

PROJECT 'FIELD TO YOU'

Brought to You by Chamber of Eco Commerce



The Chamber of Eco Commerce has launched a new economic development and business development **project entitled, 'Field to You'**. The project serves specific **cool chain shipping and transport** needs of logistics companies and delivery needs of urbanites, families, offices, restaurants, schools, hospitals, caterers, event planners, group homes, wholesalers and retailers, and farmers markets.

The 'Field to You' project helps farmers, wholesalers and retailers expand their offerings to G-local (local and global) customers. The key components of the solution consist of the recently released **low-carbon cool chain transport system** (patent pending): a thermo module (lightweight container and cold elements), monitoring devices, and electric vehicles for transport. This new perishable cargo transport system **uses no outside power to operate and provides a more robust cool chain than other technologies in the market today.**

The 'Field to You' solution providers have been providing perishable cargo shipping solutions to customers in Europe for over a decade. The group is now expanding into new markets including the US and Canada, providing sellers new technology that will help them transform business operations, by providing consumers a chance to buy more local, organic, premium, and prepared food. The 'Field to You' group is based in Georgia, and is expanding operations in all states across the USA and Canada. One of the key targets is upper-income suburbanites and professionals, seeking to buy fresh, organic and sustainable products with delivery to their homes, places of business, or schools.

Here's how 'Field to You' works; customers pay a monthly fee for a weekly delivery of local organic produce, premium cuts of meat, fish, seafood, prepared meals, and other grocery items, as well as a wide range of catered foods. Shoppers can choose from customized menus designed by nutritionists and local chefs, buy products online, pay a small fee for delivery to their homes or a place of business. As for both suppliers and retailers, regional chains can now offer online sales and delivery service as a customer convenience. The major chains can launch national e-commerce programs to deliver the time- and cost-savings benefits of buying on-line.

With over a decade of cool chain intelligence know-how and experience under its belt, 'Field to You' group is building a network of suppliers and retailers in key geographic locations, all on the premise that a vast group of shoppers across America will point and click their way through weekly grocery lists. Some industry experts and analysts believe that of all the grocery retailers now operating, the 'Field to You' is the best solution for a reliable cool chain transport in the market, and that it has a chance of success in expanding perishable product offerings, creating new business models and delivery systems in the US, and elsewhere.

For more information, please contact your local Chamber of Eco Commerce, or visit:
http://www.chamberofecocommerce.com/images/Project_Low_Carbon_Cool_Chain_.pdf