

Echo Global Logistics Simplifies Transportation for Star Valley Flowers

Star Valley praises access to options, consistency, and overall service with Echo

Challenge

Identify a freight broker who could commit to sourcing, managing, and organizing loads to service Star Valley's remote location

Solution

Create a custom solution to source carriers willing to come directly to Star Valley to pick up freight and ship directly to businesses and consumers to meet the products' limited shelf life

Result

Remove limitations so Star Valley can access shipping options based on terminal location, distance, and affordability and improve organization by reducing accessorial charges

Star Valley moved its first shipment with Echo in 2014. Billed as growers of fruiting, flowering, and decorative branches for nearly 40 years, all Star Valley plants are grown outside without greenhouses, translating to the requirement of extensive fresh spot shipping capacity. Echo's diverse shipping solutions allow Star Valley to move products across the country from rural growing locations to more densely populated areas. After just one year of shipping with Echo, Star Valley was able to cut accessorial charges by 50%.

Trust, Reliability, and Consistency During Market Changes

For the fresh flower business, if growing is plentiful but there's no way to get harvested plants to customers, expiration dates rapidly approach. Star Valley customers trust the growers' expertise to provide them with fresh and bountiful products in a timely manner. Echo works directly with Star Valley and the necessary carriers to make this happen.

After the loss of a major carrier in the supply chain industry, Star Valley was faced with a difficult situation. Out of 130 carriers in the area, only 10 had been able to service the farm's remote location. However, despite the loss, Echo was prepared with contingency plans in place, and after many years as an Echo partner, Star Valley was better equipped to deal with the challenge than ever before. Rather than facing a crisis, Echo helped Star Valley navigate the changes and source additional support.

“The difference with Echo is that we get a basket of options.”

- Phil Mueller, General Manager, Star Valley Flowers

Star Valley's shipping challenges come from growing its products in rural locations, finding the right price, and shipping oddly sized and shaped items. With such specific shipping requirements, Echo quickly became the only viable broker capable of tailoring sourcing and capacity to Star Valley's needs. With Echo as a partner, Star Valley has been able to access a variety of options based on terminal location, pricing, and pick up and drop off availability. Echo also brings consistency and visibility to the partnership, ensuring all Star Valley loads receive the specialized attention they require. Specifically, Echo offers:

- A close relationship with a trusted representative who's familiar with the company's location limitations and seasonal challenges
- Rate and carrier comparisons to ensure Star Valley partners with the best carrier option for every shipment

The success of Echo and Star Valley's partnership comes from mutually established trust and awareness of needs. Echo functions as a true partner rather than just a broker, fostering a reliable, mutually beneficial relationship. Echo achieved this by expanding Star Valley's limited access and reducing misclassifications.

“Knowing that we have this relationship with Echo makes us feel confident enough to go after other customers. Transportation is no longer a hurdle.”

– Phil Mueller, General Manager, Star Valley Flowers

To learn more about how Echo can manage your unique freight needs, contact Echo today at 800.354.7993 or info@echo.com.