



Three working groups have contributed to the Great SupplyWay initiative.\*  
Here are results from their initial reports.

# Great SupplyWay: no short supply of big ideas

**KEY THEMES**

**Everything is changing:**

COVID has created massive disruption in every industry.

**Transparency:** The new high bar for

safety and responsibly sourced goods. Also mitigates risk, costs, adds resiliency.

**Sustainability:** More important than ever.

Compliance realities, but increasingly consumer buyer preferences/expectations.

## Tech Future of Freight

Rethinking the “last mile” for business-to-business and business-to-consumer supply chains to increase responsiveness, agility, traceability and security.



**Goals**

- Increase speed to consumers by reducing hands that touch packages before delivery.
- Reduce carbon footprint of “last mile” by grouping packaging and maximizing efficiency in long-haul shipping costs.



**Top recommendations**

- Hyperloop: For freight in and out of CVG.
- “Expedia of freight”: Platform linking CVG, waterways, freight and end users for movement of goods through supply chains.



**Other recommendations**

- Engage tech entrepreneurs and academia to create a single platform to coordinate shipping of orders from major sites.
- Establish neighborhood or regional pickup points rather than making all deliveries to homes.
- Repurpose dilapidated strip malls or shopping malls as central hubs for package delivery.



**Unique advantages**

- Top eCommerce distribution hub in US.
- CVG corridor: Amazon, DHL and others.



## Circular Economy / Zero Waste

Treating all materials with a value and developing ways to keep them as long as possible to eliminate waste.



**Goals**

- Connect big local companies with startups like Loop to develop more reusable packaging.
- Be the hub for recycled materials being reused.



**Top recommendations**

- Polypropylene recycling.
- Carbon credits/rewards for buying lower eco-impact products.



**Other recommendations**

- Initiatives for reuse.
- Standardize reusable packaging.
- Target recyclable packaging.
- Down-cycle surgical blue wrap for polypropylene.
- Leverage disconnected backhaul and last-mile logistics.
- Carbon off-set/credit consumer incentive exchange.
- Leverage local talent.



**Unique advantages**

- Commitments by Kroger, P&G, Cintas, 5/3.
- Strong university infrastructure.
- Packaging expertise.



## Food from Seed to Plate

Fulfilling consumer demand for fresh, high-quality food that is affordable. Fresh produce may travel significant distances and spend valuable time in the supply chain before reaching consumers.



**Goals**

- Reduce food waste.
- Give consumers access to the freshest quality food.
- Deliver high-quality food in the most cost-effective and sustainable way.



**Top recommendations**

- Supply chain map to connect big companies and startups.
- Block chain tech to get produce delivered direct to store.



**Other recommendations**

- Streamline the supply chain from seed to plate.
- Inventory start-ups and big companies that can help drive seed to plate supply chain improvement.
- In-store operations to maintain freshness.
- Improve transparency.
- Provide visibility into supply chain volume differences between big-company suppliers and small-company suppliers.



**Unique advantages**

- Development of farm/ag tech corridor.
- Strong food culture.



\*RESTART convened March 2020 by REDI, Chamber, CBC, CRBC. Under sponsorship of REDI, the economic development track was divided into The Great SupplyWay, Bio-Health, and Capital Formation.

GOAL: Recovery, renewal, revitalization.

PARTICIPANTS: Kroger, P&G, CVG, Cintas, Mercy Health, NKU, Miami Univ., RHL Group, EY, 80/Infinite Acres, DHL, Coupa

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