



WHO IS DAILY GREENS?

Daily Greens is an organic juice company that was founded on the belief that green juices have the power to make life better. Shauna Martin, Daily Greens Founder and CEO, discovered her passion for green juice and its benefits following her battle with breast cancer as a young mom. After the first batch of Daily Greens sold out within an hour at a farmer's market in Austin, TX, Shauna knew Daily Greens was going to change her life forever.

Daily Greens has since attracted high-profile investors and has made it onto the shelves of some of the biggest names in organic grocers; including Whole Foods, Sprouts, Costco, and Target.

WHY DID DAILY GREENS NEED GO BY TRUCK?

Daily Greens was struggling to make on-time appointments for their biggest customers and lacked the deep visibility necessary to spot inefficiencies into their logistics processes and correct operational errors.

Using the traditional brokerage model, Daily Greens had trouble locating their shipments and had trucks failing to pick-up their products altogether as well as meeting on-time performance.

WHEN WAS GO BY TRUCK BROUGHT INTO THE PICTURE?

Go By Truck was first recommended and introduced to the executive team of Daily Greens in June of 2018 via a Supply Chain Analyst, Strategist.

HOW DID

GO BY TRUCK CORRECT THE DAILY GREENS SUPPLY CHAIN?

After an initial meeting with the Daily Greens executive team, Go By Truck completed a full lane analysis on the entirety of their outbound monthly shipments, schedules, and processes. From there, Go By Truck identified specific LTL carriers that were preferred by Daily Greens' largest customers and specialized in their most frequently run lanes.

Cost analysis was then performed to ensure a net-cost-savings, and that significant cost-savings would be achieved. By appointing dedicated transportation experts from their team, Go By Truck changed Daily Greens' daily operations from a focus on putting out fires, to identifying and optimizing other areas of their supply chain and production processes.

WHAT DOES

DAILY GREENS' LOGISTICS OPERATIONS LOOK LIKE TODAY?

In addition to the superior service and visibility brought on by Go By Truck, their strategic relationships allowed Daily Greens to achieve over 10% savings in their overall logistics spend.

They no longer have trucks failing to pick-up product and they have not been late to a single delivery appointment since enlisting the help of Go By Truck.

Today, the Go By Truck transportation experts attend the Daily Greens' weekly meetings, communicate daily with their internal supply chain specialists, and successfully operate as an outsourced logistics department for the entirety of their organization.

Daily Greens' primary focus today is on furthering their business and focusing on their mission to better the lives of those around us with organic greens.