

OKLAHOMA MOVERS & SHAKERS – LESSON 3



Have you ever thought about where the food you eat for dinner came from? Sure, someone in your family bought it at the grocery store, but how did it get to the grocery store?

All the items in the grocery store were delivered there by truck, whether it be a semi, or 18-wheeler, a light truck or a refrigerated truck. There are a few different types of companies that make these deliveries. There are foodservice distributors, food industry manufacturers and food redistributors. Right here in Oklahoma we have a huge food redistribution hub in Ardmore called Dot Foods. They are the nation's largest food industry redistributor. They buy full truckloads of product from food manufacturers and resell the products in less-than-truckload quantities to distributors. What this means is that stores can get the products they need from the food manufacturers without getting too much of that product that might go bad or spoil before they are able to sell the amount they received. Getting these products from Point A to Point B to Point C all the way to Point Z, would be near impossible, and not nearly as efficient, without a proper logistics team. From an outsider's perspective, they make it look easy! All we have to do is go to the grocery store and pick up the items we need. We rarely think about the process it took to get that item to the grocery store shelf.

Student Activity:

Have students watch the following video:

<https://www.youtube.com/watch?v=4-QU7WiVxh8>

After watching the video, students should be able to do the following:

- Describe the concept of logistics
- Understand the objectives of logistics
- Explain warehousing management

While watching the video, have students take notes over the key concepts that are put on the screen. To help, you may want to show the video more than once and have students review the questions below.

- a. Define logistics.
- b. What is the difference between supply chain and logistics?
- c. What role does transportation have in logistics?
- d. What is warehousing and what is the purpose?
- e. What are the six main logistics goals?
- f. Why is it important to have a small supply chain?



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