

# Optimise your UK Logistics

**BORD BIA**  
IRISH FOOD BOARD

24th August, 2022: 10:00 – 11:00



# Introductions



Donal Denvir,  
Manager, Bord Bia UK



Lorcan Sheehan,  
Founder & CEO  
PerformanSC



Michael Donnelly,  
Operations Manager  
O'Toole Transport

# Agenda

- Introductions
- Trading with UK Update
- Optimise your UK Logistics – Lorcan Sheehan
- Case Studies - Real World Challenges – Michael Donnelly
- Q&A
- Bord Bia Supports



UK

PCF

€1.7b



DAIRY

€954m



BEEF

€883m



HORTICULTURE

€268m



ALCOHOL

€249m



PIGMEAT

€83m



POULTRY

€74m



SHEEPMEAT

€68m



SEAFOOD

€38m



BEEF OFFAL

€16m



TOTAL EXPORTS

€4.5b

3%

2018 – 2021

VALUE OF EXPORTS 2021

**BORD BIA**  
IRISH FOOD BOARD

# Reasons to believe in Ireland

A reliable, secure and sustainable source of quality food, drink and horticulture



## Security of Supply

Since 2016, the value and volume of Irish exports to the UK increased by 6.8% and 8.9% respectively



## Continued investment in the UK

In 2021, 33% of Ireland's food and drink were exported to the UK and Ireland continues to invest in the UK with retailer initiatives and support



## 10 years of sustainability data

Through the Origin Green programme, Bord Bia (The Irish Food Board) has 10 years of data to verify sustainability improvements across the entire Irish supply chain



## Quality

45% of UK shoppers expect the quality of products on shelves to be negatively impacted due to Brexit. With Bord Bia's Origin Green sustainability programme, you can trust the quality of Irish produce



## The importance of collaboration

Ireland's integrated, sustainable food system sees the Government and its agencies work with the industry to produce safe, nutritious and high quality food



## Consumer openness

88% of UK shoppers remain as open as ever to choosing food and drink from Ireland



## Insight led

Through its Consumer Insights and Innovation division, The Thinking House, Bord Bia enables Irish food, drink and horticulture producers to develop product propositions, which are led by UK consumer insights



## Trading with the UK

72% of Irish food and drink businesses expect to maintain or grow their sales to the UK in the next 12 months



## Most trusted country of origin for food

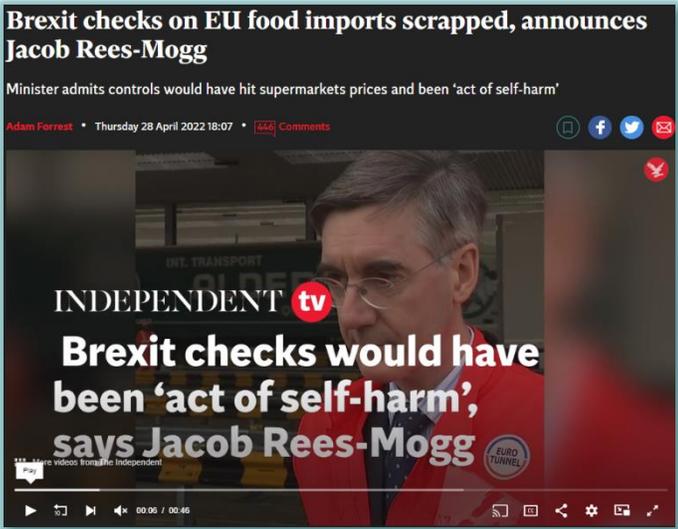
Red Tractor's UK's Trust in Food Index Survey 2022 showed Ireland tops the poll as the most trusted country of origin for food. 74% of respondents said they trust food from Ireland, followed by the UK at 73%.



## Value for money

87% of UK shoppers are open to purchasing Irish beef, with key drivers of purchase around trust, natural, grass fed and sustainability

# UK Trading Challenges



# Housekeeping

1. Please Send Questions to Teams Chat Function and note who the question is for
2. Information discussed here today is based on what is currently publicly available from relevant authorities
3. If your question isn't answered today, you can also email [Brexit@bordbia.ie](mailto:Brexit@bordbia.ie)
4. We will be recording this webinar and this will be uploaded onto our webpage along with the presentations
5. And finally, I'll do a re-cap at the end of this webinar on the Trading with the UK supports we have available for Bord Bia client companies
6. Over to Lorcan "Optimise your UK Logistics"



# Optimise logistics for UK market

Lorcan Sheehan  
CEO – PerformanSC

[lorcan.sheehan@performansc.com](mailto:lorcan.sheehan@performansc.com)  
[www.performansc.com](http://www.performansc.com)

Newsletter / Blog sign up: [www.supplychainenabled.com](http://www.supplychainenabled.com)



## Practitioner led supply chain consultancy



- Dublin – London – Chicago

Performance Optimisation

International Trade & Compliance

Outsource Process Management

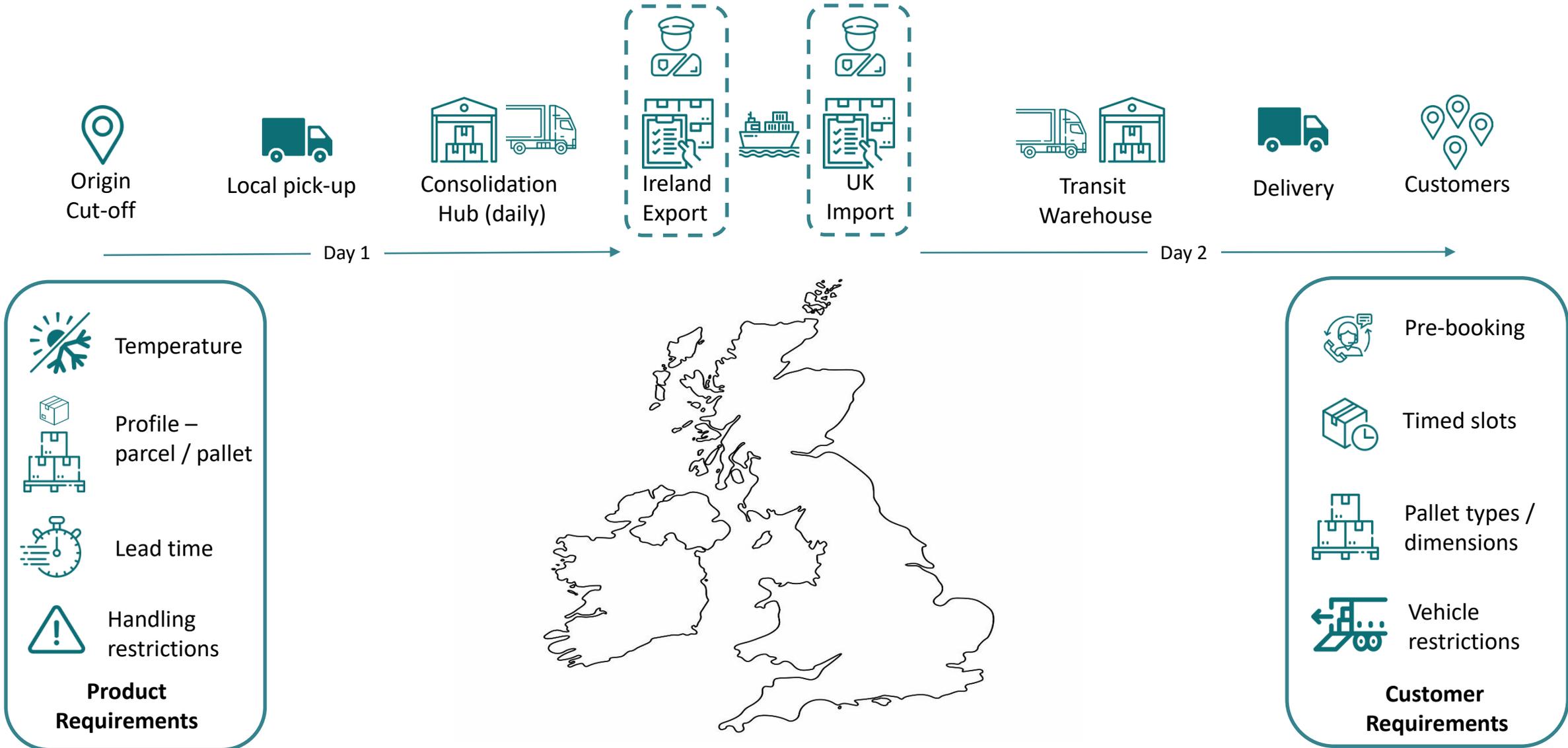
Channel & Market Strategy

Training & Development

Circular Economy & Risk Management

- Consulting partner to Bord Bia
  - Logistics and supply chain
  - Trade and customs

# Understand your UK product journey and service needs



# Matching volume and service needs to providers

[Home](#) > [Industry](#) > [Export Assistance](#) > [Logistics Service Providers](#)

## Logistics Service Providers

Please select a supplier type

International ▼

Search for company by name

Company name

Filter by Country

UK ▼

### Specialisms

- Bonded Warehousing
- Hanging Meat Transport
- Vivier Transport
- Container Transport

### Frozen

- Full Truck Load
- Less Than Full Truck Load
- Groupage Trailers Per Week
- Access Pallet Network
- Parcels Packages Samples

### Chilled

- Full Truck Load
- Less Than Full Truck Load
- Groupage Trailers Per Week
- Access Pallet Network
- Parcels Packages Samples

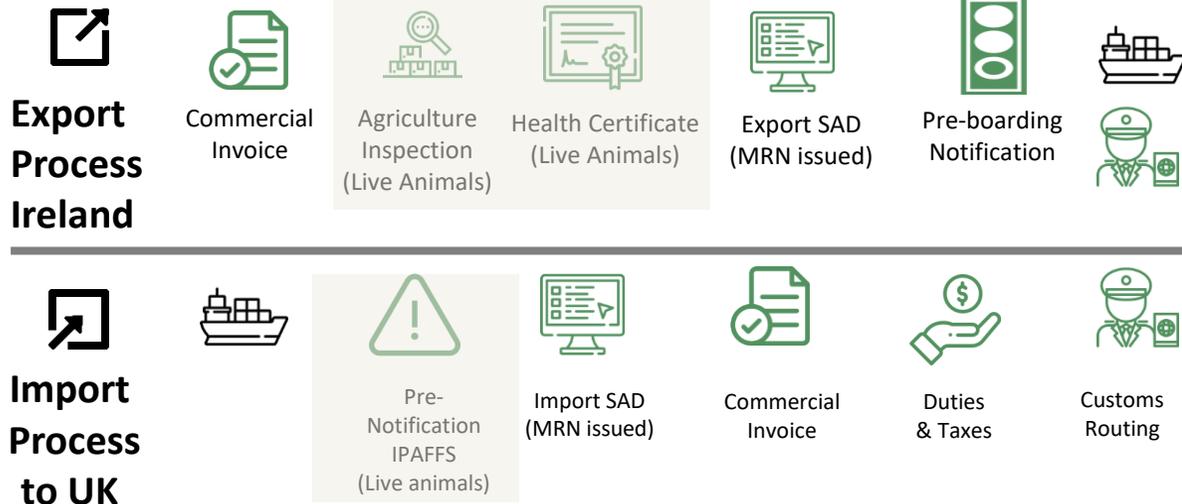
### Ambient

- Full Truck Load
- Less Than Full Truck Load
- Groupage Trailers Per Week
- Access Pallet Network
- Parcels Packages Samples

Search

[Logistics Service Providers \(bordbia.ie\)](https://bordbia.ie)

# Customs flow and documentation – Ireland → GB shipments



Invoice								
Invoice No.	Buyer's Order Ref		Date					
Vessel No.	Dublin		Port of discharge.		Terms: CIF - Dublin Net 30 days			
Port of Loading.	Shipper		Buyer ( if other than consignee )		Final Destination			
					Consignee			
Marks / Container No.	Quantity	Description	Gross Weigh	Net Weight	(Tariff Code)	COO	Rate	Amount
	2	Product ABC	120	100	xxxxxxxxxx	EU	€ 100.00	€ 200.00
	8	Product DEF	200	180	xxxxxxxxxx	EU	€ 233.00	€ 1,864.00
Total								€ 2,064.00
Summary by tariff Code:			Gross Weigh Net Weight (Tariff Code)					
			320	280	xxxxxxxxxx			€ 2,064.00
Certifications:								

## Commercial Invoice requirements

- Name, Address and **EORI of sender** / consignor
- Name, Address and **EORI of buyer** / consignee
- Name, Address and EORI of Receiver (if different from the buyer)
- Invoice Date
- Terms of Sale / **InCoTerms**
- Currency of invoice
- Mode of Shipment (Road / Sea / Air)
- Quantity of Items
- Description of Items, **including HS code** (including nett weight, quantity)
- Reason for export
- Unit of measurement (crates / pallets / boxes, etc)
- Unit Price
- Total Price
- Extra Charges (packaging, insurance, etc)
- Certifications (SPS, fumigation, veterinary, etc)
- Country of Origin**

- Commercial invoice – key document – 16 pieces of information
- 3PL / Customs broker can prepare SADs but exporter / importer are responsible for the information contained therein
  - Subject to audit from HMRC / Revenue
  - VAT and deferred account reconciliation
  - VAT reporting requirements for UK registered entities - even when no VAT liability

# InCoTerms - defining responsibilities in international trade

INCOTERMS 2020	Any mode		Sea Transport Only				Any Mode				
	EXW	FCA	FAS	FOB	CFR	CIF	CPT	CIP	DAP	DPU	DDP
	Ex Works	Free Carrier	Free Alongside Ship	Free on Board	Cost and Freight	Cost Insurance Freight	Carriage Paid To	Carriage and Insurance Paid	Delivered at Place	Delivered at Place Unloaded	Delivered Duty Paid
Risk transfers when:	Goods placed at buyers disposal	Goods placed at buyer's disposal	Goods arrive alongside ship	Goods loaded on ship	Goods loaded on ship	Goods loaded on ship	Goods taken in charge by carrier	Goods taken in charge by carrier	Goods arrive at named destination	Goods unloaded at named destination	Goods arrive at named destination
Loading and inland transport	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Export taxes, clearance	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Unloading of the vehicle in the export port	Buyer	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Loading fees in export port	Buyer	Buyer	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Main carriage	Buyer	Buyer	Buyer	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Unloading fees in import port	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Negotiable	Seller	Seller	Seller	Seller
Loading to the transport vehicle in import port	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller	Seller	Seller	Seller
Transport to the delivery address	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller	Seller	Seller
Import formalities, duties, fees	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller
Unloading at named destination	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller	Buyer
Insurance	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Seller*	Negotiable	Seller*	Negotiable	Negotiable	Negotiable

International Commercial Terms (InCoTerms) - Set of rules, published by the International Chamber of Commerce (ICC) and covered by international law that are designed to clearly communicate – tasks, costs and risks associated with the transport of goods

## Key requirements - third party logistics providers (3PLs)

- **Pick up point – cut off times**
- Product profile
- Volumes and frequency
- **Special handling instructions**
- **Dangerous goods / contamination**
- Customer destinations
- **Customer specific requirements**
- Incoterms
- **Customs – IRL Export and GB Import**
- Commercial invoice
- Contract

### What makes your business attractive?



Regular volumes to similar customers



Secure and uniform packaging



Reliable shipment and cut off times



Clean and timely paperwork



Respect for drivers – prompt load / unload times, facilities



Open two way communication

# Addressing UK logistics costs in a challenging environment

## Practical actions to consider

### Current cost challenges faced by all UK shippers



Higher fuel costs



HGV driver shortage



Higher insurance costs



BREXIT customs compliance



Increased delays at ports



No compromise on safety or standards



Understand what you are paying - focus on total costs including **customs clearance and fuel surcharges**



Periodic review of transportation needs, service providers and costs – **not shipment by shipment**



**Digital vs paper communications** – bookings, information sharing, status updates, invoicing, payments



Look at shipment frequency – **fixed shipping days** to **consolidate more product** per pick-up / shipment



**Packaging engineering** – increase product density per pallet – reduce excess packaging on parcels



**Consolidate customs broker responsibilities** – increase control over declarations and manage cost of compliance



Consider feasibility of **forward stocking locations in the UK** – increased storage and handling vs consolidated cross channel shipments and customs

# Additional opportunities within distribution operations



## Network optimisation

- Strategic location of stocking / distribution locations
- Reduce miles travelled to get to customer



## Distribution centre layout and design

- Optimal warehouse layout and design
- Optimal pick paths
- Automation considerations
- Solar and wind energy projects



## Routing and fleet optimisation

- Customer routing and fleet allocation
- Planned customer delivery days and frequency
- Leverage empty miles – consolidated shipments, supplier backhauls



## Customs and trade

- Consolidated clearance
- Authorised Economic Operator (AEO)
- In house customs clearance – requires software and training



# Managing visibility and performance



## Visibility

- Shipment tracking – electronic POD
- Proactive tracking to end user consumers
- Self help reporting and tracking



## Performance measurement

- Shipment delivery performance
  - Adherence to customer specific requirements
  - Communication improvements
  - Highlight delays on collection / delivery
  - Quality issues and resolution
  - Freight bill and audit – consider additional customs service costs
- 
- Improves reliability and performance
  - Feeds into customer business reviews



## Governance structure

- Defined communications and escalation
- Regular forecast updates
- Periodic business review
  - Appropriate to the size of the business
    - Monthly / quarterly / annually
  - Performance review
  - Pricing
  - Update on business plans – customers
  - Carrier update on capability
  - Projects – cost, sustainability, service
  - **Opportunity to engage with providers to understand changes that could mitigate costs**

# O'TOOLE

TRANSPORT >>



# ABOUT US

O'Toole Transport Ltd is a Family owned Refrigerated Transport company and was formed in 1996 by the O'Toole Family in Moycullen, Co. Galway.

Operating with a modern fleet of 150 Trucks, 200 Trailers and employs over 250 staff

We operate from 4 Hubs: Galway, Dublin, Warrington, Bellshill

Services provided:

- BRC Approved
- Daily Transport Service to all Major Irish and UK FMCG Retailers
- Temperature Controlled transport throughout Ireland, UK and Europe
- Specialize in transporting Food Produce and Seafood

Customs:

- We have an in House Customs Department
- Export & Import Paperwork / SPS and Phyto Documentation
- Operating 24/7
- DAFM, SFPA, HSE, HMRC and DEFRA



# Steps involved in dealing with a 3PL Provider for Export and Import

- 1) Make contact and agree terms (Contracts, Rates, Schedules)
- 2) Placing transport orders (Emails, EDI, Phone calls)
- 3) Order Details (Delivery addresses, Quantities, Weights, Temp) **MUST BE ACCURATE!**
- 4) Delivery location Information (Booking slots, Closing Times etc)
- 5) Make sure your goods are labelled and labels are as detailed as possible (Sender, Delivery details, Delivery dates etc)
- 6) Paperwork (PODs, Customs Documentation)
- 7) Ensure bookings are made in advance

**Communication is Key!!! Emails, Phone calls, Build your relationship with your 3PL partner.**

# Typical Process flow (LCL / FCL)



# Delays with exporting / Importing goods

Typical delays a 3PL logistics company and a driver will need to deal with in regards to Export/Import goods.

## Customs delays

- Customs information not provided on time
- Customs declarations not ready from the Agent
- Delays at the port of arrival (Ferries delayed, Weather)
- Paperwork issues (Incorrect Details)
- Insufficient funds in TAN/DAN account
- No SPS paperwork provided (EHC, Phyto, CHED, IPAFFS, INIS Entry)
- Incorrect details on SPS / Phyto documents
- Seal Checks and Physical Checks
- No Seal on trailer / Broken Seals
- Wrong Product declared (Commodity Code)
- Incorrect Shipping details on Customs paperwork
- Country of origin
- PBN / GMR not ready



# Managing the customs process:

## 8 Key Sets of Information For Customs Paperwork

- Exporter and Importer EORI numbers (VAT Numbers)
- Commodity Codes (10 Digits)
- Gross Weight
- Net Weight
- Invoice Value of Goods
- Country of Origin
- Product description (Species Name if animal products)
- Incoterms
- GB > IE (Will need additional Veterinary / Phytosanitary documentation)

## Who is responsible for what?

This is to be agreed between the Supplier, 3PL Provider and Customs Agent

Supplier / Customer -	Order Information above
Logistics provider -	Shipping Details
The Agent -	Customs Documents

Simplify this by using a 1 stop shop 3PL and customs provider.





# O'TOOLE

TRANSPORT >>



# Q&A



Donal Denvir,  
Manager, Bord Bia UK



Lorcan Sheehan,  
Founder & CEO  
PerformanSC



Michael Donnelly,  
Operations Manager  
O'Toole Transport

# New Logistics Service Provider Database

[Home](#) > [Industry](#) > [Export Assistance](#) > [LSP Search page](#)

## LSP Search page

Please select a supplier type

International

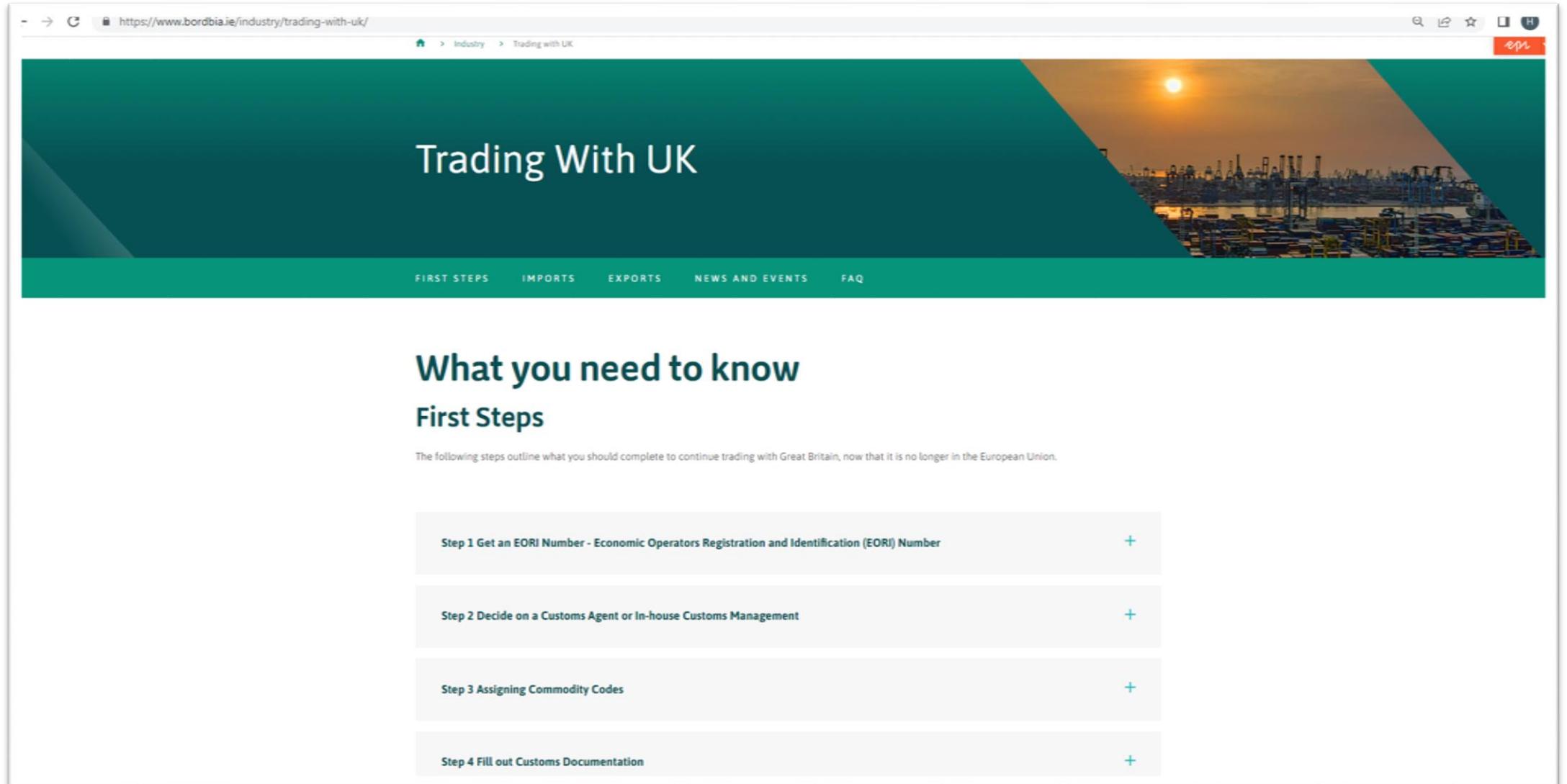
Search for company by name

Company name

Filter by Country

-- Filter by country --

# New Trading with UK Webpage



The screenshot shows a web browser window with the URL <https://www.bordbia.ie/industry/trading-with-uk/>. The page has a teal header with the title "Trading With UK" and a navigation menu with links for "FIRST STEPS", "IMPORTS", "EXPORTS", "NEWS AND EVENTS", and "FAQ". The main content area is titled "What you need to know" and "First Steps". It includes a paragraph explaining the need for these steps and a list of four steps, each with a plus sign icon to its right.

## Trading With UK

FIRST STEPS   IMPORTS   EXPORTS   NEWS AND EVENTS   FAQ

### What you need to know

#### First Steps

The following steps outline what you should complete to continue trading with Great Britain, now that it is no longer in the European Union.

- Step 1 Get an EORI Number - Economic Operators Registration and Identification (EORI) Number +
- Step 2 Decide on a Customs Agent or In-house Customs Management +
- Step 3 Assigning Commodity Codes +
- Step 4 Fill out Customs Documentation +

# Other Bord Bia Supports 2022

- **NEW LSP Database**
- **NEW Trading with UK webpage - [www.bordbia.ie/industry/trading-with-uk/](http://www.bordbia.ie/industry/trading-with-uk/)**
- **1:1's and Workshops**
  - UK Business Entity Set Up
  - Customs
  - SPS
  - Logistics / Supply Chain
- **Bord Bia Trading with UK Bulletin**
- **UK PR Campaign**
- **UK Daily Media Report**
- **[Brexit@bordbia.ie](mailto:Brexit@bordbia.ie)**



# Thank You

**BORD BIA**  
IRISH FOOD BOARD