

Lakeside Logistics honoured with Greening of the Supply Chain Award.

Lakeside Logistics was presented with The Greening of the Supply Chain Award at the inaugural CATIE Awards at the Canadian Association of Importers and Exporters (I.E. Canada) Annual Conference in October.

“Corporate social responsibility is becoming a very important part of trade. Companies like Lakeside Logistics that make an exceptional commitment to environmental sustainability are world leaders,” said Mary Anderson, president, I.E. Canada. The award was presented in recognition of a corporation that, through its own internal processes and systems, has set a new standard for suppliers and vendors to meet in terms of environmental sustainability.

“It is indeed an honour to be recognized for our commitment to reduce the carbon impact on our planet,” said Susan Moore, Director of Sustainability, Lakeside Logistics. “Leading by example, we have sustained a carbon neutral status for our company since November 2007”.

Since the inception of Lakeside’s Vision Green program they have focused on internal initiatives as well as programs for their carriers and clients to reduce greenhouse gas emissions.

Recently, the company passed another important milestone. To reduce carbon emissions for clients and carriers, Lakeside has aggressively targeted its major carriers to join the US EPA SmartWay program – a program that helps carriers reduce emissions through technology and education. In 2007 15% of Lakeside’s miles were hauled by SmartWay Certified Carriers. In October 2009 the number had climbed to 38%, exceeding the 2010 goal 1 year early.

“Exceeding our goals brings its own rewards. It tells us that we are making a difference and the benefits are accruing to our carriers, our clients and most important our planet,” remarked Jeff Moore, Managing Director, Lakeside Logistics.

About Lakeside Logistics

Lakeside Logistics is a 3PL providing custom supply chain and transportation management services across North America. Headquartered in Oakville, ON, the company has operations in California, Wisconsin, Tennessee, Alberta and British Columbia. Client services are supported by real time web-based systems such as the Executive Dashboard, track and trace, KPIs, virtual warehousing and e-commerce. Clients include Xerox, Johnson & Johnson, West Fraser Mills, Ocean Spray, CIBA Specialty Chemicals, Oakrun Farm Bakery, Pepsi QTG, Santa Maria Foods and Campbell Soup.

About Vision Green

Vision Green is a program developed by Lakeside Logistics to reduce the impact of the transportation and logistics sector on our planet. Maintaining a carbon neutral status through continuous changes within their business, the program includes carriers and customers, providing them with education, processes and technology to support their quest to reduce their environmental footprint.

About SmartWay

SmartWay Transport is a voluntary, innovative partnership between various freight industry sectors and the EPA that establishes incentives for fuel efficiency improvements and greenhouse gas emission reductions. By 2012, this initiative aims to reduce between 33 – 66 million metric tons of carbon dioxide emissions and up to 200,000 tons of nitrogen oxide emissions per year. At the same time, the initiative will result in fuel savings of up to 150 million barrels of oil annually. There are three primary components of the program: creating partnerships, reducing all unnecessary engine idling and increasing the efficiency and use of rail and intermodal operations.

Organizations and companies commit to measure and improve the efficiency of their freight operations, using EPA-developed tools that quantify the benefits of a number of fuel saving strategies.