and numerous others designed to retain the Terminal's preeminent status worldwide among refrigerated terminals.

“My grandfather understood that you can never stand still in business, but particularly in our field,” said Tom Holt, III. “He had the foresight to recognize the potential benefits of solar energy, especially in the specialized reefer business. He spurred our company to take action. It never would have occurred without him.”

The elder Holt was the patriarch of a family that traces its roots in transportation to the 1920s via Philadelphia's road transportation community. From modest beginnings -- and a long history that includes trucking, rail and ocean transportation focused on the development and operation of marine terminals and distribution centers -- the company has become a leading provider of logistics services and corporate representation for port development and operating companies.

The Gloucester Marine Terminal is partnering with solar technology leader SunPower Corp. to build a massive, 1.1-million-square-foot project on the roof of the Terminal's refrigerated warehouse near the Walt Whitman Bridge on the Delaware River. Known as Riverside Renewable Energy, LLC, the \$42 million, privately funded project calls for the installation of 27,528 photovoltaic rooftop solar panels that will generate nine megawatts of electricity – or roughly enough to power 1,500 homes – at the Terminal, which is owned by the Holt family. The Riverside project will be nearly twice as large as any previous rooftop solar installation in New Jersey, which has emerged as a national leader in the development of renewable energy resources. Construction is underway and should be completed by the fall.



# GLOUCESTER MARINE TERMINAL LEADS WAY WITH SOLAR PROJECT *CONT*

When completed, the Riverside project will generate the equivalent of nearly 80 percent of the Terminal's entire power demand. According to estimates provided by the U.S. Environmental Protection Agency, the system is expected to offset more than 9,500 tons of carbon dioxide, approximately the same amount that would be offset by planting 400,000 trees or removing 1,700 cars from the road.

Riverside only serves to make an impressive Gloucester Marine Terminal facility that much more impressive. Its 13 reefer buildings offer 22 million cubic feet of space – the largest on-dock refrigerated capacity in the United States along with 800,000 additional square feet in 12 dry/heated buildings.

The Terminal spans 123 acres and offers four berths, which handle perishables, steel, forest products, heavy lift, project cargo and incremental containers. There are 200 reefer points, two gantry cranes, a Liebherr mobile harbor crane, six container top loaders and 280 forklifts, among other equipment. Two interstates and the New Jersey Turnpike are a stone's throw away, with adjacent rail connections for the Norfolk Southern and CSX Railroad lines.

Gloucester Marine Terminal was specifically built and designed for the specialized reefer industry.

Gloucester Terminals acts as a major entry and distribution point for fruit from Chile, Spain, South Africa and Central

America, all arriving at its docks in specialized reefer vessels. Working together with its 360 Quality partners, Gloucester Terminals looks to offer fruit growers a best-in-class service that allows for one-stop shopping for all services, thus ensuring the best fruit quality. Last year, 10 pre-cooling chambers were built at the terminal to bring down the fruit temperatures after fumigation. Exporters and importers use these chambers to increase the fruit's shelf life -- thereby maximizing their return.

Importers who use Gloucester Terminal as a distribution center are understandably excited.

"As an importer of fruit from all over the world, I am ecstatic to see the Gloucester Marine Terminal take an active approach to becoming energy efficient," said Marc Solomon of Fisher Capespan, a leading importer of citrus. "Not only is it practical, but it gives the specialized transportation industry a positive green image, which is increasingly important to today's sustainable-minded buyers and consumers."

In summary, the success at the Gloucester Marine Terminal on the Delaware River rested largely upon a foundation built by Tom Holt, Sr. He turned a rundown, abandoned and antiquated shipyard into the largest specialized reefer port facility in North America. Although his passing leaves a void, the Holt family has stepped into the breach, always remembering the lessons he imparted.



# A GOOD PARTNER IN CHILE

Fruit shipments made from Chilean Ports by NYKCool (Valparaiso, San Antonio, Coquimbo, Caldera) are directed mainly to markets in the U.S. and Europe. For the last four years these shipments have been monitored with considerable success by the Chilean company, Vessel Service Ltd. under the 360 Quality criteria.

The General Manager, Mr. Luis Opazo explains, "From the first year of this guidance, under the strict supervision of Mr. Lars Soderberg (NYKCool), we have grown in knowledge of how to apply the spirit of the code and have then transferred this knowledge to our staff, so that each season is reinforced through training".

This comprehensive control has brought the company many benefits, Mr. Opazo continued, "The implementation in Chile of 360 Quality has significantly decreased the damage caused by the stevedores and therefore reduced the customers claims. It is important to note that due to 360 Quality Control, exporters have been obligated to use a higher quality packaging. All this has meant, Chilean fruit has strengthened its commercial relations and is looking to access new markets".



# A GOOD PARTNER IN CHILE cont.

The correct application of the quality control code is further strengthened each season by incorporating the technology available to service this task. The IT Manager of Vessel Service Mr. Cristian Castillo said: "We offer timely delivery of various reports which are submitted to the captains of each ship, at the time of sailing. Sending this information back to the ports of destination, is made possible largely due to the use of PTC's (Portable Tele-Transaction Computer) which allows the reading of pallets bar codes that are damaged, the allocation of code corresponding to the damage, and then transmitting this information to a central computer where they are processed".



For the next few seasons, what is the challenge? "In the first place to keep improving our performance, maintain the educational process of the stevedores, keep updating the technology, so as to transmit information via radio frequency to the main computer, improving it in the verification of information and response time."



The Chilean company executives hope that the knowledge gained and especially all the efforts that have been made will be rewarded and perhaps in the short term might lead to the expansion of its business with other ports in South America.



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# Ambassador Services Inc & FRUPOINT certified by the 360 Quality Association.

Affiliate members **Ambassador Services Inc** and **FRUPOINT** have successfully undertaken and passed the 360 Quality audit and are now recognised as “Certified Terminals” by the 360 Quality Association. The audit comprised inspection and close scrutiny by independent industry assessors of some 83 separate items outlined in the “Inspection Checklist for Terminals” on the web site.

Ambassador Services Inc have been a full service marine terminal operator since 1994 and handle

all types of perishable and other cargo. One of the largest facilities on the East coast of the United States is capable storing over 9 million cubic ft of frozen and refrigerated cargo.

FRUPOINT is a company with over 40 years experience in handling and storage of all types of perishable cargo. Based in Tarragona, Spain the cold store facility has a capacity of 14,000 pallets.

***There are now 13 terminals certified by the 360 Quality Association.***



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## **MEMBERS:**

Maestro Reefers A/S

NYKCool AB

Seatrade Group NV

Star Reefers UK Ltd

## **AFFILIATE MEMBERS:**

Ambassador Services Inc. USA

AROLA Aduanas Y Consignaciones SL Spain

Belgian New Fruit Wharf Belgium

COOPEUNITRAP RL Costa Rica

FPT Group (Pty) Ltd. South Africa

FRUPOINT Spain

George Hammond PLC UK

Gloucester Terminals LLC (Holt Logistics) USA

K Services LLC USA

Kloosterboer Vlissingen vof The Netherlands

Marmedsa Group Spain

Medway Ports UK

Reefer Terminal SpA Porto Vado Italy

Terminal Frutta Genova Srl Italy

SIELSA Costa Rica

**360 Quality Association**

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