

THE RACE AGAINST TARIFFS

HOW SWIFT COLD CHAIN SOLUTIONS HELP CUSTOMERS NAVIGATE POLICY CHANGES

With a global network of over 480 strategically located facilities, Lineage is built to rapidly respond to disruptions. When news broke that the U.S. was considering placing new tariffs on imports from various countries, our customer, a Canadian frozen food manufacturer, had to reckon with how potential policy changes could impact their business operations. Facing a looming deadline, they turned to Lineage.



THE PROBLEM

THE POTENTIAL PRICE IMPACT FROM TARIFFS

The looming tariff on Canadian imports prompts our customer to act. The goal: avoid potential supply chain disruptions and price increases for their customers at checkout. Getting product into the U.S. as quickly as possible will allow them to build inventory as a hedge against uncertainty.



The Lineage team in North America swiftly executed the recent product transfer to the U.S., adapting on short notice to meet a tight deadline and avoid extra costs due to the potential impending tariffs. Their efforts and flexibility during this unprecedented time in trading history were greatly appreciated.



Corporate Transportation Manager,
Canadian Food Manufacturer

THE SOLUTION

MORE THAN STORAGE

Our teams get on the phone right away and start working closely together. The challenge is bigger than just finding space—the food manufacturer needs a holistic solution that includes pallet positions, cross-border capabilities, fulfillment and transportation.

THE RIGHT LOCATION

Within the United States, Lineage has many facilities near the border of Canada with cross-border capabilities. A Lineage warehouse in the Pacific Northwest aligns with the customer's geographical needs, providing close access to retailers for an optimized supply chain solution.

THE RIGHT COMMUNICATION

Lineage's extensive knowledge of our customer's business helps us expedite the onboarding process. We quickly get them set up in our Warehouse Management System so the Pacific Northwest team can begin receiving their product.

THE RIGHT PLATFORM

The Lineage team in Canada collaborates with the Pacific Northwest team to align on customer expectations for inbound and outbound processes. To ensure visibility and collaboration across locations, our customer enrolls in Lineage Link®, which allows them to get real-time insights into inventory, orders, appointments and produce statuses.

THE RESULT

CROSS-BORDER COLLABORATION

Less than a week after talks of pending tariffs, our team reimagines our customer's supply chain to have their product stored across the border at our Pacific Northwest facility. Their frozen meals are cleared, cataloged and ready for order fulfillment. Despite the confusion over potential tariffs, our customer maintains business continuity for their U.S. retail customers.

THE LINEAGE DIFFERENCE

Today's uncertainty around global policy changes calls for a flexible and reliable supply chain provider. Our customer leverages the following Lineage solutions to solve their unique challenge:

- Robust cross-border transportation
- Strategically located facilities near the U.S.-Canadian border
- Integrated transportation solutions

DISRUPTIONS LOSE. TEAMING UP WITH LINEAGE WINS.

Evolving policy changes present new supply chain challenges by the day. Lineage's global network, extensive capacity and scalable transportation solutions give you an unmatched advantage in times of unpredictability. No matter the disruption, Lineage is built to help you maintain business continuity and create efficiencies.

