

Milk collection and product distribution

Optimising the dairy chain

Campina adds value to milk in a wide range of products, from the best, natural liquid milk to advanced ingredients. Campina's expertise covers the entire dairy chain ranging from water and outdoor grazing to the latest technology and the best professional skills for producing the best end products.

Campina Belgium was one of the first customers of PTV-Ordis.

User: **Campina Belgium**

Task: Trip planning for raw milk collection and dairy product delivery

Solution: PTV Intertour

From the farmer to the consumer with PTV Intertour

A typical requirement for logistics in the dairy chain is the twofold need for transport optimisation - upstream (collection) and downstream (distribution). Therefore, there are two separate planning tasks that have to be taken into consideration:

- ▷ the collection planning of raw milk with tank trucks, and
- ▷ the distribution planning for dairy products on pallets.

Collection planning

The upstream milk collection planning covers between 2,500 and 3,000 farms. Every two or three days Campina collects milk from its dairy farmers in a special tank truck for milk collection.

As the milk is of different quality, it has to be considered whether the milk can be filled in one and the same truck.

First the trailer is parked at a geographically optimal location. From here the milk tank truck starts his round trip and returns to the starting point in order to fill the milk into the trailer. Then, there is a second collection trip, and the trailer is picked up to bring the truck and trailer combination to the regional milk processing plant.

Distribution planning

After processing the milk in the regional plants to liquid milk, yoghurt, cheese, butter, pudding, and so on, these dairy products are delivered to distribution centres of the supermarkets.

PTV Intertour also performs the planning of these downstream transports.



Additional benefits

Besides the collection and distribution planning, Campina also uses PTV Intertour on a strategic level, e.g. to quantify the impact of new pick-up locations on different plant regions.