ECHO
Transportation Simplified™

Pacific Cheese

Pacific Cheese Reduces Transportation Spend by 13% with Managed Transportation

A mid-market cheese manufacturer partners with Echo to optimize their temperature-controlled supply.

Challenge

A growing natural cheese company needed support sourcing and managing reliable, temperature-controlled capacity for their nationwide network.

Solution

Echo implemented a fully customized Managed Transportation solution, including a network analysis, data-driven RFP, and TMS to match Pacific Cheese's growing needs.

Result

Pacific Cheese reduced transportation spend 13% (including a 20% reduction in LTL costs) while gaining more control without more hands-on work.

Pacific Cheese is a family-owned natural cheese company and a renowned industry pioneer built on more than 50 years of craftsmanship and hands-on expertise. By 2025, the company's footprint had grown from a small California-based operation to three domestic production facilities and an international network of suppliers and customers. You may not know their name, but you almost certainly know their cheese – Pacific Cheese produces products for major retail brands and multiple top-five fast food chains.

Prior to partnering with an outside transportation provider, Pacific Cheese's supply chain operations were managed fully in-house. Because the freight is 100% refrigerated, sourcing reliable reefer capacity is harder and costlier than standard dry van shipping. As a result, their network was composed of small brokers and independent owner-operators who performed well but had limited capacity and minimal reporting capabilities. Pacific Cheese needed a modernized transportation strategy that could deliver efficiency, visibility, and cost savings at the right scale for their operations – without compromising on the company's quality and values.

> "When you're small, you can build it yourself. When you're really large, you can buy a TMS, hire analysts, and pay for market intelligence. Pacific Cheese was caught in the middle of these two extremes. We'd grown too large and complex to self-manage in a cost-efficient way, but not large enough to justify the cost of all the people and tech to keep doing it in-house. With Echo, we get all the benefits, but only pay for what we use in technology, management, and thought leadership."
>
> – Brandon Smith, Vice President of Operations, Pacific Cheese

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Case Study: Pacific Cheese

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With Echo's Managed Transportation Solution, Pacific Cheese Has Access to

- A dedicated team of Echo experts that manages Pacific Cheese's operations and seeks out strategies to continuously improve network performance
- A data-driven RFP process that expanded Pacific Cheese's capacity base with pre-vetted temperature-controlled truckload and less-than-truckload carriers
- A custom, scalable TMS with real-time visibility, analytics, benchmarking, and reporting, integrated with Pacific Cheese's existing systems
- Fraud mitigation strategies – including secure rate confirmations and carrier identity monitoring through industry-leading tools – built for a freight category that is subject to growing cargo theft risk

"Our goal for Pacific Cheese was to help them adopt a technical, strategic, and operational approach that changes the mindset from 'How do we move this load today' to 'How can we increase the efficiency of our supply chain?'"

– Jameson Goforth, Vice President of LTL Strategy and Innovation, Echo

Since partnering with Echo, Pacific Cheese has turned a legacy, in-house operation into a modern, data-driven supply chain. Transportation spend is down 13%, which includes a 20% reduction in LTL costs as well as efficiencies unlocked by network engineering. A dedicated point of contact and standardized carrier management have also reduced shipment delays, while the new TMS gives Pacific Cheese centralized shipment tracking and reporting across their entire network.

"My team has a very high bar for compliments, and they continually highlight how responsive, action-oriented, and accountable Echo is. They've become an integral part of our team."

– Brandon Smith, Vice President of Operations, Pacific Cheese

To learn how we can optimize your business, contact Echo today.

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