

THE SUSTAINABILITY ISSUE





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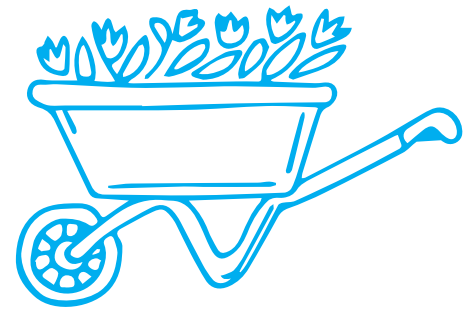
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SPRING FORWARD 2022 EDITORIAL



In some ways, given geopolitics, instability and the overall chaos of the last few years, it would seem like both the worst and the best time to talk “Sustainability.”

Greener fuels across all modes, a reliable and stable source of renewable power sources, the equal and humane treatment of all human beings, regardless of age, religion, colour, sex, etc., the reduction of waste and overconsumption across the world, a fair system to measure the offset of carbon consumption? All within reachable, attainable and universally agreed-upon timeframes?

At the time of writing the world we occupy has been distracted by war, pestilence, fear, scarcity and economic instability. Hardly a great climate for change, and yet, maybe a true catalyst for lasting change.

We’ve decided to dedicate a large section of our Spring Forwarder to the topic of Sustainability.

Under its umbrella come a variety of different headings and articles. For example the Fighting against Forced Labour and Child Labour in Supply Chains Act (See page 8), which refers to BILL S-211, an Act to enact the Fighting Against Forced Labour and Child Labour in Supply Chains Act and to amend the Customs Tariff. The Bill had a first reading November 24, 2021 in Canada’s Senate.

CIFFA also recently formed a Sustainability Committee, whose mandate is to identify best practices in the areas of sustainability and to provide guidance on the development and implementation of sustainability goals to membership.

On the recommendation of our Sustainability Committee, CIFFA applied to participate in the UN Global Compact (See page 6), the world’s largest corporate sustainability initiative. The Global Compact supports companies – currently more than 15,000 – to do business responsibly and take strategic actions to advance societal goals. About 3,000 non-business signatories, including CIFFA, are also participants

In order to assist in developing direction to best serve the interests of members, CIFFA also recently conducted a Sustainability survey.

Some of the key findings were as follows:

It was unanimous that all respondents saw sustainability as a key focus item for their business, with 75% indicating that it forms part of their business strategic priorities.

Respondents indicated that the top two groups engaged by importance were employees and customers of the business. As a result, it was no surprise that the key departments involved in addressing sustainability were Operations, followed closely by Human Resources and the Sales/Marketing teams.

Companies are focusing on introducing initiatives that contribute to sustainable practices as well as calculating emissions thereby committing to reducing their carbon footprint.

The top 5 Sustainable Developmental Goals identified were: Climate Action, Sustainable Cities and Communities, Affordable and Clean Energy, Industry Innovation and Infrastructure.

We want to thank each of our members who took the opportunity to respond and provide input to our survey. [TF](#)



Julia Kuzeljevich,
CIFFA, Managing Editor



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CIFFA Joins UN Global Compact



On the recommendation of our Sustainability Committee, CIFFA applied to participate in the UN Global Compact, the world's largest corporate sustainability initiative. The Global Compact supports companies – currently more than 15,000 – to do business responsibly and to take strategic actions to advance societal goals. About 3,000 non-business signatories, including CIFFA, are also participants.

In applying to join, CIFFA submitted a letter to the UN Secretary-General, committing to implementing the Ten Principles of the UN Global Compact, participating in the activities of the initiative where feasible and submitting a report every two years on engagement activities.

Business and industry associations have become valuable contributors to UNGC efforts. As business representatives, associations are equipped to offer sector-specific advice and guidance to the Global Compact. They are also –probably more significantly in CIFFA's case – well-positioned to share information, raise awareness, promote best practices and collaborate to develop standards, tools and resources.

To fulfill our commitment to the UNGC, CIFFA will do what we can to internalize UNGC principles in our strategies, policies and operations. We will endeavour to provide information from the Compact to members to enable you to develop meaningful corporate sustainability goals and best practices. Depending on member interest, we will consider developing tools and resources for Canadian freight forwarders looking to up their sustainability initiatives; organizing workshops on relevant topics; and advocate to governments on key issues.

The UNGC website, www.unglobalcompact.org, offers a library of guidance documents and tools, as well as a link to Global Compact Network Canada, at www.globalcompact.ca, where you'll find local resources, events and newsletters.

We encourage members to examine the United Nations Global Compact and consider participation for your company. **TF**

The Ten Principles of the UN Global Compact

HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

LABOUR

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.



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Fighting against Forced Labour and Child Labour-in Supply Chains Act

BILL S-211, enacting the *Fighting Against Forced Labour and Child Labour in Supply Chains Act* and to amend the Customs Tariff, had a first reading November 24, 2021 in Canada’s Senate.

The *Fighting Against Forced Labour and Child Labour in Supply Chains Act* imposes an obligation on certain government institutions and private-sector entities to report on the measures taken to prevent and reduce the risk that forced labour or child labour is used by them or in their supply chains.

The Act provides for an inspection regime applicable to entities and gives the Minister the power to require an entity to provide certain information. This enactment also amends the Customs Tariff to allow for a prohibition on the importation of goods manufactured or produced, in whole or in part, by forced labour or child labour as those terms are defined in the *Fighting Against Forced Labour and Child Labour in Supply Chains Act*.

The Act states the following:

Whereas forced labour and child labour are forms of modern slavery; whereas Canada, as a party to the eight fundamental conventions of the International Labour Organization on fundamental labour rights — including the Forced Labour Convention, 1930, adopted in Geneva on June 28, 1930; the Abolition of Forced Labour Convention, 1957, adopted in Geneva on June 25, 1957; and the Worst Forms of Child Labour Convention, 1999, adopted at Geneva on June 17, 1999 — is determined to contribute to the fight against modern slavery; child labour means labour or services provided or offered to be provided by persons under the age of 18 years and that

- (a) are provided or offered to be provided in Canada under circumstances that are contrary to the laws applicable in Canada;
- (b) are provided or offered to be provided under circumstances that are mentally, physically, socially or morally dangerous to them;
- (c) interfere with their schooling by depriving them of the opportunity to attend school, obliging them to leave school prematurely or requiring them to attempt to combine school attendance with excessively long and heavy work; or
- (d) constitute the worst forms of child labour as defined in article 3 of the Worst Forms of Child Labour Convention, 1999, adopted at Geneva on June 17, 1999

The definition of child labour was revised because the original definition was over-inclusive and difficult to manage (there are no uniform labour laws in Canada, and it may be inappropriate to apply Canadian norms abroad). The old definition was also under-inclusive because it only referred to the worst forms of child labour. For this reason, the new version of the Bill will limit the application of Canadian laws to Canada, but will add new subsections (b) and (c), inspired by the ILO definition of child labour.

The purpose of this Act is to implement Canada’s international commitment to contribute to the fight against forced labour and child labour through the imposition of reporting obligations on

- (a) government institutions producing, purchasing or distributing goods in Canada or elsewhere; and

(b) entities producing goods in Canada or elsewhere or in importing goods produced outside Canada.

The Bill has passed first and second readings, which means that it is now going to committee stage before the Senate Standing Committee on Human Rights.

Like earlier versions of this Bill, the goal is to improve transparency in supply chains. If adopted, businesses subject to the Act would be required to file and publish annual reports on the steps they are taking to prevent and reduce the risk that forced or child labour is being used in their supply chain.

According to the Canadian Chamber of Commerce, in an analysis of the Bill, the revised Bill provides greater certainty and clarity for business in several respects.

Some elements of these improvements are the following:

- The name has been modified from “Modern Slavery Act” to “*Fighting against Forced Labour and Child Labour in Supply Chains Act.*” (s. 1)
- There is greater clarity in the definition of “child labour.” (s. 2)
- The Bill now permits businesses the option of filing a single report or a joint report with members of their group. (s. 11 (2))

Other elements of note include:

- The scope of the Bill has been expanded to include federal government institutions. (s. 6) (This is in response to reports of forced labour being used in the production of PPE that the government purchased earlier in the pandemic.)

- The Bill defines an “entity” in a manner that covers larger companies: listed on a stock exchange in Canada; prescribed by regulation; or meeting two of the following three conditions (i) at least \$20 million in assets, (ii) generating at least \$40 million in revenue; and (iii) employing an average of at least 250 employees. (s. 2)
- Annual reports must outline the measures taken to prevent the use of forced labour in Canadian goods. (s. 11 (1)). The report must also describe the business’ corporate structure and its supply chains, and identify those parts of its supply chains that carry a risk of forced labour. (s. 11 (3)) The report must be signed off by the governing body (s. 11 (4))
- Failure to comply with the reporting obligations may result in fines of up to \$250,000. **TF**

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Illegal Wildlife Trade in Canada: How You Can Help Stop It



In January 2022, Air Canada Cargo, a CIFFA Associate Member, presented a Member-to-Member webinar on the topic of Illegal Wildlife Trade in Canada.

Presenters were Dr. Ian Cruickshank, the Transport Taskforce manager at United for Wildlife, Tomal Sohorab, Manager, Cargo Solutions and Business Development at Air Canada Cargo, and Katherine Lahaie, Acting Regional Director for Environment and Climate Change Canada's Wildlife Enforcement Directorate in Ontario.

United for Wildlife's Cruickshank, who is responsible for establishing and managing the regional transport taskforces around the world and ensuring that the global transport sector is engaged in the fight to eradicate the Illegal wildlife trade, said that illegal wildlife trade is a huge problem globally.

For example, the wildlife and illegal timber trade represents over \$200 billion USD per year, and is directly linked to other organized crime including narcotics and human trafficking. This illegal trade has a low risk of prosecution and a high reward, and there is lots of incentive to participate in this crime as a result.

Worse, this criminal activity uses your infrastructure and risks your reputation, Cruickshank said, adding that it's believed that 60% of the world's wildlife has been lost in the last 50 years.

United for Wildlife was convened by the Duke of Cambridge and is Chaired by Lord William Hague. It is a neutral platform, not tied to any government. Its primary mission is to bring people together, and its power to convene and influence, to "create a framework to assist the private sector in combatting illegal wildlife trade in order to limit the loss of further species."

United for Wildlife is a collaborative engagement working with private sector transport companies, industry bodies, government, law enforcement, the NGO's founding partners and with financial networks that can track down criminals through a network and bring them to justice.

On the transport side there are 11 established commitments companies can set goals to over time to stop illegal wildlife trade within their company or their region.

These commitments focus on these 3 core areas:

1. Awareness & information sharing,
2. Reporting suspected IWT activities and
3. Notification to relevant law enforcement authorities.

The commitments are the following:

- Zero tolerance
- Awareness
- Promotion
- Share timely information
- Enhance data systems, due diligence and risk assessment
- Identify and promote reporting systems
- Training of staff
- Information sharing systems between industry and law enforcement
- Notify law enforcement and refuse illegal cargoes
- Establish cross-disciplinary teams with law enforcement to combat IWT
- Support development of mechanisms to aid in the detection of IWT

Each element within United for Wildlife has a unique capability. Each can significantly enhance the outputs of the other elements. Transport is the 'coalface' but without intelligence, resources, follow up and collaboration, traffickers almost never get prosecuted.

Noted Cruickshank, banks in South Africa are set up to monitor strange/suspicious deposits.

He indicated that there are three or four different arms of law enforcement dealing with it in regimes that are corrupt. This means that there are enough checks and balances on the system, so that no one body can get away with it.

The organization has divided the world in regions, chosen specifically for the issues they face, i.e. Southern Africa as a "source" destination and China as a "market" destination for illegal wildlife trade.

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Europe is used significantly for the transit trade and is also an end destination. Now West Africa has also become a huge transit destination.

Each region is divided into transport working groups structured similarly across the world and according to area of transportation (i.e. ports, freight forwarders, airlines).

Within the regionalization focus, United for Wildlife seeks to expand its network of members, embed IWT into members' systems, training and processes, work together to develop central resources and expertise, and advocate for an effective end to end chain.

In Canada, airline carrier Air Canada has adopted a Leave Less, Do More strategy to protect the environment and the communities it serves, said Tomal Sohorab.

A signatory to CITES, (a multilateral treaty to protect endangered plants and animals which entered into force on July 1, 1975), in 2011 Air Canada banned the carriage of non-human primates, and in 2015 refused shipments of lions, leopards, elephants, rhinos, and water buffalo trophies.

To meet the commitments of the Buckingham Palace Declaration, Air Canada Cargo has put in place the following:

1. an amended supplier code of conduct
2. IWT training developed for staff
3. Awareness for customers on the cargo website and through marketing communications
4. Documented procedures in place to report on suspected IWT activities

This program is being expanded to maritime shipping, freight forwarders, ports, etc. and is independently audited.

Organizations can use the module for customers who want to know what they are doing to fight illegal wildlife.

Expanding on the company's 'Leave less, do More' strategy, Sohorab said: "What it means to 'Leave less', is that throughout our operations we consider how we leave less emissions, use less energy, less waste, and less impacts," he said. "And complimentary to leaving less, is to do more. Do more collaboration with our industry partners, do more in the communities we operate in, and do more with our valued employees and customers," he said.

He said that Air Canada's environment department could clearly see a role for Air Canada to engage in efforts to combat the illegal wildlife trade especially being an international air transportation company.

"There was a role for Air Canada to engage in efforts to combat the illegal wildlife trade. The Buckingham Palace Declaration is a landmark agreement and a commitment to take real steps to shut down the routes exploited by traffickers and moving their products. The declaration takes steps to remove the vulnerabilities in transportation and customs to tackle the criminals currently exploiting them. Our future plans consist of two key areas," Sohorab said:

1. The expansion of procedures to the passenger side of the business, and secondly,

2. To be an advocate as a member of the Canadian transportation industry on fighting the illegal wildlife trade.

Katherine Lahaie, Acting Regional Director for Environment and Climate Change at Canada's Wildlife Enforcement Directorate in Ontario, said the organization boasts a variety of stakeholders from various transportation groups. Wildlife enforcement officers' roles speak to collaboration and enforcement of both legal and illegal wildlife trade activities in offices from coast to coast, where they are enforcing federal wildlife policy, protecting endangered species and habitats.

Officers conduct inspections to verify compliance of permits issued through CITES, (the Convention on International Trade in Endangered Species of Wild Fauna and Flora).

Import or export compliance includes issuing tickets and fines, and this goes up to more severe penalties and time served in prison.

"It is very difficult to track some of these criminals," said Lahaie.

Legal wildlife trade includes the trade of timber, fish and plants, and is a contributor of hundreds of thousands of jobs.

"Some 60,000 jobs in Canada depend on fur and trapping, and 1/3 of pelt sales impact rural or remote communities. Recreational hunting permits are also a generator of revenue," said Lahaie.

In a comparison of illegal wildlife trade and the drug trade, wildlife is higher in value, and carries lower risk. It's the 4th largest illegal activity in the world, Lahaie noted.

Canada is a huge source market, and there has been a 500% increase in illegal wildlife trade between 2005-2020. Wildlife is sourced for traditional "medicine", with a range of remedies manufactured from rare or endangered species (shark fins, pangolin scales, wild ginseng, bear gall bladders etc.) These are hard to detect because often these items are processed and require a chemical process to determine their ingredients.

Illegal wildlife trade also includes reptiles, snakes, lizards, turtles, and smaller animals such as birds for the pet trade. Illegal trade also includes ivory for use in decorative objects, and shark fins for luxury foods like soup.

Techniques for hiding the illegal trade include combining contraband, encrusting the items with clay, and creating underevaluations and false declarations.

In its work with the private transportation sector and associations, the Wildlife Enforcement Directorate wants to make sure employees in the transportation sector take note of things like unusual trade routes and odd packaging. Also are government tags properly issued or has tampering taken place?

"We need to work together and to come together as one to fight illegal wildlife trade," said Lahaie.

Incidents or suspicious activities can be reported anonymously to Crimestoppers.

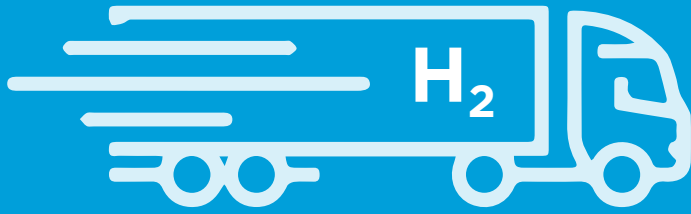
And it is especially important that freight forwarders use their expert knowledge of 'normal' trade routes to identify anomalies. And, to use "Know Your Shipper" best practices. [If](#)



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The following is a contributed article from
CIFFA Member Law Firm BLG Borden Ladner Gervais

Driving Low-Carbon Hydrogen Deployment in Canada's Freight Transportation Sector

Jonathan Cocker¹ & Dr. Rudiger Tscherning²

Background

The federal government's *Hydrogen Strategy* sets out Canada's policy goals and objectives for developing a concerted "hydrogen economy".³ Given increasingly stringent climate and environmental considerations, Canada's emerging hydrogen economy is necessarily committed to low-carbon or zero-emission hydrogen production, with the federal strategy taking a feedstock-origin and production-neutral approach. We highlight two critical aspects of the broader federal hydrogen approach in Canada, with particular relevance to hydrogen as a low emission fuel in Canada's freight transportation sector: i) the "de-risking" and expedited scaling-up of hydrogen deployment, and ii) the development of blueprints to explore opportunities for regional hydrogen production and end-use settings.

Both aspects are critical to developing so-called "hydrogen hubs" or "hydrogen industrial clusters", where the full hydrogen value chain can be deployed, together with associated energy infrastructure repurposing or development. Canada's transportation sector, in particular heavy-duty trucking, is at the centre of the low-carbon energy transition, making it a critical partner in the development of strategic hydrogen production and consumption networks as part of hydrogen hub business models.

De-Risking Hydrogen via the Hub Model

A clear challenge for the development of hydrogen hubs dedicated to the transportation sector is the sectoral risk associated with new technology adoption. For the freight-forwarding industry, proof-of-concept and market confidence in the broader adoption of hydrogen as a low carbon alternative to diesel is crucial, especially in the long-haul trucking sector. At the same time, Canada has unsuccessfully promoted hydrogen energy adoption in the past.

To overcome these impediments, the federal government has promised funding programs and policy changes to de-risk the "hydrogen economy", including *Hydrogen Strategy* recommendations of particular relevance to the transportation sector hub model:

1. Implement long-term policies that create hydrogen demand certainty and de-risk the private sector investments needed to establish supply and distribution infrastructure
2. Establish multi-year programming as well as a clear and long-term regulatory environment to support early production and end-use projects, including support to assess the feasibility of projects
3. Develop **regional deployment HUBS** to demonstrate, validate, and implement business cases across the full value chain, from production and distribution to end-use.⁴
4. Facilitate co-funding opportunities, leveraging multiple levels of government and the private sector.⁵

Making the Hub Model Work for Trucking

There are good reasons for "freight trucks", class 8 tractor-trailers, to embrace fuel cell technology as the preferred alternative to conventional diesel fuel, including hydrogen's high gravimetric energy density, its fast-fueling times and performance in Canadian winter conditions. These are commonly cited as competitive advantages over heavy and slower charging electric vehicle batteries, which are also known to underperform in sub-zero temperatures.

A number of international engine makers, such as Nikola Motor, Toyota, Daimler, and Hyundai are all developing fuel cell powertrains for this market segment. Canadian Hydrogenics Corporation, acquired by Cummins Inc., has certainly been a market leader in this space.

But hydrogen hubs, to date, have commonly formed around an industrial cluster and not disparate international *land-based* logistics networks, which would require consistent access to hydrogen fueling stations across various routes within North America. With the exception of a few localized fleets, such as in Los Angeles, hydrogen fueling infrastructure remains in its infancy.

Alberta's Long-Haul Trucking Pilot

Of the limited number of hydrogen hubs under development in Canada to date, Alberta's Industrial Heartland (AIH) has emerged as the first to promote hydrogen-powered long-distance trucking. The AIH hub is a direct beneficiary of legacy hydrogen-related activities in Alberta's energy sector, including the production of hydrogen from natural gas and steam methane reforming for upgrading of oil sands bitumen.

To expedite the deployment of low carbon hydrogen in the freight transportation sector, the federal government is funding a hydrogen fueling station in Edmonton to permit heavy-duty hydrogen fuel cell trucks to regularly service 700-kilometre routes in the Edmonton-Calgary corridor by later in 2022. The Alberta Zero Emissions Truck Electrification Collaboration (AZETEC) project is, in turn, supporting the design and manufacture of two heavy-duty hydrogen fuel cell hybrid trucks for this project. The success of this pilot is a necessary, but by no means sufficient, step towards broad-scale freight transportation adoption of fuel cell vehicles.

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H2 Trucking: From Hub to Spokes

The success of fuel cell trucking will, no doubt, be influenced by regulatory initiatives. Within North America, California adopted a rule in 2020 requiring that more than half of the trucks (including class 8's) sold in the state should be zero emission by 2035.⁶ In contrast, the British Columbia⁷ and Quebec⁸ zero-emissions vehicle laws limit their regulatory scope to light duty vehicles only.

While zero emission vehicle mandates will, no doubt, spread to freight trucks in other provinces (and states)⁹ in the coming years, Canada will ultimately need a viable and coordinated zero-emissions strategy for long-haul trucking to maximize decarbonization goals. Natural Resources Canada and other Canadian stakeholders have joined the California-led Global Commercial Vehicle Drive to Zero initiative,¹⁰ which includes a pledge to adopt zero-emission and near-zero emission medium- and heavy-duty vehicles in urban communities by 2025 and full deployment by 2040.

The AIH long-haul trucking pilot is likely a stepping-stone in moving from this pledge to concrete regulatory action, but market mechanisms are also needed to ensure success.

Clean Fuel Standard to Incentivize Freight Fuel-Switching

The federal *Clean Fuel Standard* (CFS)¹¹ will likely provide industry with additional near-term financial opportunities to adopt fuel cell freight transportation technology in Canada.

Specifically, the CFS, due for final release in regulatory form this spring 2022 (with an initial enforcement date of December 2022), will create the market mechanism and industry momentum that time/resource-limited federal/provincial direct spending cannot achieve.

In particular, the CFS creates compliance credits in the replacement of fossil-based fuels, such as diesel, with low carbon alternatives, including hydrogen. The initial crediting for this switch appears to be significant in light of the substantial differential between the deemed carbon intensity of diesel and (low carbon) hydrogen, coupled with the significant volumes of fuel usage by the freight transportation industry.

When fleet owners switch to cleaner fuels, CFS credits may be earned. These credits will have a financial value, which may be sold to third parties such as oil and gas “primary fuel suppliers” to meet their respective carbon intensity fuel reduction obligations. The financial gains from the sale of these credits may therefore fall to the freight companies themselves (and potentially to the hydrogen fueling station providers), thus providing another incentive for hydrogen fuel cell technology adoption by the freight transportation industry.

Opportunities Beyond for “Greening” the Freight Transportation Sector

Looking beyond Canada’s shores, the deployment of low-carbon/zero-emission hydrogen in the freight forwarding business may also offer strategic market differentiator opportunities, especially for shipments onwards to so-called “carbon conscious” markets (e.g., the destination markets of the European Union). These developments are driven by an aggressive agenda of “greening” the European economy pursuant to the European Green Deal of December 2019 and the “Fit for 55” legislative package of July 2021, to meet the ambitious net-zero climate goals of the European Union by 2030.

These stringent credentials and considerations may pose both opportunities and challenges for Canada’s freight transportation sector.

For example, with stronger “green” impulses coming from the European Union, onward maritime shipments from Canada will be driven towards cleaner and greener energy choices. This poses a critical opportunity for hydrogen deployment in Canada’s transportation value chain, especially as overall supply chains may increasingly be focused on cumulative “carbon intensity” considerations.

To accurately account for the carbon intensity of transportation chains deploying hydrogen (in whole or in part), accurate and verifiable carbon calculation standards and life-cycle assessments will have to play an important and differentiating role. Given ongoing developments in hydrogen standards and certification schemes, these calculations are likely to focus on the carbon intensity of hydrogen production as well as the deployment of hydrogen in transportation chains, to compare and assess end-to-end lifecycle greenhouse gas emissions for freight transportation shipments. **TF**

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² Rudiger is Associate Professor of Law at the University of Calgary focusing on domestic and international energy and natural resources law, including clean energy and the transportation of energy and commodities.

³ Government of Canada, Natural Resources Canada, *Hydrogen Strategy for Canada – Seizing the Opportunities for Hydrogen*, December 2020, online: <https://www.nrcan.gc.ca/sites/www.nrcan.gc.ca/files/environment/hydrogen/NRCan_Hydrogen-Strategy-Canada-na-en-v3.pdf>.

⁴ *Ibid.*, Executive Summary.

⁵ *Ibid.*, Executive Summary.

⁶ *Zev Market Development Strategy and Executive Order N-79-20*

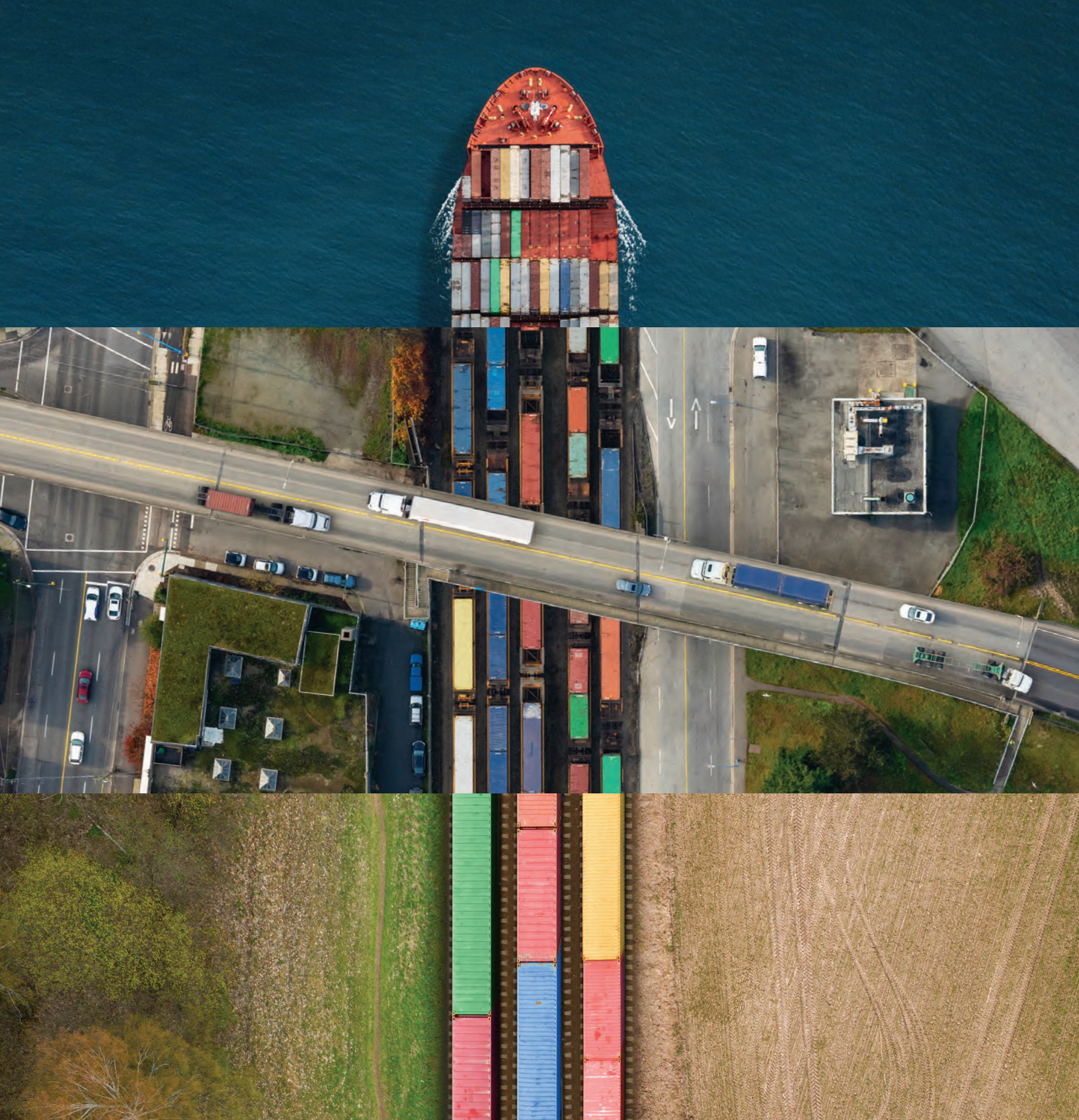
⁷ *Zero-Emissions Vehicles (ZEV) Act, S.B.C. 2019, Chapter 29, Section 3.*

⁸ *Act to increase the number of zero-emissions motor vehicles in Quebec in order to reduce greenhouse gas and other pollutant emissions, chapter A-33.02, Section 2.*

⁹ *Notably, some form of zero-emissions vehicle initiative is presently in Connecticut, Maine, Maryland, Massachusetts, New Jersey, New York, Oregon, Rhode Island and Vermont.*

¹⁰ *Global Commercial Drive To Zero Program — Promoting adoption of zero- and near-zero commercial vehicles*, online: <globaldrivetozero.org>.

¹¹ *Canada Gazette, Part 1, Volume 154, Number 51, Proposed Clean Fuel Regulations, Section 85.*



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The Role of Logistics in Making Fashion And Consumer Electronics Circular

A February 2022 whitepaper from DHL discussed the topic of circularity, and its role in fashion and consumer electronics.

At its heart, circularity describes a departure from the traditional produce-sell-use-waste paradigm toward more sustainability.

A circular economy could be thought of as a design for an ecosystem that builds on sustainability, visibility, and multidirectional flows. To move away from the traditional paradigm, production volumes and materials need to be optimized, product life cycles must be extended, new models for product use have to be developed, and solutions for end-of-life recycling need to be found.

According to research, this shift in the supply chain paradigm has the potential to cut emissions by up to about 40%, and it is more cost effective than any other approach to decarbonizing the supply chain.

Circularity can also positively impact other environmental and social issues, such as waste, land use, water use, and poor working conditions.

Because of its potential, circularity has received substantial attention across stakeholders and industries as a leading and holistic solution. Fashion and consumer electronics are at the center of the conversation and predestined as frontrunners in the solution given the characteristics of the products, consumption behaviors and usage-waste cycles within these industries. Since increased circularity builds on an increasing number of multidirectional flows of goods, logistics service providers are the needed enablers and accelerators of the transition.

As such, this particular stakeholder group is positioned to take on the task of redesigning these flows in highly efficient, user-friendly ways.

According to the whitepaper, the fashion and consumer electronics industries drive a large share of GHG emissions and other environmental impacts (including resource, land and water use, as well as waste).

Together, their carbon footprint makes up approximately 6% of global emissions. Consider that currently, around 20% of garments produced are never used, and smartphones are often exchanged after just 2–3 years.

Therefore, the positive impact that circularity in these two industries could have is pronounced, and industry front-runners are actively participating in the paradigm shift toward circularity.

WHY FASHION AND CONSUMER ELECTRONICS ARE IDEAL CANDIDATES FOR CIRCULARITY

Manufacturing in both fashion and consumer electronics requires vast amounts of often nonrenewable resources (including raw materials and energy inputs) and is the source of significant emission levels.

Compared to leading sectors such as automotive parts, for example, the reuse, refurbishing, and recycling processes in fashion and consumer electronics are less advanced and widespread.

Fashion and consumer electronics have high reach and relevance to almost everyone. Some sectors are relatively niche, others have larger consumer bases – and then there is fashion and consumer electronics: almost every consumer is active in these two retail categories in both their private and professional lives.

The supply chains of these two sectors are very complex and globalized. They cross many continents and companies, necessitating sophisticated coordination in the supply chain for maximum impact.

Fashion and consumer electronics have high visibility and multiplier effects. The industries are often in the focus of media attention and play a prominent role in the public dialogue. A move toward circularity in fashion and consumer electronics could therefore have broad signaling effects beyond the two industries, with both

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potentially serving as role models and helping other industries become more circular.

While fashion and consumer electronics represent particularly large opportunities in circularity, many of the circularity challenges are universal. Hence, the insights presented here can potentially be applied to other sectors, and industries across the board could certainly mitigate their environmental impacts by making circularity a bigger part of their product life cycles.

The global fashion and consumer electronics industries have a sizable impact on climate change. A conservative estimate for the fashion sector suggests that it is responsible for about 4% of annual global GHG emissions (up to 8%, according to other sources) and that the consumer electronics sector's share of GHG emissions is approximately 2%. Combined, these sectors represent twice the share of GHG emissions of the aviation industry (3%).

At current consumption levels and under current approaches to managing the life cycles of these products, emissions from these industries would grow by 60% until 2030 and account for around 20% of the UN GHG emissions target for 2030, which is set at half of today's emissions.

The fashion industry depends on non-renewable resources as well, as synthetic fabrics (such as polyester) are often produced using fossil fuels. Another major issue is the extensive land use required by these industries. Fashion clearly has the largest impact, requiring 40 million hectares, mostly for cotton farming. This means that an area larger than the size of Germany and Switzerland combined is used.

Waste from fashion products is often landfilled or incinerated – about 75% of the produced volume – causing additional emissions.

For example, in fashion, 71% of carbon emissions occur in the production phase, while around 20% of emissions are caused during product use (especially by washing).

The 5 Rs of circularity – reduce, repair, resell, refurbish, recycle – provide the critical dimensions along which circularity can be achieved.

REDUCE:

There is significant overproduction, especially in fashion (20-30%). “Reduce” is the circularity “R” that refers to production, and it does so in two ways. First, it aims to reduce the overall volume; fewer new products need to be manufactured when the lives of existing products are significantly extended, production is increasingly on demand and overproduction is limited. Second, circularity also means that the profile of product inputs changes, where a shrinking share of inputs are raw/virgin materials and the negative impact of resource and materials use shrinks accordingly.

REPAIR:

Fixing damaged products whenever possible, either via do-it yourself home repair or via professional repair services, is a clear intervention toward extending the life and maintaining the value of many consumer goods. Several fashion companies are already piloting offerings for fashion repair in combination with consumer education (for example, Patagonia's free repair offering to end consumers). In consumer electronics, Apple recently announced an offering of spare parts for common phone and laptop repairs to consumers,

albeit limited to selected models. Government legislation known as “right to repair” reinforces this activity by ensuring that goods – particularly household appliances – are manufactured with ease of reparability in mind.

RESELL:

The average time a fashion product is used is little more than 3 years. That length of time is just 2 to 3 years for smartphones. Reselling is the opportunity for a product owner to sell products that are still highly functional but that they no longer wish to use. The reduction in GHG emissions from resale is significant, but resale rates in fashion and consumer electronics are lower than they are in other sectors –for example in automotive, where reselling cars is the default.

In addition, there is a significant volume of totally unused fashion products (about \$2.1 trillion) in consumers' closets around the world. For example, the average UK consumer owns unused garments worth \$270. These products could be put to productive use via resale. Strong moves in this resale direction are already visible today, for example, in the fashion industry.

A new ecosystem of digital resale-as-a-service offerings is emerging, where players such as Trove and Reflaunt operate the resell business on behalf of brands and retailers. In addition, both established (such as eBay, Zalando) and recently launched (such as Vinted) independent digital marketplaces allow for a peer-to-peer resale of garments.

Globally, use of recycled materials in fashion production remains low, with about 95% of garments produced from virgin materials. Some fashion retailers, however, are offering drop-off options for used clothing in combination with shopping vouchers to motivate more sustainable consumer behavior (for example, H&M with its “Let's close the loop” take-back program for used clothes).

B: CIRCULAR SUPPLY CHAIN

As circularity ultimately revolves around the movement and flow of goods, supply chains have to be redesigned and new supply models developed. Two main challenges arise, namely i) how to capture end-of-life products and unused items to reintroduce them into the cycle and ii) how to design product flows and cycles in the most suitable, efficient, and environmentally friendly way. Accessing end-of-life products will require convenient return flows and collection that incentivize consumers to participate.

The volume of return flows will increase as a result of circularity, implying that return flows need to be well integrated into the existing supply chain. As such, products with different post-sale interventions (for example, reselling, refurbishing, or recycling) or from both B2B and B2C flows (such as unsold items and consumer returns) can be transported and processed in a consolidated form to make the process convenient and efficient for consumers and logistics players. **TF**

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Interview with Rachael van Harmelen – Director of Business Development, Fashion & Retail – USA & Canada, Hellmann Worldwide Logistics



The Forwarder Magazine: Tell us a bit about your company and your role within it, with regard to the fashion industry.

Van Harmelen:

I am currently the Director of Business Development, for Fashion and Retail in North America, with Hellmann Worldwide Logistics based out of Toronto. (I'd like to take the opportunity to thank Jason Hecht, our Head of Fashion for the Americas Region for his contribution to this article, as my executive sponsor.)

Hellmann Worldwide Logistics is one of the largest freight forwarders in the world with a worldwide network spanning across 173 countries. Headquartered in Osnabrueck, Germany, Hellmann can look back on a legacy of over 150 years' experience operating as a family-owned logistics service provider.

Among our diverse portfolio of industry expertise, the fashion vertical represents an important pillar for business development and one of the areas in which Hellmann holds vast specialized experience in at the global, national, and regional levels. A three trillion-dollar industry, fashion has always represented an important business sector across the globe. With styles continually changing throughout the decades, evolution has always been essential for the fashion world. Sustainability within the fashion sector has now become a central topic, thanks, in part, to increased consumer awareness and demand.

The Forwarder Magazine: What are the trends you are seeing now, in terms of where fashion is produced and distributed? Can you describe the frequency and cycles that are involved?

Van Harmelen:

We have noticed a shift from traditional manufacturing regions like China and Southeast Asia, to emerging markets like Jordan, Egypt, Tunisia, and Turkey, to name a few. These shifts can be attributed to various social, economic, and political factors. Additionally, cost drivers in the shipping world during the pandemic have intensified the shift as some brands have explored nearshoring as a solution.

In fashion, there are now typically four seasons: Spring/Summer (SS) and Autumn/Winter (AW), Resort, and Pre-Fall. This has been expanded from the traditional two seasons: SS and AW. Recently, this has been broken down even further in the world of "fast fashion", with as many as 52 micro-seasons, one for each week in the year. These short seasons drive constant churn and, with a greater flow of product consumed, we find an increasing amount of product entering landfills.

The Forwarder Magazine: What is the circular economy or "closed-loop" supply chain model?

Van Harmelen:

The circular economy is a supply chain model where new materials

are created from existing material. In theory, this would see the elimination of the use of virgin raw materials and a diversion of product otherwise destined for landfills. This model encourages fashion brands to manufacture products that are more durable and can be upcycled. Some solutions within circularity include product rental, repairs, resale, and remaking.

The Forwarder Magazine: Why do you believe this circular economy model came about? What was the driver to push this model to the mainstream?

Van Harmelen:

A negative impact to the environment can occur at almost every stage when manufacturing goods from raw materials. Cotton makes up the majority of all fibers used for clothing. The manufacturing process requires massive quantities of land, water, and pesticides. Synthetic materials derived from fossil fuels widely used in the production of clothing are detrimental because of the micro-plastic fibers they release. During the production process, the dyeing and finishing of garments secretes chemicals into water bodies. Additionally, landfills accumulate with the unused pieces of fabric, which can take decades to degrade.

Prolonged damage to the environment is not a sustainable business model. Eventually, there will be a breaking point. As such, it makes good business sense to reduce the consumption of raw materials by incorporating circularity in business models. With this in mind, companies may choose to produce goods that last longer and can be repurposed.

Exemplary solutions include low-impact dyeing, upcycling natural fabrics, and sourcing alternative materials. Design also plays a big role in creating timeless styles prolonging the relevance of a garment. The final piece of this puzzle is for brands to ensure farmers and factory workers are employed in a safe environment and are compensated with fair wages. Actively understanding the role that global waste plays and how to best mitigate it enables fashion brands to create better products more efficiently, and ultimately be more successful.

The Forwarder Magazine: What solutions/trends have you seen come out in the fashion world?

Van Harmelen:

Retailers such as H&M and Zara have made clothing donation boxes available in many of their stores. H&M partners with a take-back



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company called I:CO*, which collects the bins from the partner locations and sorts the items into three categories: re-wear, reuse, and recycle.

Additionally, resell marketplaces such as The RealReal, Vinted and Poshmark have gained popularity over the last few years. Similarly, larger brands have taken notice and are actively incorporating this into their business models. Lululemon, Levi's and Arc'teryx are just some of the companies that have partnered with an organization named Trove to develop white-label channels to manage their resale marketplace.

Another trend in sustainable fashion is the increasing popularity of recycling materials in shoes and clothing. Brands such as H&M, Adidas, Patagonia, and G-Star Raw are some of the brands that are producing and marketing eco-friendly products through the recycling of old clothing- some with as far-reaching initiatives as recycling plastic waste from the oceans.

The Forwarder Magazine: What role do you think that logistics service providers can play within the circular economy and why?

Van Harmelen:

The fashion world has placed added focus on sustainability, prompting a ripple effect on the services offered by Logistics Service Providers (LSPs), thus requiring them to adapt.

There is a reverse logistics piece that all brands need within an eCommerce business model. An LSP can offer services such as product quality control check, repair if needed, and picking from returns. These processes save products from being discarded. Quality control is also prevalent in resell marketplaces, with LSPs serving as a main collection center to inspect products and parcel them out to the end user. This increases the need for final mile coverage.

In addition to the aforementioned new online marketplaces, the resell concept is also activated through thrift stores. This, undoubtedly, helps keep products out of landfills. Any leftover garments from donations and thrift stores are shipped via ocean to salvage markets abroad. For instance, approximately 15 million articles of clothing are shipped to Ghana per week. Studies have shown, however, that 40% of that still ends up in landfills. This shows the need for governance of these processes to truly support a circular economy. There are also indirect contributions that logistics providers can make, which reduce their impact on the environment. These include reusing pallets, investing in durable plastic pallets, employing efficient lighting and shut off mechanisms for warehouses, developing paperless solutions, and forging partnerships with carriers who invest in sustainable practices.

The Forwarder Magazine: What sustainability requests/demands do you get as an LSP from customers?

Van Harmelen:

While as an LSP we cannot set standards in this, we can support customers in their requirements. Pre-pandemic, we found that sustainability has become increasingly important to our customers. The topic took a back seat with the onset of the pandemic, as customers went into crisis mode to survive the waves of turbulence that followed. Presently, we are noticing that this trend is once again gaining traction. We are more commonly fielding requests for CO₂ visibility, carbon offsetting, and vendor management and compliance. Equally, consumers are now applying more pressure for brands to be environmentally conscious.

At Hellmann, we offer CO₂ visibility, including details that are more granular. For example, knowing the plane model which moves the cargo will have an impact on the carbon footprint of the move - allowing customers the option to choose a less harmful flight in order to reduce the impact on carbon emissions. We also offer consulting services for customers, analyzing their current footprint and providing

potential transportation solutions. Lastly, there is a direct carbon offsetting option through our platform, allowing customers to donate to specialized charities.

The Forwarder Magazine: Where can shipper brands be supported by logistics service providers with demand forecasting, for example?

Van Harmelen:

With forecasting metrics, the shipper and forwarder can plan the utilization of more sustainable modes of transportation, such as sea freight. A forwarder can also consolidate LCL shipments, which maximizes the container utilization. Another great solution is Sea-Air freight, which provides an alternative to Air freight if there is a little more lead time in the forecast. Lastly, rail freight is a more sustainable option over truck services.

The Forwarder Magazine: Where will the pressure come from in the future on fashion logistics supply chains? Is it consumer pressure, shipper or manufacturer-led? Investor-led, etc?

Van Harmelen:

In general, corporations are always growth-driven and this is something that is derived from increasing pressure placed by consumers. Consumers today have the ability to make more informed choices and demand transparency from brands. This requires brands to continue to develop solutions that meet consumer demands while maintaining growth. The example of major retailers tapping into the resell market shows us how such changes can simultaneously satisfy the need for growth, while also helping to reduce the impact on the environment.

An underlying pressure is post-pandemic inflation and its effect on the industry. With significant economic pressures on consumers, how will this impact their behavior? Will there be less importance placed on sustainability because of it? Will there be a greater demand for low-cost alternatives?

The Forwarder Magazine: What are your closing thoughts?

Van Harmelen:

I see a greater emphasis being placed on sustainability. And our customers aren't just talking about it, they are asking for real solutions. Long-standing fashion brands, new sustainable brands, and sustainability organizations have come out with new innovations and technology to continuously improve and mitigate the impact the fashion industry has on the environment. While it's not all perfect, the industry continues to evolve and adapt. I feel optimistic that by partnering with LSPs, brands can continue to move toward collective sustainability goals. As an industry, we need to continue to follow sustainability trends, and embrace eco-friendly innovation. **IF**

Rachael van Harmelen is a winner of the 2019 Canadian Young Freight Forwarder of the Year competition and is also currently the chair of CIFFA's Young Freight Forwarder Committee.



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CIFFA Member Courtney Agencies' Sustainability Journey



During a strategy session in 2018, Vancouver-based Courtney Agencies brought its attention to building its business in a way that is conscious of its impact on the environment, its contribution to local and global communities, and its responsibility to its people.

“We know that we have a pretty small footprint,” said President Paul Courtney. “But we want to be counted with the companies who truly want to make a difference, and access any point of influence we may have to say that this is important.”

Every decision Courtney makes now runs through its lens of social purpose and social responsibility. To get started, Courtney worked to baseline its carbon impact at the operational level and set goals for reduction of paper use and electricity, earning them Climate Smart certification. That work provided a good launching point for its application to be certified as a B Corporation.

B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

Courtney participated in the “Getting to 80” program offered by Decade Impact - a consulting company that educates and supports organizations in advance of making a B Corp application. Eighty is the score that earns B Corp certification; to maintain certification requires the organization’s commitment to continue to make changes and establish programs to increase their scores year over year.

The assessment is divided into six categories: Governance (ethics), Workers (development and security), Community (diversity/inclusion, local purchasing, donations), Environment (facilities and carbon intensity), Customers (stewardship) and Disclosure (openness). Examples of how their commitments have been playing out – in the last two years, Courtney has earned a spot as one

of BC’s Living Wage Employers, established a new RSP program for its staff, purchased offsets for its own operations-level carbon emissions, developed the plan to establish a carbon calculator and offsets for clients and, most recently, made a corporate donation plus matched giving for staff who want to support Ukraine.

Courtney’s data is now under assessment with B Corporation – and they are eager to get their report card. Even if this first application results in information about where they can strengthen the next one, Courtney is eager to learn where it can make positive change.

In addition, Paul is adding his voice to the larger conversation about the environmental impact of the shipping industry as a whole. He uses his blog and social media to amplify messages such as those about the World Trade Organization’s social responsibility and social priorities as articulated by Director-General Dr Okonjo-Iweala.

“This is not being done with a view to make us more competitive -- we wholeheartedly invite others in our industry to join us. There is still a need for educating each other and our customers on how to balance price, planet and people.” Paul added.

There are stories of more and more companies stepping up to reduce their carbon impact -- including what happens at the hands of their suppliers. Moves in this direction are good business practice and have the potential for good growth.

Paul Courtney is a member of the CIFFA Sustainability Committee* and welcomes the conversation with all members about why and how to think and act like a global citizen.

*The mandate of the CIFFA Sustainability Committee is to identify best practices in the areas of sustainability and to provide guidance on the development and implementation of sustainability goals to membership. [TF](#)



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Edmonton International Airport Supports Sustainable Cargo Growth

Edmonton International Airport (EIA) is growing its reputation as a major cargo handling and logistics gateway for Canada through a strong focus on sustainability, innovation and working across sectors to unite new partnerships.

Along this path, EIA has set several national and international firsts for an airport and continues to attract new private investment, even in the past two years of pandemic restrictions. Since the start of 2020, cargo charters at EIA have increased 165 per cent and total cargo tonnage increased five per cent, year-over-year in 2021. This increase happened despite the airport losing significant belly cargo capacity with the reduction in passenger flights due to the pandemic.

In 2021, EIA broke ground on its largest cargo expansion project in decades. This \$36M expansion will create a new cargo apron to accommodate more planes and activities. Also, a hydrant fueling system is being installed to increase turnaround times and enhance safety and reduce trucking fuel for cargo flights, and the airport is improving its cold storage capabilities.

Edmonton International is the most northern major airport in Canada and the closest major airport in North America to many parts of Asia through circumpolar flights. Building on this geographic strength has been a priority for EIA for many years. In past years, new jet fuel storage facilities have been built and EIA became the first Canadian airport to achieve the CEIV Pharma certification from the International Air Transport Association. This designation certifies that EIA's cargo community can handle any level of temperature-sensitive material. The airport also works closely with regional economic development partners within the Port Alberta foreign-trade zone, which includes the significant rail and highway connections in the Edmonton Metropolitan region, including direct rail to the Ports of Prince Rupert and Vancouver.

As this strategic cargo capacity was added, however, underpinning all of it is EIA's commitment to Environmental, Social and Governance values. Doing business today involves taking meaningful actions to make our communities and the broader world a better place. EIA recognizes that the world is in a race to decarbonize, and aviation must do its part.

That's where the Airport City Sustainability Campus comes in. Edmonton International is Canada's largest major airport by land size with 7,000 acres of land both developed and undeveloped. Finding ways to strategically and sustainably use that land to the benefit of the broader community has been a top priority.

EIA was proud to become the first airport in the world in 2021 to sign The Climate Pledge, organized by Amazon. This public commitment to be carbon neutral by 2040 is already taking shape in many ways. Following The Climate Pledge came the signing of the EIA-Air Canada Sustainability Agreement. The first of its kind in Canada. The agreement between Edmonton International and Canada's flagship airline is already producing results as the two parties signed The Buckingham Declaration to combat the illegal wildlife trade and launched a joint public awareness campaign in early 2022 to educate passengers about the harm of illegal wildlife trafficking.

Coming later this year, EIA and its partner Alpin Sun expect to break ground on Airport City Solar, the world's largest solar farm at an airport with 627 acres of solar panels. When fully complete, it will generate enough electricity for approximately 27,000 homes. EIA is actively looking at how to incorporate this renewable electricity into its operations, including in cargo operations.

When it comes to innovation in cargo delivery, in December 2021, EIA became the first Canadian airport to start drone cargo logistics flight trials from within restricted airspace. This partnership with Drone Delivery Canada has broken new ground with NAV Canada to begin certifying final-mile delivery services by drone aircraft. Flights and testing are continuing this year with the goal of normalizing drone delivery services. This has the potential to reduce truck traffic and associated emissions in countless communities, and it also increases cargo delivery options for remote or isolated communities as well as potential emergency relief options that can be deployed in a natural disaster for example.

While this is all underway, EIA is keeping an eye on the future. The Edmonton Metropolitan Region is moving forward on aggressive plans to build a sustainable hydrogen fuel economy. The airport is a major sponsor for the upcoming Canadian Hydrogen Conference in Edmonton and is exploring how it can support not only hydrogen fuel development but also how it could be used in daily operations, again with the goal of reducing the airport's carbon emissions. This will attract further investment to the whole region, create jobs and drive more innovation.

Edmonton is a young, growing, entrepreneurial region and EIA is a vital link in both passenger air service as well as the increasing cargo and logistics industry, not only for the region but all western Canada and beyond.

This is a contributed article from EIA. For more information, visit www.flyeia.com. 



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Best Choice Express & Delivery has been in business since 1984 and currently has about 65 employees, including drivers.

Johnson Chan, the company's managing director, says Best Choice is "constantly looking for ways to streamline processes to increase efficiency and reduce costs while also maintaining safety and integrity" as it tackles three major challenges: "the continued universal shortage of qualified drivers, increasing costs across the spectrum, and competing with cut-throat and unethical competitors who constantly offer depressed trucking rates that are unreasonable."

The company joined CIFFA, says Chan, because it "supports a common front for all companies within the industry when championing for more procedures, standards and rights." Chan sees it becoming more difficult to survive in the industry without further regulatory intervention because of "stagnant local container trucking rates that do not justify the increasingly demanding requirements for services rendered." Further, he says, "the industry requires more government policies, strict quality standards and a price floor for drayage services to allow our industry to ensure and uphold public safety, and to attract and retain qualified truck drivers to provide an adequate quality of service."

As part of an essential industry, says Chan, "Best Choice takes pride in knowing that we play an integral part in a sector that keeps the world moving."

BravoTran Inc.

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Early in 2021, HubTran's U.S. domestic business was acquired by TriumphPay, a subsidiary of Triumph Bancorp. HubTran's freight forwarding business was spun off into a new company, BravoTran.

Headquartered in Chicago, BravoTran provides document and process automation solutions for international freight forwarders.

Rod Talbot, VP at BravoTran's Singapore office, says the company has already processed over 1 billion documents – with 99% accuracy. This, he says, replaces the labour-intensive, time-consuming task that forwarders have to "read, sort, index and assign a multitude of emails, messages and documents related to shipments they manage for their clients."

The adoption of technologies, such as optical character recognition and artificial intelligence to read, index, sort, assign and send shipping documents to a forwarder's logistics platform, and to

extract data for use in logistics processes are steps towards digitization, as well as increased productivity and profitability, according to Talbot.

"I am a strong believer in utilizing innovative systems to maximize supply chain and logistics value," he notes.

Hammerco Lawyers LLP

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With offices in Vancouver and on Vancouver Island, Hammerco Lawyers has been serving the business and personal needs of clients for over 20 years. The firm provides a wide range of legal services, including commercial and insurance litigation services, as well as a full complement of corporate and business law services.

Commercial legal matters can at times be challenging. Hammerco Lawyers welcomes those challenges and is driven to provide results that are efficient and effective.

The firm has experience developing global and project-specific freight forwarding agreements, and has acted for clients in significant transportation contract disputes involving multiple parties and jurisdictions. It has also worked with clients to develop systems to prevent international payment fraud – which is becoming increasingly common and sophisticated – and to mitigate its consequences when it does occur.

Hammerco Lawyers joined CIFFA to connect with and learn from its membership and to keep abreast of current trends, knowledge and events in the freight forwarding industry.

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Logixboard provides collaboration and visibility tools to the freight forwarding industry. Its digital technology enables shipment visibility, centralized messaging, document sharing, and accounting and analytics.

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London Consulting Group works with its clients to determine where strategic and operational changes would improve the company's financial results. It then develops tailor-made solutions to implement those changes.

The company helps clients develop strategic objectives and key initiatives, setting priorities and deliverables, and undertaking activities to achieve those deliverables and objectives. Through the process, it also helps clients cultivate employees' strategic leadership abilities and ownership of the strategic mission, and prepare their organizations to meet future challenges.

London Consulting has experience working with clients in the freight forwarding, customs clearance, cargo transportation and logistics industries.

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www.pro-formancetruck.com

Pro-Formance Intermodal, established in 2007, has 68 employees working from its two locations, in Calgary – its head office – and Edmonton.

The company operates with 165 company-owned tractors manufactured in 2020 and 2021, more than 500 chassis and 85 reefer/heated trailers (tandem and tridem) with live tracking and online temperature control. Its warehouse facilities and yards – including a bonded warehouse in Calgary – offer cross-dock services, short-term container storage and reefer plug-ins. Through its logistics wing, Pro-Formance provides FTL dry van, reefer, intermodal rail and flat-deck service throughout North America. It also has a dedicated team for international freight forwarding, able to handle any import or export sea or air shipment to or from Canada. Its network covers port and rail terminals across Canada, including Prince Rupert, Vancouver, Edmonton, Calgary, Regina, Saskatoon, Winnipeg, Toronto, Montreal and Halifax.

While Joel Belanger, Director of Business Development, enjoys the new challenges he can face in his work everyday, he notes that supply chain congestion and limited capacity have become ongoing systemic issues that make the job more stressful than fun some days.

Pro-Formance joined CIFFA, says Belanger, to gain increased exposure to the North American overseas forwarding community.

Purves Redmond Limited

70 University Avenue, Suite 400, Toronto, ON M5J 2M4,
416-362-4246, info@purvesredmond.com,
www.purvesredmond.com

There is a demand in the insurance industry to enhance employee capabilities to build teams of experienced, technically minded and risk-aware professionals to better meet the needs of clients in all sectors. Purves Redmond Limited, an independent insurance advisory and brokerage firm, is part of this trend. The company has created, for example, a team of professionals specialized in transportation and logistics.

Events of the last two years have created enormous challenges for the supply chain sector. We have seen companies having to adapt over and over again to new problems.

Purves Redmond works to develop and deliver risk solutions that meet specific – and evolving – needs of specific industries and clients. The company has worked with clients from all of Canada's major industries – including mining, energy, waste management, transportation, construction, manufacturing, and retail – as well as on international projects with a network of international brokers. That network of more than 10,000 insurance professionals enables Purves Redmond to provide coverage in over 130 countries.

DRAYAGE OPERATORS

Carmel Transport International Ltd.

25 North Rivermede Road, Unit 18, Concord, ON L4K 5V4,
905-660-7272, quotes@carmeltransport.com,
www.carmeltransport.com

From its four locations – in Calgary, Edmonton, Toronto and Montreal – Carmel Transport offers a full range of drayage services in Canada and the U.S., including for bonded shipments. It transports dry, refrigerated and hazmat containers to and from any destination in North America.

The company has 225 employees, including owner-operators, but struggles with the industry-wide shortage of drivers. "Young people don't want to drive a truck, and experienced drivers retire early due to roads being congested and risky," says Liran Bartal, the company's general manager. "We try to lure people with higher salaries, better terms, bonuses for long tenure. Still, it's almost impossible to grow in our industry. For every driver you recruit, one retires or quits."

Despite that challenge, Liran likes trucking's fast-paced, ever-changing environment that presents new challenges every day. "Just when you think you've seen it all, a client calls with a quote you were never asked about before."

Carmel Transport joined CIFFA to help tackle some of the industry's issues. "We believe CIFFA has the power to change things."

FREIGHT BROKERS

H-Four Logistics Inc.

79 Green Gate Blvd., Cambridge, ON N1T 2E2, 519-620-1216,
rena@h-fourlogistics.com, www.h-fourlogistics.com

H-Four Logistics is a 3PL transportation provider servicing Canada and the United States. Established in 2013, H-Four is a two-person team led by Rena Hawkins.

Like so many others in the industry right now, Rena is concerned about both the driver shortage and the effect that COVID has had on capacity.

"I feel in the near future, many small manufacturers will have a hard time getting trucks to move their freight due to large companies having stronger purchasing power," she says. "I am attempting to mitigate this with my customers by educating them and encouraging them to ship high volumes – six skids at a time, say, as opposed to three – and hold inventory. I also maintain strong relationships with my carriers," which she sees as key to being able to continue providing service in the future to smaller customers.

"I really enjoy the diversity of customers that I work with and learning about their specific industries," says Rena. "I love being able to problem solve on a daily basis."

A memorable project that called on Rena to problem solve was delivering new brew tanks to Mill Street Brewery in Toronto.

The tanks were 47 feet long and 12 feet wide, certainly a challenge to move on busy city streets. The challenge was fun for Rena, not only in sorting out the logistics. “I was able to ride with the driver and police escorts to experience travelling on the highway with an OD load. It was very eye opening.”

Rena’s enthusiasm extends to her company’s new membership in CIFFA. “I am very excited to become a member of CIFFA to establish new partnerships within the community. I am also looking forward to exposing the value that freight brokers bring to both customers and service providers.”

Lotus Transportation

80 Maritime Ontario Blvd., Suite 232, Brampton, ON L6S 0E7, 905-965-0065, info@lotustransportation.ca, www.lotustransportation.ca

Lotus Transportation is a full-service drayage company. Along with transportation, it offers container storage in its secure yard.

One employee who has worked in the transportation industry for 30 years still says, “Every project is an interesting project at Lotus.” That’s at least partly because “no two days have been alike. There are so many different variables that can change in a split second and can have a huge impact on the customer’s experience.”

The company would like to see the railyards work more closely with transportation companies to lessen what they see as lengthy delays when picking up containers, whether loaded or empty. Lotus, says the employee, is “in constant communication with customers and the railyards to make pickups as seamless as possible.” He hopes to see the process become “more automated and more accurate” in time.

In joining CIFFA, Lotus is aiming “to have a voice in the industry and to be part of the solution.”

RS Rush Transfer Xpress Inc.

7210 Pacific Circle, Mississauga, ON L5T 1V1, 905-673-5728, www.rsrush.com

RS Rush, with its more than 65 employees, offers transportation and warehousing services, including order fulfillment and inventory management. It is fully bonded in both Canada and the U.S.

President Sam Sewa Singh Basra sees pandemic-related issues, delays at the ports and a shortage of steamship line equipment as his company’s major challenges these days.

FREIGHT FORWARDERS

1Up Cargo Inc.

250 Yonge Street, Suite 2201, Toronto, ON M5B 2L7, 647-984-2500, ca.ops@1upcargo.com, www.1upcargo.com

Established in 2017, 1Up Cargo already has more than 120 employees and 11 offices in five countries. The company’s head office is in Toronto; within Canada, it has sales offices in Vancouver and Montreal. Its international offices are located in the U.S., Australia, New Zealand and South Africa.

1Up has developed a strong base in e-commerce. It has also specialized a vertical in the renewable energy sector, where it has been involved in several large solar-farm setups. 1Up currently handles the end-to-end solution for the world’s third-largest solar provider.

Concerned about the after-effects of COVID – including capacity issues and freight costs – as well as congestion “where existing infrastructure has not kept up with demand and has now been found wanting,” 1Up is managing risk “by concentrating on relationships with all stakeholders in our business and fostering better and continued relationships with service providers. The company invests heavily in staff training and certification. Training and certification is one of the reasons 1Up has joined CIFFA.

The company also became a member to help in advocating for better outcomes for our industry through lobbying and consultations with policymakers.

Alliance Logistic Solutions, Inc.

1136 Chemin Royal, St-Pierre-Ile-Orleans, QC GOA 4E0, 581-318-8919, alliancesolutionslogistiques.com

Alliance Logistic Solutions, founded in 2018 by Mike Grannary on St-Pierre-Île-d’Orléans, an island in the St. Lawrence River near Quebec City, has eight employees who work remotely, in Quebec City, Montreal, Toronto, Colombia and Europe.

Mike says it’s rewarding as a freight forwarder “to get to know people and their challenges, then to see how we can contribute to help them achieve their goals by putting our expertise to work.”

Well, the challenges are many these days. To Mike, “the major concern that we are all facing in our industry is the labour shortage that has worsened since the arrival of the COVID-19 virus.” Soaring prices and lengthy delays are also having enormous impacts. This creates “important responsibilities,” says Mike, for freight forwarders. “We must do all in our power to lessen these negative effects and help our customers through these upheavals.”

Because of labour shortages, adds Mike, “it is necessary from now on that all the actors in the logistics chain encourage and support the next generations” as they make career choices or try out entry-level jobs in the industry.

One way to keep employees engaged is to offer them opportunities to learn and advance in their careers. “CIFFA is the place to be when you want to upgrade your knowledge in today’s logistical world,” says Mike. “Any Canadian freight forwarder should take advantage of the training CIFFA has to offer.”

EMO Trans (Canada) Freight Ltd.

7420 Airport Road, Suite 108, Mississauga, ON L4T 4E5, 905-676-9782, www.emotrans-global.com

Established in 1965 in Stuttgart, Germany, EMO Trans now has more than 85 offices in 21 countries, and over 250 network offices in 120 countries on six continents. The company offers international freight forwarding and global logistics services.

EMO Trans Canada, established in 1982, has its head office in Toronto, and full-service offices in Vancouver and Montreal. It offers LTL and FTL trucking services throughout North America, along with global service for air and ocean shipments.

Euro Cargo Express Group

25 McEwan Drive West, Suite 201, Bolton, ON L7E 1H4, 289-206-3080, www.eurocargo.com

Euro Cargo’s core services are in the areas of air freight, ocean freight, trucking and ground services, warehousing and distribution, customs brokerage, and supply chain management.

Pinnacle Logistics Solutions

36 Water Street South, Cambridge, ON N1R 3C5, 226-243-2543, info@pinnaclelogistics.ca, www.pinnaclelogistics.ca

In its fifth year of business, Pinnacle Logistics Solutions offers transport solutions from its headquarters in Cambridge and satellite offices in Edmonton and Garden City, Kansas. The company currently has 14 employees, but continues to grow.

“As the world becomes a smaller place and more interconnected,” says General Manager Frank DeVries, “markets will shift. Transportation and logistics firms need to be nimble and act in accordance with their customers’ needs and wants.”

The opportunities and challenges this creates make the logistics planning and project management work that Pinnacle does something new every day, engaging and rewarding. “We are committed to trying to find out-of-the-box solutions. We enjoy creative thinking.”

The company joined CIFFA, says Frank, “to lend credibility to both Pinnacle and CIFFA in a mutually beneficial relationship, support CIFFA and its members as a whole professionally, and foster a professional and sustainable perception of the freight forwarding industry.”

Sphere 1 Logistics

110 – 4170 Still Creek Drive, Burnaby, BC V5C 6C6, 604-570-0071, info@sphereonelogistics.com, www.sphereonelogistics.com

Sphere 1 Logistics, founded in 2013 in Vancouver, provides local, national and international shipping and supply chain solutions incorporating air, ocean, courier, trucking and intermodal freight services.

Having a worldwide agency network consisting of over 130 vetted freight partners, Sphere 1 Logistics is able to offer collective expertise in providing integrated door-to-door logistics solutions.

The company has joined CIFFA, says President & CEO Randy Hnatko, as the association’s code of ethics represents the highest standards within the logistics industry. **TF**

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2022 Young Logistics Professionals Award Winner



Karina Daniela Perez Perez

Every year, CIFFA offers an award to a young freight forwarder who best demonstrates industry knowledge and skills to become a true international freight forwarding professional in the future.

After a review process of industry experience and a written dissertation demonstrating technical knowledge, CIFFA is pleased to announce that Karina Daniela Perez Perez of DSV Air & Sea Inc. has been selected as the 2022 Canadian Young Logistics Professionals Award winner.

Karina started her post-secondary education in Mexico, where she received a scholarship to study a semester abroad at Bishop's University in Quebec, Canada. She obtained her Bachelor's Degree in Biotechnology Engineering from the Instituto Politecnico Nacional. She continued her education in Canada and graduated with High Honours from Seneca College's International Transportation and Customs Program. Karina was one of only a few students selected for the co-op program during which she gained experience handling import and export shipments via truck to and from Canada, USA and Mexico and went on a business trip to Queretaro, Mexico while working for First Frontier Logistics Inc. Karina has also completed the Authorized Cargo Representative and Customs Automation Certificate Descartes MSR Customs course, as well as the CIFFA International Freight Forwarding Courses and received the FIATA Diploma. Her passion for the logistics industry began in her hometown Zamora, Michoacan, Mexico, whose main economic activity is the exportation of fresh and frozen fruits. She currently works as a freight forwarder in the Ocean Exports Department at DSV Air & Sea Inc. Karina has also been part of the Air Import and Export Department, where she has won the data quality challenge award of excellence. She has volunteered with the Trade Commission of Mexico and the Daily Bread Food Bank.

As this year's Canadian winner, Karina will receive a cash prize of \$1,500 and will represent Canada at the FIATA Americas regional competition. This requires the submission of two dissertations. If selected as the Americas regional winner, Karina will receive an all-expenses-paid trip to compete at the 2022 FIATA World Congress in Busan, Republic of Korea in the fall.

Additionally, CIFFA would like to acknowledge the good efforts and exceptional work of the Young Logistics Professionals Award competition runner up, Rabar Gardy of Savino Del Bene, S.p.A. Rabar obtained his Bachelor of Science in Civil Engineering degree from the Salahaddin University-Erbil, Iraq and a Program Certificate in IT and Social Media from the Virginia Commonwealth University. Additionally, he has completed the CIFFA Certificate in International Freight Forwarding, the Air Dangerous Goods Certificate and continues to educate himself. Rabar became interested in freight forwarding while living in the Kurdistan region of Iraq and applied for a job with Savino Del Bene in Erbil in 2016. In 2018 he continued working for the company in Toronto and has recently become the branch manager's assistant. **TF**



Rabar Gardy

CIFFA Strengthens Supply Chain Industry Through Education

CIFFA partners with provincial and private colleges across Canada to offer students enrolled in an international business or supply chain program, the opportunity to graduate with a CIFFA certificate of completion. Partnerships with each College are based on the approval of course curriculum to mirror the CIFFA International Freight Forwarding courses, as well as instructor experience and strict adherence to CIFFA based evaluation and testing. CIFFA promotes the industry within these institutions and encourages college graduates to consider a career in Freight Forwarding.



Fleming College



Seneca



Samara Millin Recipient of CIFFA's 2022 Donna Letterio Leadership Award



TORONTO, April 27, 2022. — CIFFA, the Canadian International Freight Forwarders Association, is pleased to announce the winner of the 2022 Donna Letterio Leadership Award, **Samara Millin**, Station Manager, AIT Worldwide Logistics (Canada) Inc. (Previously Connexion World Cargo).

CIFFA introduced the annual Donna Letterio Leadership Award in December 2015. The award is granted annually in memory of former CIFFA President Donna Letterio, who passed away in August 2013. The award recognizes a woman in the global freight logistics sector who has demonstrated, as Donna did, professionalism, commitment, leadership and a passion for excellence in her career and in her life. In addition to the award, CIFFA will prepare a cheque in Millin's name for \$1,000 which will be presented to Bladder Cancer Canada.

"CIFFA is very proud to continue with this very prestigious award, recognizing women of influence in our industry, which will also inspire the next generation of women leaders. We are very pleased to present this award to Samara, who exhibited all the qualities that the award represents," says Bruce Rodgers, Executive Director, CIFFA.

Samara joined the British Army in January 1996 in a logistics role, and 26 years and many countries later, she says there isn't a part of Logistics and Freight Forwarding she hasn't had the chance to experience especially as in the military it was "all hands-on deck". When offered the position of Canadian Route Development Executive, Samara saw this as a great opportunity

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to settle down and relocate to Canada. Next was the opportunity to open an office, hire and train staff and become a Station Manager.

“My passion for this industry has enabled me to train and manage numerous colleagues and see them succeed. I’m fortunate to have made some wonderful lifelong friendships with coworkers, customers and suppliers around the world. I think it’s due to my happy, friendly nature coupled with honesty and great communication. Volunteering has been an obsession and I have been doing it since childhood. One of my favorite things to do is use my planning and organizing skills to develop and take part in fundraisers and events. For example, a yearly haunted house, escape rooms and on the committee for local Canada day Celebrations. As a volunteer for Big Brothers Big Sisters I was partnered with a sweet 7-year-old girl that has grown up into a most amazing woman. She is currently running her own business while attending University with aspirations of becoming a Chief Financial Officer. She continues to make me proud and I am glad we are still in each other’s lives,” Millin says.

For several years, Samara has been on the board of directors for a nonprofit that provides recreation facilities and events for the surrounding area. It is an organization that helps bring the community together and supports and caters for children through to seniors.

“Through living a positive and happy life we can all inspire others to strive for the same or better. At work, embracing all the company’s core values especially in areas such as performance, community and valuing people and then encouraging others to do the same is such a positive way to lead by example and make work a pleasant and happy environment,” Millin says.

“Logistics is not a 9-5 job, you need to be dedicated, flexible and able to think outside the box. You also must love it as it can be stressful at times. Although workdays are extremely busy it is important to take time to talk to co-workers, show recognition, give thanks and praise when deserved,” she adds.

Millin was named AIT Volunteer of the Month October 2019, and volunteer work is close to her heart.

“We host international students in our home and this year it is a boy named Ian from Brazil. We hosted his brother three years ago and it was nice that Ian and his parents made a request to the school board for us to also be his family whilst he comes to Canada to study. We try to involve them in the community as much as possible and make their visit to Canada memorable,” says Millin. [TF](#)

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Who is CIFFA?

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CIFFA Standard Trading Conditions (STCs) level the playing field in Canada. These conditions, which govern the relationship between the CIFFA regular member firms and the customer, are regularly upheld in Canadian courts. Shippers can be assured that when they work with a CIFFA regular member firm, they are working within a proven set of trading conditions and have peace of mind.

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*Complete details about CIFFA, its membership, and process of membership application is available on the website.



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