



CHASSIS: CRISIS & SOLUTIONS

**AGRICULTURE TRANSPORTATION COALITION
31ST ANNUAL MEETING**

13 JUN 2019

**When we are no longer able to
change a situation,
we are challenged to change
ourselves.**

-Victor Frankl



AGENDA

- Strategic Perspective
- Key Questions



STRATEGIC PERSPECTIVE

LIVING IN THE LONG SHADOW OF MALCOLM MCLEAN





CLEAR AND PRESENT CHALLENGES

1. We are in a period of volatility and change:
 - Ocean carrier industry consolidation
 - ELD's
 - Trade agreements
2. Conditions show the fragility of our local container networks and flows:
 - Acute
 - Structural
 - Systemic
3. Structural and systemic forces **directly impact** long term US agricultural export competitiveness.



UNIFYING FOCUS

Supply chain velocity

“how to optimize the dispersion of goods and services to the marketplace”



UNIVERSAL FORMULA



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= Export or Import Load



KEY QUESTIONS

AND WHY THE ANSWERS ARE IMPORTANT



**Why are chassis important to me /
my organization?**

Who's in charge of the system?

Who's accountable?

If the ocean carriers are out of the chassis business, why do “box rules” exist for merchant haulage moves?

**What can I and my organization do
after this session / meeting?**



GET INVOLVED

