

The Industries We Serve And How We Serve Them

Helping Feed America
for over 100 Years
and the next 100 Years!



October 30, 2024



Produce



Transportation



Lumber

The produce industry is global, fragile, and often unforgiving. To survive and prosper, companies need to make sound decisions that protect the bottom line and mitigate risk, every day!

Since 1901, we have brought predictability to the entire supply chain with the most industry-specific credit and business information in the world.

And we aren't stopping there. We are continually applying our cutting-edge technology and the latest in data science to meet the challenges of the next century.



1901

The Produce Reporter is born, using horses, riders, trains, and telegraphs to gather produce company trading information.



124 years

Experience, relationships and technology provide the connections and data you need to manage your business, limit risk, and accelerate growth.



2025 →

The Risk Adjusted Scorecard closes experience gaps using a century plus of our unique qualifications.



We analyze 620,000 credit references and business profiles a year, representing \$46 billion of transactions, and turn that into actionable insights to help you make smart trading decisions, faster.

Rating & Credit Scores
Business Reports
Trade Dispute Services



Our real time industry news and analysis empowers 60,000 industry leaders to identify better connections, make better decisions, and drive better outcomes.

Our directory is home to more than 65,000 qualified sales leads throughout the supply chain, making it easier than ever to find and build lasting trading connections.

Lead Generation
Export Data Records
Who's Viewed My Profile
Blue Book Digital Ads

Business Valuation
Produce Blueprints
Know Your Commodity
Trading & Transportation Guide
The Produce Reporter
The Lumber Newswire



The Problem: Buying experience is becoming a bigger challenge

We asked...

- Is lack of buying experience an issue?
- Is price alone driving too many decisions?
- What else is needed to make the best decision?
- Is this a problem that needs to be solved?

They answered...

- Retail / Wholesale / Food Service: 95% | Suppliers: 70% | Transportation: 65%
- Retail / Wholesale / Food Service: 100% | Suppliers: 100% | Transportation: 100%
- Quality Reputation, Performance History, Total Capabilities
- Retail / Wholesale / Food Service: 100% | Suppliers: 100% | Transportation: 100%

40+ companies across the supply chain. 75% of respondents were VP or higher

Key Take Aways

- Access to data is increasing exponentially but the experience to properly apply it is not.
- Price is important, but the risk of poor performance, lower quality, and limited capabilities must be factored in.
- Best practices and experience need to be captured and replicated across the organization.
- Scorecards are a challenge

The Solution

Bring over a century of experience and real-time data insights to buying decisions that risk adjusts supplier and carrier prices with their track record of quality, performance, and capabilities.



Our Advisory Team



- Eight months of onsite and virtual meetings
- Identified the required KPIs and logic
- Developed a prototype based on 500+ years of combined experience



1M+

searches conducted through Blue Book
Online Services every year



60,000

industry decision
makers receive
Blue Book's daily
newsletters



38,000

print editions of
Blueprints are
distributed
annually



843,000

annual views of
Blue Book's
vertical banner
advertising

Advertising... by the Numbers

Get your company and services in front
of industry leaders making buying
decisions today.

Thank You