

WEBINARS

FARM TO FREIGHT: NAVIGATING INTERNATIONAL SHIPPING

Wednesday, Sep 3, 2025 | 10:00 AM - 11:00 AM
Registration: Monday, Aug 18 - Tuesday, Sep 2, 2025
Microsoft Teams | United States of America

https://www.wusata.org/e/4U7P05N

EVENT DETAILS

Farm to Freight: Navigating International Shipping

September 3, 2025 10am to 11am PDT

The Microsoft Teams link will be sent via a Calendar Invite after registration is completed

Presented by Bryant Christie Inc.,

This webinar is designed for food and agriculture exporters based in the Western United States, particularly growers, packers, shippers, and marketers looking to expand their products into international markets. The session will provide a practical overview of the global shipping landscape, highlighting key considerations for food and ag exporters such as choosing between air and ocean freight, navigating LCL versus FCL shipments, and understanding the impact of scale on regulatory requirements. Attendees will gain insights into current logistics challenges, port dynamics, and risk management strategies for perishable and value-added products. The presentation will also cover best practices for working with freight forwarders, customs brokers, and cold chain providers, as well as strategies to mitigate delays and ensure compliance across markets. A featured case study will showcase the export journey of a Western U.S. company as it scaled shipments abroad. Participants will leave with actionable tips for preparing shipments, meeting regulatory and phytosanitary requirements, and building resilient, cost-effective export strategies in today's shipping environment.

Detailed Webinar Overview:

1. **Welcome & Objectives**

- Intended Audience and Key Takeaways
- Quick poll: audience experience with exporting (first-timers vs. experienced)
- Overview of session goals

2. **The Global Shipping Landscape for Food & Ag**

- Current state of international logistics (post-pandemic shifts, container availability, costs)
- Key shipping hubs for Western U.S. exporters (Oakland, LA/LB, Seattle/Tacoma)
- Trends affecting food and agriculture shipments (perishables, cold chain demand, sustainability pressures)

3. **Modes of Transport & Scaling Up**

- **Air vs. Ocean freight** – when each makes sense for ag products
- **LCL (Less than Container Load) vs. FCL (Full Container**

Load) – cost, timing, and risk trade-offs
- How shipment size impacts:

Labeling and documentation requirements

Customs processes

Insurance considerations

4. **Regulatory Landscape: How Rules Change with Scale**

- **Small shipments / sample size**

Fewer documentation requirements, but labeling still critical

FDA Prior Notice and import country minimum requirements

- **Medium scale / pallets**

Food safety certifications (HACCP, GlobalG.A.P., Organic)

Phytosanitary requirements for plant products

Tariff codes and duties

- **Large scale / full container loads**

Stricter compliance audits

Supply chain traceability requirements

Sustainability and environmental regulations (e.g., EU deforestation law)

Risk of delays and inspections increases with scale

5. **Risk Management & Best Practices**

- Working with freight forwarders and customs brokers
- Building flexibility into contracts (delays, port rerouting)
- Packaging and cold chain management for perishable goods
- Insurance strategies to protect product value

6. **Case study:**

- Insights and success stories

7. **Q&A (5 mins)**

Learning Outcomes:

- 1.Understand the current international shipping landscape for food and agricultural exports from the Western U.S., including key ports, transportation modes, and logistics trends.
- 2.Identify how shipment scale impacts regulatory requirements-from small sample shipments to full container loads-covering documentation, labeling, certifications, and compliance.
- 3.Evaluate risk management strategies for international shipping, including working with freight forwarders, ensuring cold chain integrity, and mitigating delays or disruptions.
- 4.Apply practical insights from real exporter case studies to plan or improve their own shipping approach, whether entering new markets or scaling existing exports.