

**WERNER<sup>®</sup>**

# **5 MUST-HAVES FOR MOVING PERISHABLE PRODUCTS ACROSS THE BORDER**

**Your Guide to Cross-Border Logistics**



DEDICATED  
PRIVATE FLEET

FINAL MILE

INTERMODAL

MEXICO

PREMIUM  
SERVICES



According to the [National Frozen & Refrigerated Foods Association](#) (NFRA) refrigeration sales have increased by 32% over the past five years. Similarly, in 2023, the U.S. fruit and vegetable market reached **\$66.7 billion**, up from \$63.4 billion in 2022.

The increased demand for perishable goods, like refrigerated items and produce, means the need for temperature-controlled carriers and refrigerated freight services is on the rise. This has also led to an uptick in cross-border shipping, with the U.S. relying on regions like Mexico for extended growing seasons to meet rising produce demands. 2022 produce imports from Mexico to the U.S. totaled an estimated \$18.7 billion, including fresh, frozen and processed fruits, vegetables and nuts. Fresh produce imports from Mexico are expected to reach a total economic impact of \$53 billion by 2030.

These trends underscore the need for cross-border freight services, but it's essential for companies to adapt to fully meet rising demand. Cross-border freight has unique obstacles, including shifting regulations, differing taxes and fees, and competing documentation and inspection requirements.

To ship freight successfully between the U.S., Canada and Mexico, shippers must start planning now. A key ingredient to success is selecting a knowledgeable carrier with the right expertise and resources to make the process as smooth as possible. In this guide from Werner®, we'll share must-have solutions for moving freight across borders.



# 5 MUST-HAVES FOR MOVING PRODUCTS ACROSS THE BORDER

When evaluating potential cross-border carriers, look for the following must-haves to ensure seamless, reliable and cost-effective transport:

## CONSISTENT & DEPENDABLE SERVICE

Cross-border freight is unique and can present new challenges. For those who don't have experience moving freight across borders, the learning curve can be steep and difficult to overcome.

Selecting an experienced carrier can be the right path to success. Their previous experience means they've adapted to former obstacles and have the processes, solutions and technology needed to keep goods moving and delivered on time.

## MULTI-MODAL & TAILORED SOLUTIONS

Diversified freight options are increasingly important for your business, especially when transporting perishable items. The U.S. and Mexico have federal regulations for produce temperatures during transportation and require trailers to be food-safe, clean and dry before freight can be loaded.

Working with a trusted and reliable carrier ensures you have the industry-compliant, temperature-controlled freight options to support your needs. The right cross-border company will offer customized solutions for your business.

## LONG-STANDING RELATIONSHIPS

Who you know matters. A strong cross-border business needs relationships on both sides of the border to thrive and help navigate any customer issues should they arise.

It's also important that your carrier speaks the native language where they're headed to minimize the chance of delay due to miscommunication. Border agents aren't the only employees they will be interacting with. Warehouse staff and other laborers will also need to communicate with the team.

## STATE-OF-THE-ART FACILITIES

Cross-docking is a more efficient, less expensive and simplified approach to cross-border freight. With this approach, cargo is handed off directly between the legs of the transport versus being placed in storage and waiting for pick-up.

Cross-docking is ideal for food and beverage transport, especially for items with a limited shelf life. A vendor with its own facilities has dedicated space to transfer the cargo and can ensure the next carrier is on-site and ready to go upon arrival.

## INVESTMENTS IN TECHNOLOGY

Tracking is a must for shipping, especially when crossing borders. For the best security and transparency, shippers should work with carriers that can provide real-time tracking data.

Monitoring trailer internal temperatures is also crucial when transporting perishable items. Look for a company with a best-in-class transportation management system (TMS) supporting 24/7 monitoring for complete freight visibility to ensure goods arrive on time, at the proper temperature and in shelf-ready condition.







## EXPERIENCE THE WERNER DIFFERENCE

As a leader in cross-border logistics, we understand the complexities and challenges involved and excel at providing tailored solutions that meet your specific needs.

We transport more cross-border freight to and from Mexico than any other carrier, resulting in nearly \$400M in annual revenue. You can rely on our comprehensive solutions and state-of-the-art facilities, ensuring all your cross-border transportation needs are met efficiently and effectively.

Together, we can:

### SIMPLIFY CROSS-BORDER LOGISTICS

You shouldn't be spending time navigating complex border regulations and paperwork. Werner is here to handle the intricacies for you. With more than 25 years of experience in cross-border logistics, we provide consistent service, ensuring premium delivery. Our cross-border services boast a strong on-time performance.

### TAILOR SOLUTIONS FOR YOUR UNIQUE NEEDS

There are no cookie-cutter approaches here. We understand the importance of customized, scalable, and flexible solutions tailored to your unique cross-border requirements. Werner develops custom solutions, becoming an extension of your team and ensuring you can focus on what you do best.

### COMMIT TO SAFETY AND COMPLIANCE

Our focus on driver training and safety and our investment in new equipment and technology guarantee top-tier service. We handle complex cross-border challenges, ensuring compliance with all regulations, saving you time, and providing efficiencies that result in cost savings.

### CONVEY EXPERIENCE AND DEPENDABILITY

We have more than two decades of experience moving freight to and from Mexico and Canada. We provide expert knowledge and support for customs procedures, ensuring smooth and efficient border crossings.





## WERNER DELIVERS BEYOND EXPECTATIONS

We don't work with just anyone or any company. It has to be the right fit for us—and, most importantly, for you. Our consultative approach ensures we understand your cross-border needs, bringing innovative ideas and executable solutions to the table. In our years of experience working with long-standing customers, we've heard your pain points, such as navigating customs and maintaining equipment.

**LEARN MORE ABOUT OUR  
CROSS-BORDER FREIGHT SERVICES**

WERNER®

**MEXICO 25**  
1999-2024  
TOGETHER WE'RE STRONGER

Werner recently commemorated 25 years of Mexico-based operations. Since 1999, we have been at the forefront of facilitating seamless trade between Mexico and the U.S. Our cross-border team consists of 150 associates across 10 offices, all dedicated to driving innovation, fostering relationships and delivering value to customers.