



NEWSBRIEF

Supporting our Troops – Japan Prime Vendor Contact

Coastal Pacific Food Distributors launches produce contract throughout Japan

Japan, August 22, 2011 – Coastal Pacific Food Distributors (CPFD) has begun providing fresh fruits and vegetables (FF&V) to all Defense Logistics Agency-Troop Support (DLA-TS) military customers throughout Japan. To accomplish this mission, Coastal Pacific has teamed up with REI/UTOOC to handle the local procurement of the FF&V and the distribution within Japan. This segment of business was formerly handled by DLA-TS.

Under the contract, Coastal Pacific offers a catalog of approximately 70 to 80 items depending upon seasonality and availability. All items are procured from a network of local Japanese growers/vendors, including exotics procured from their native country.

Following the March 11, 2011 earthquake and tsunami, many growing regions were banned due to radiation contamination concerns. Many areas remain on a restricted list for procurement. Lettuce growers have been the hardest hit by these disasters, resulting in a very limited local supply available. To combat this supply issue, Coastal Pacific is currently executing weekly airlifts of both romaine and iceberg lettuce to support our military customers. The implementation and execution of this FF&V contract has been a great success story for the military families living in the Japan area. (Continues on page 2)



Figures 1 & 2 : Sunny Morehead inspects incoming lettuce shipment.

To help manage this new endeavor, Coastal Pacific's own Sunny Morehead has relocated from Stockton, CA to Yokosuka, Japan and joined our Japan team. Ms. Morehead is responsible for all customer service surrounding the FF&V contract, all quality control and quality assurance related matters as well as overseeing the coordination of all DVD's (Direct Vendor Deliveries) and all deliveries from Coastal Pacific's distribution center in Yokohama.

The launch of this program was possible due to the support of our Stockton staff, including Michael Land, the efforts of our entire Japan staff led by Jerry Hicks, Coastal Pacific's Manager of Prime Vendor Operations.