



NEWS RELEASE – Contact Tori Miller at 703-373-4300

Global Cold Chain Alliance Provides Technical Expertise and Training to USTDA Cold Chain Initiative in India

WASHINGTON, DC, July 27, 2007 – The Global Cold Chain Alliance is part of an exciting new initiative aimed at improving the infrastructure and operations of the cold chain in India.

Supported by the United States Trade and Development Agency (USTDA) and organized under the framework of the U.S.-India Agricultural Knowledge Initiative, the program will offer technical assistance, a training program that includes a workshop series to be held in four key regions of India, and a study tour to the United States.

The Global Cold Chain Alliance will guide much of the program's technical content and organize the workshops in India. Comprised of the World Food Logistics Organization, the International Association of Refrigerated Warehouses, the International Refrigerated Transportation Association, and the International Association of Cold Storage Construction, the Alliance represents all major industries engaged in international Cold Chain development. The Alliance conducts research, training, advocacy and events that support its diverse membership and facilitates communication, networking and education for the perishable food industry.

Scheduled for late 2007 and early 2008, the workshops will be held in New Delhi, Mumbai, Chennai, and Calcutta. The workshops will include a variety of stakeholders (importers, warehouse, distributors, retailers, education/extension

personnel, financial institutions, and government officials) and are designed to provide state-of-the-art training on the proper postharvest handling, transportation, and storage of fresh fruits and vegetables, meats, poultry, seafood, dairy, and other perishable foods.

A select group of those who attend the workshops in India will be brought to the United States on a study tour in mid-2008 to receive more specialized training in the scientific, technical, and managerial aspects of a reliable and effective integrated cold chain. The study tour will include a series of industry visits designed to strengthen ties between U.S. and Indian firms and highlight the innovative technology and systems implemented by U.S. industry.

“Our goal is to prepare a highly skilled group of trainers to undertake the training of others throughout India in product loss reduction, improved handling, transportation, and storage to ensure that product reaches the tables of Indian and U.S. consumers in the best possible condition,” explains Global Cold Chain Alliance President & CEO Bill Hudson. “Through U.S. industry representation at the workshops in India, and a focus on matching Indian firms with potential U.S. business partners, the program will also boost the sale of U.S. goods and services into the Indian market.”

The workshops and study tour are funded by USTDA, which has a mission to advance economic development and U.S. commercial interests in developing low- and middle-income countries.

USTDA has contracted with The Peoples Group, Ltd to provide overall management of the Project. In addition to the Alliance, the faculty of the Morrison School of Management and Agribusiness (MSMA) of Arizona State University is also a subcontractor responsible for implementation of the US study tour component of the program.

For more information about the program contact Alliance Director of International Programs Felicity Amos at famos@gcca.org or 703-373-4300.

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