LATIN AMERICA CONTINUES ITS RISE AS EXPORTER OF FRESH PRODUCE TO ASIA
Welcome
From Katsuhiro Tetsuya
Director of Daikin Reefer Container Sales Division

Welcome to the Spring 2019 Edition of the Daikin Reefer newsletter, published as usual to coincide with the Intermodal South America trade fair in São Paulo, Brazil, from 19-21 March. South and Central America, North America and the Caribbean are key global growth markets for Daikin Reefer and we are pleased to exhibit once again at Intermodal South America, the region’s largest and most important exhibition. The Daikin Reefer team looks forward to welcoming customers, suppliers and partners, and making valuable new contacts, at this year’s event. If you are attending, please come and visit us at Booth 8-61.

“Latin America of course is one of the world’s top producing regions for fresh fruits and vegetables, as well as beef, pork and poultry.”

Traditionally, Europe and the USA have been the major export markets, but in recent years there has been a steady growth in shipments to Asia, including China, South East Asia and Korea, as well as Japan. Demand from Asia will only continue to increase in the coming years as consumers across the region look for greater variety and quality in fresh food and, especially, place great value on the health benefits of ‘superfoods’ like avocados and berries.

In this edition, you can read how Daikin container refrigeration technology and our Active CA controlled atmosphere solution are helping producers and shipping lines successfully transport avocados and other fresh produce very long distances by sea from Latin America and New Zealand to Asia. As part of this, we are most proud to announce that our Active CA technology has been selected by Ocean Network Express (ONE) for its COOLXtend CA+ service.

Daikin Active CA. This follows on from Seaboard’s first order for 400 ZeSTIA machines in 2016. Young Brothers, which serves the islands of Hawaii, has meanwhile placed its first ever order for 78 ZeSTIA units. This new business is testament to Daikin Reefer’s ongoing investment and development in our sales team, technical support, training and service network across the Americas.

“Technical training is of course a vital part of our service. But, as ever more ocean carriers and shippers turn to reefer containers, we also recognise the need to support the market with broader education on the fundamentals of reefer container operation to ensure the best outcome for the cargo being transported.”

We are also delighted to report on orders from Tropical Shipping, Seaboard Marine and Young Brothers, key regional carriers serving North America, the Caribbean basin and Latin America. In December, Tropical Shipping took delivery of 500 new reefer containers fitted with our ZeSTIA refrigeration machine, while Seaboard Marine has added 310 more ZeSTIA units to its fleet, all fitted with operational staff at ocean carriers, shippers and other key users.

We hope you enjoy this latest newsletter and please don’t hesitate to let us know if you would like to be featured in a future edition, or if there are particular topics that you would like us to include.

Katsuhiro Tetsuya
Director of Daikin Reefer Container Sales Division
Ocean Network Express supports shippers on long-distance avocado and mango shipments using Daikin Active CA

Global carrier Ocean Network Express has supported growers in New Zealand and Peru on long-haul exports of avocados and mangoes to Asia with its COOLXtend CA+ reefer container solution using Daikin Active Controlled Atmosphere technology.

Global carrier Ocean Network Express Pte Ltd (ONE) has successfully supported growers in New Zealand and Peru to export sensitive fresh produce to Asia using its COOLXtend CA+ controlled atmosphere solution for refrigerated containers, powered by Daikin Active CA technology.

In the first of two new programmes, ONE worked with New Zealand avocado grower Avanza on CA reefer container exports of its premium Hass avocados for the full season running from September 2018 to January 2019. The avocado shipments have been loaded out of the Port of Tauranga, New Zealand bound for Japan, Korea, Thailand and Singapore. The development follows an initial Pilot of Concept trial of the Daikin Active CA technology by Avanza in December 2017, which successfully met expectations for low oxygen (O2) and carbon dioxide (CO2) settings that resulted in optimal quality at destination.

In the second new development, ONE has completed its first successful shipments of fresh mangos from Peru to Korea using its COOLXtend CA+ solution. Similar to the New Zealand avocado exports, COOLXtend CA+ has enabled the valuable fresh mangos to be transported by sea over very long distances by altering the atmosphere inside the container to put the produce ‘to sleep’ and ensure quality is maintained during a sea transit of more than 8,000 nautical miles.

Formed in July 2017 by the merger of Japanese carriers NYK, MOL and K Line, ONE is now the world’s 6th largest container shipping line, operating more than 240 vessels with approximately 1.5 million TEU capacity. In keeping with the focus of its founding members, ONE has a major commitment to the transport of perishables and is one of the top three reefer container operators worldwide, with a substantial investment in controlled atmosphere.

Last year, ONE purchased 14,000 new reefer containers with cutting edge technology and officially launched its COOLvantage reefer solutions at the Asia Fruit Logistica show in Hong Kong during September, including COOLXtend CA+ for fast, continuous and precise atmosphere control.

By adjusting the mix of atmospheric gases inside the container, principally by reducing O2 and CO2 and increasing nitrogen - CA slows down the ageing process for fresh produce during transit. This allows a wide range of fresh fruits and vegetables to be transported in better condition for longer periods of time, extending shelf life and enabling producers to reach export markets in a cost and environmentally effective way by sea rather than air.

Mangoes were shipped from Peru to Korea using COOLXtend CA+.

Daikin’s CA solution is based on technology developed for demanding medical applications plus vacuum pressure swing adsorption (VPSA), an active atmosphere separation technology that can quickly create the optimal controlled atmosphere. VPSA uses the mineral adsorbent zeolite to capture a large quantity of nitrogen from ‘everyday air’ and transfer it into the reefer container. By continuously generating the correct atmosphere mix for different cargoes from ambient air, Daikin Active CA offers a natural solution that also contributes to the drive for green solutions to support global food trade.

Mr. Steve Trickett, Marketing & Communications Manager of avocado shipper Avanza, said: “Controlled atmosphere reefer technology is essential to our business as avocados are a high respiring cargo and need precise optimal atmosphere levels throughout transit to safeguard quality over long distances. While further analysis, trialling and refinements to our prescribed CA regime requirements may be required, we have been encouraged by the outcomes so far.”

“Asian demand for imported fresh produce including ‘superfoods’ such as avocados and berries continues to increase as consumers seek quality produce that can aid their health and wellbeing” said Mr. Bharadwaj Bhuyan, Senior Manager, Global Refrigerated Business Planning department of ONE.

“We are delighted to support producers around the world to tap into these growth markets with the most advanced, efficient and environmentally friendly technology for long distance ocean transport of sensitive fresh produce.”

Daikin Reefer’s General Manager, Global Marketing and Service, Reefer Container Department Mr. Ah Huat Goh added: “Daikin’s Active CA represents a new and innovative approach to cargo care, providing both shippers and shipping lines with a chance to deliver new services and added value to their customers. For produce such as avocados and mango, food scientists and growers alike understand the benefits of consistently low oxygen and low carbon dioxide during transit. With its CA pump continuously generating positive pressure inside the container, Daikin’s Active CA system can reliably maintain low O2 and CO2 levels. Daikin is delighted to work with ONE to support its advanced CA programme.”
Daikin history

Daikin celebrates 50 years of innovation and excellence at Intermodal Europe 2018 in Rotterdam

Daikin was proud to celebrate its 50th anniversary in 2018 and took the opportunity to both acknowledge and highlight our team’s considerable achievements and innovations over the past 50 years. Our anniversary was also an opportunity to communicate our commitment to the industry and customers that we will continue to innovate and create a future together.

Intermodal Europe is the leading exhibition and conference for companies associated with the container and intermodal industries and is a key event in Daikin’s annual calendar. We attend both the European and South American exhibitions where our team has the chance to meet with customers, industry colleagues and the media, as we display our latest technology on our exhibition stands.

The 2018 Intermodal Europe show in Rotterdam was the ideal forum for Daikin to continue its anniversary celebrations and we were delighted to host a special drum performance at our stand on the second day of the show. This lively event was followed by a ‘Thank You’ speech from Director of Daikin Reefer Container Sales Division, Mr. Katshuhiko Tetsuya. Visitors then enjoyed a sushi lunch and had opportunity to meet the Daikin team. Both ZeSTIA and LXE units fitted with CA were displayed on the stand and visitors were particularly interested in the benefits of Daikin’s CA.

“We would like to take this opportunity to extend our special thanks to our customers and dealers for their considerable support and loyalty over the years and we are excited to continue partnering with them to build an innovative and successful future together.”

Customer focus

Daikin welcomes Seaboard Marine as new users of Daikin Active CA

Following on from their first order of 400 ZeSTIA units in 2016, Seaboard Marine has now decided to add an additional 310 ZeSTIA units to their fleet, all of which are fitted with Daikin’s Active CA system.

Seaboard Marine noted both the development of Daikin’s broadening service network in the US and the wider Americas Region which was a key reason for their first purchase of 400 ZeSTIA units in 2016.

After the ZeSTIA units’ first two years in operation, the Seaboard Marine team was pleased to confirm their reliability and quickly recognized both the benefits and new technology offered by this model, including amongst others the inverter technology, the USB function and the hot gas defrost system. Technicians from Miami, Costa Rica, Ecuador and Guatemala joined various training seminars conducted by Daikin staff and learned how easy ZeSTIA units are to operate, maintain and repair.

With the acquisition of the new ZeSTIA units fitted with Daikin Active CA technology, Seaboard Marine now plans to expand their transportation of perishable cargoes that require CA technology such as avocados, berries, asparagus and citrus fruit, primarily from South America to the USA.

Mr. Shin Furuta, President Daikin Reefer concludes: “The expansion of our business in the US market, the Caribbean Basin and wider Americas region is a key target of our Reefer Division. We are proud to get this order from such an important player in this area as Seaboard Marine.”

For more information please visit www.seaboardmarine.com
Customer focus

Tropical Shipping adds 500 Daikin ZeSTIA units to its fleet

On December 20th, 2018, the M/V Tropic Hope docked at Tropical Shipping’s terminal in the Port of Palm Beach fully loaded with 500 new Daikin ZeSTIA units on board. These units will be immediately deployed on Tropical Shipping’s service routes from Canada to Riviera Beach and throughout the Caribbean region.

Tropical Shipping provides cargo transportation services in The Bahamas and The Caribbean, to and from the US and Canada.

“The arrival of this new vessel together with the new Daikin reefer units marks an important milestone for our company. With this investment of six new vessels and new fleet equipment we will be able to better serve the people of the Bahamas and the Caribbean. That is our mission and that is what Tropical is committed to doing” said Mr. Douglas Vogt, Tropical AVP Terminal Operations & Equipment.

For more information please visit www.tropical.com

Young Brothers, Hawaii select Daikin’s ZeSTIA units for island transportation services

Daikin has received an order for 78 ZeSTIA units for the first time from Young Brothers based in Honolulu, Hawaii. The order was through Waterfront Leasing, headquartered in San Francisco. “At Waterfront, we are always looking for the best solutions for our customers. Daikin has come on leaps and bounds with its technology and for Young Brothers, we wanted to present them with a reefer machine that could carry their operations into the future,” said Mr. Scott Hu, Vice President, Global Sales & Marketing.

Young Brothers will use these units for transportation services on its fleet of barges between the Hawaiian Islands. The company makes over 1,250 sailings each year between the Hawaiian Islands and each reefer has an average of 43 round-trip turns, which is much higher than the average 10 reefer turns experienced by other shipping companies.

Carlos Sanabria, Daikin Regional Service Manager, conducted a two-day training session for the Young Brothers Sales Department team together with the Store Room Reefer Representative and the Account Representative. The training session was coordinated and overseen by Rebecca Namohala, the Maintenance Manager at Young Brothers. The session focused on providing details on the new reefer units’ features and operation, together with reviewing the spare parts manuals. The team reviewed a video on the benefits of Daikin’s unique hot gas defrost and auto pump down operations which lead to a reduction in M&R costs. The ZeSTIA inverter operations were also explained which support the lowest power consumption in the industry. Young Brothers has two reefer Technicians to service its fleet so they made sure to check that all the necessary tools required to carry out services were available and in stock.

“The acquisition of our new reefers enhances our ability to maintain freshness and reduces the risk of equipment failure, elevating our overall service and helping local companies expand and increase production”, said Young Brothers President Mr. Joe Boivin. “These modern 20 foot reefers strengthen our alignment with the economy of Hawaii and our ability to best serve our customers’ unique needs”.

For more information please visit www.htbyb.com

The Young Brothers team attended a two-day training session

The ZeSTIA units are now ready for operation across the Hawaiian Islands
As ever more shippers, ocean carriers and transport companies around the world turn to the reefer container to help them develop new business opportunities in fresh and frozen food, flowers, pharmaceuticals and other temperature-controlled cargoes, Daikin Reefer is expanding its training services with new courses helping all parties to get the best from their technology.

Why is managing airflow so important to ensuring the quality of fresh and frozen goods shipped in refrigerated containers? What is the best way to stow and secure boxes, crates and pallets of perishable cargo inside reefer containers? How do different types of cargo and packaging affect the container loading process? What is hot loading and how does it affect reefer container operations? How do different types of cargo and packaging affect the container loading process? What is hot loading and how does it affect reefer container operations? Why is pre-cooling of fresh produce so important? Which markets require cold treatment of fruit cargoes and how can users comply with the regulations so as not to compromise produce quality? Why does humidity control matter? Which cargoes will benefit most from controlled atmosphere technology and why?

These are just a few of the many topics on the learning curve that faces shippers, carriers, transport companies and logistics providers as they expand their involvement with reefer containers. Container cold chain operations are complex, requiring an understanding of the cargo, the container, the refrigeration unit, CA and other technology and the interplay between them all. There are many variables to consider beyond the pure mechanics of the reefer machine itself that can have a significant impact on successful operations, not least where sensitive fresh produce and high value pharmaceuticals are involved.

In-depth technical training for mechanics, engineers, maintenance and repair personnel is of course a vital part of the Daikin Reefer service. For some years now, we have also been running our Touch & Feel (T&F) courses that provide a hands-on introduction to the workings of Daikin reefer container technology for shippers, carriers, depots, leasing companies, 2nd hand equipment operators and more. But we also recognise the need to support the market with broader education on reefer fundamentals.

The Daikin team together in Indonesia

We are therefore pleased to announce that Daikin Reefer will be launching new training courses to help commercial and operational staff at ocean carriers, shippers and other key users get up to speed and acquire the very latest knowledge on the basic and advanced aspects of reefer container operations. Here at Daikin Reefer we are in a privileged position to work and learn from so many different parties in the container cold chain around the world. We look forward to sharing that knowledge to the benefit of all and to support the successful growth of reefer container trade worldwide. Watch this space for further details!

Service update

New training courses will help users get the best results from reefer container operations

The Daikin team in Morocco

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Forthcoming Events

New training courses will help users get the best results from reefer container operations

National Portable Storage Association 2019 Conference and Trade Show, 16 – 18 April, Mandalay Bay Resort & Casino, Las Vegas

The National Portable Storage Association 2019 takes place at the Mandalay Bay Resort and Casino in Las Vegas from 16 to 18 April and members of the Daikin team will attend. The NPSA is the leading trade association for companies offering secure, portable storage containers and the Daikin team will be on hand to display and discuss the latest in reefer container technology and benefits.

Asia Fruit Logistica 2019, 4 – 6 September, Asia World Expo, Hong Kong

Asia Fruit Logistica is the only annual international trade exhibition to focus exclusively on the fresh produce sector in Asia and attracts decisions makers from across the international fruit and vegetable supply chain. The Daikin team will be exhibiting at the show to demonstrate and discuss the benefits of Daikin’s active CA technology in the transport of perishable goods both to and from Asia.

Daikin team to attend Intermodal Europe 2019, 5 – 7 November, Messe, Hamburg

Intermodal Europe is a major event in the Daikin calendar where the team meets customers, industry colleagues and the media to discuss the latest in technology and innovation in the container and intermodal industries. Intermodal 2019 takes place in Hamburg from 5 to 7 November and our team will be displaying on booth D80 where we will be pleased to share our latest technological innovations with visitors.
Follow the conversation with Daikin Reefer on social media

We are tweeting daily about Daikin’s activities and market news. Be sure to check us out at twitter.com/DaikinReefer

Send us a tweet! We would love to hear from you!

#DaikinReeferTeam

Be sure to check us out at www.linkedin.com/company/daikin-industries

Feel free to follow us and comment on our posts! We would love to hear from you!

Check out our new Daikin Reefer Youtube channel!

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