

# LOW CARBON COLD CARGO DELIVERY SERVICE

*Brought to You by Chamber of Eco Commerce*



'Field to You' is a unique **local cold cargo delivery service** using the latest technology in Low Carbon Cold Cargo Transport System (patent pending) to handle and deliver all types of perishable cargo orders to customers. The delivery service was established by a group of EU and US based cool chain transport and shipping experts in 2010 in Atlanta, Georgia.

Visualizing a vast need for more reliable cool chain and direct-to-customer local delivery service, Field to You decided to launch services to restaurants, schools, offices, and homes.

Field to You's new **Low Carbon Cold Cargo Transport System** (patent pending) is truly unique. It delivers a better and more reliable cool chain without the use of external power. This direct-to-consumer distribution model delivers perishable products at the right temperature and without requiring large per-customer orders.

The Field to You calls for retail and wholesale distributors to set up operations in each of its target markets. By localizing the delivery process and using eco technology for packaging, cooling and vehicles, operational costs are kept minimal. Each delivery service provider services customers up to 50 miles away. Shipments are delivered from nearby farms, retail, or wholesale distribution centers achieving a direct to customer model.

The Field to You website allows shoppers to select their local merchants and items they wish to purchase. Shoppers can place items into an electronic shopping cart, which displays all of the items selected as well as the total cost of items in the cart. To complete a purchase, a shopper is asked to select a delivery time window.

The orders are scheduled with next day being the earliest. To draw repeat business and to encourage larger orders, Field to You offers lower delivery fees for customers placing orders for weekly delivery. Customers with questions about their orders can call their food merchant directly for customer service.

The Field to You's co-branding strategy is designed to promote a merchants' messages on delivery vehicles and distribution packaging systems. The essential business concept is to provide merchants and their customers a more reliable low carbon cool chain, local direct-to-consumer delivery service, and web-based ordering convenience.

## LINKS

### **Project Low Carbon Cool Chain**

[http://www.chamberofecocommerce.com/images/Project\\_Low\\_Carbon\\_Cool\\_Chain\\_.pdf](http://www.chamberofecocommerce.com/images/Project_Low_Carbon_Cool_Chain_.pdf)

### **Project Field to You**

<http://www.chamberofecocommerce.com/partnerprojects/lowcarbontransport.html>