

RYDER AND
TURKEY HILL:
SERVING
SUSTAINABLE
TRUCK LEASING
AND ON-SITE
MAINTENANCE
SOLUTIONS

Turkey Hill, a leading ice cream and refrigerated beverage maker in Lancaster County, PA, relies on its fleet of vehicles to deliver its iconic flavors to retailers. Owning and maintaining its fleet for decades, Turkey Hill turned to Ryder for a full-service lease solution. Ryder helped modify their aging fleet of 80 trucks and 230 trailers into newer, more reliable models through its solutions with built-in maintenance. By avoiding the capital investment of owning a fleet, Turkey Hill ensures its products reach store shelves efficiently and meets the company's sustainability focus. Ryder also manages the on-site maintenance facility, providing state-of-the-art tools and training for technicians. This commitment to fleet reliability ensures peace of mind for Turkey Hill and its drivers, as well as timely deliveries for customers.



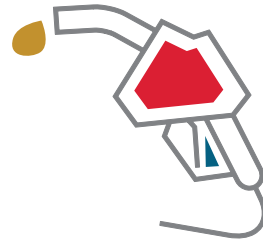
THE OUTSOURCING DIFFERENCE

Since choosing Ryder for a full service lease and on-site maintenance solution, Turkey Hill has:



Saved \$150,000
in fuel annually

Reduced fuel usage by 36,000
gallons annually



Improved vehicle reliability
and uptime



Minimized food loss
during transportation

Everyone knows the song lyrics: “I scream, you scream, we all scream for ice cream.” That scream of elation by customers wouldn’t be possible without reliable trucks to deliver the ice cream to retailers.

For Turkey Hill, the leading ice cream maker in the northeast United States, having a reliable fleet of vehicles, means being able to deliver its famous ice cream flavors from vanilla and cookie dough to mint chip and chocolate peanut butter (there are too many to name) to its customers across the nation. For more than 90 years, the iconic ice cream and beverage maker has trusted its fleet of trucks to deliver its products to store shelves at some of the largest grocery retailers in the country.

Steeped in history and tradition, Turkey Hill also has a prime focus on sustainability from waste reduction through packaging to using 100% renewable energy at its manufacturing facility in Conestoga, PA to finding ways to be environmentally responsible with the operation and maintenance of its fleet.

For decades, the company operated a private fleet and managed its own maintenance facility. Its fleet averages 20,000 trips to deliver about 528,000 pallets to warehouses annually; and 45 deliveries and 20,000 cases direct to store daily. However, with an aging fleet and the transportation industry dealing with an influx of changes, Turkey Hill began evaluating providers for a full service lease solution.

“Operating a private fleet comes with many challenges in different areas,” said Clayton Shipman, Director of Logistics Operations at Turkey Hill. “We had a lot of aging equipment. We were looking at how we can get back into a position where we had new and safer trucks.”

“Fleet maintenance was a big part
of why we chose Ryder.”

– Christine Bense,
Chief Operating Officer at Turkey Hill

A solution for fleet reliability

Turkey Hill knew it wanted to continue managing the transportation of its products on its own, however not undertake the complexity and cost of fleet ownership. As it was evaluating providers, the key was finding a company that had its same values and is focused on sustainability. Turkey Hill turned to Ryder for a Ryder ChoiceLease Full Service solution, which helped replace its aging fleet with a fleet of 80 trucks and 230 trailers newer, more reliable models with built-in maintenance.

“We started looking at Ryder because we needed to convert our aging fleet which had vehicles from as far back as 2005,” Shipman said. “We found a solution with Ryder that would avoid the capital investment that comes with owning a fleet and annually maintaining it, while allowing us to focus on what we do best—ice cream, iced teas, and other products.”





Along with avoiding the investment of maintaining the fleet, Turkey Hill was also challenged with operating its maintenance shop. As part of the solution, Ryder began managing the on-site maintenance facility for Turkey Hill, not only keeping the fleet well maintained, but training technicians and providing state-of-the-art tools and diagnostic equipment.

“Fleet maintenance was a big part of why we chose Ryder,” said Christine Bense, Chief Operating Officer at Turkey Hill. “It was difficult to keep up with the demand and training of the technicians, the changing regulations, and technology, while also competing with large providers to pay technicians what they should be paid.”

“Ryder provides the tools, training, and technology to keep the shop running. Our technicians knew they were going to a great employer in Ryder so there is no people issue. Our trucks are maintained and ready when we need them.”

Having good reliable equipment is critical to ensuring Turkey Hill serves its customers well. This also helps to give its drivers peace of mind, knowing the vehicles won’t break down, leaving them stranded or causing product loss. If there is an issue, Ryder is able to help quickly with emergency roadside assistance or a substitute vehicle. “It is a lot less stressful knowing I’m getting into a vehicle that is well maintained,” said David Firestone, a long-time driver for Turkey Hill.

“I don’t have to think about scenarios or what I’m getting in to. You have the peace of mind that Ryder is by your side. It makes your day easier, and you know you can get home to see your family every night.”

A focus on sustainability

Along with making great tasting ice cream and beverages, Turkey Hill is actively working to reduce its environmental impact. Its main operating facility in Conestoga, PA runs on 100% renewable energy from sources like wind and water. It also spearheaded the Turkey Hill Clean Water Partnership which helps their dairy farmer suppliers establish conservation plans on their farms to limit pollution of local waterways, conserve their land, and help better the lives of their animals. The sustainability efforts continue with its fleet as the full service lease and on-site maintenance solution with Ryder are part of that initiative.

Since converting its fleet to newer vehicles, Turkey Hill has increased its miles per gallon from 6.6 to 7.1. While that may not seem like a lot, considering the fleet travels about 3.5 million miles annually, the change has an enormous impact. It saves the company over 36,000 gallons of fuel per year. And, provides a cost savings of \$150,000 annually.

“We are saving on the sustainability side and not burning that extra fuel with our trucks,” Shipman said. “The partnership with Ryder helps with our sustainability efforts by providing newer trucks with the latest engine technology that are compliant with Green House Gas emissions regulations and are more fuel efficient.”

The solution also safeguards Turkey Hill as new CARB regulations go into effect, and with the potential of new mandates in New York, New Jersey, and neighboring states. “Fleet owners are going to take a big hit with these regulations,” Shipman said. “Ryder insulates us from that with the newer vehicles, and keeping up with these changes so we don’t have to.”

About Turkey Hill

Turkey Hill is one of the leading premium ice cream and refrigerated iced tea brands in the nation. In 2019, the Turkey Hill facility in Conestoga PA made the switch to 100 percent renewable energy, drawing clean, sustainable power from nearby hydroelectric dams and two wind turbines. For more information about Turkey Hill, its products, and its environmental commitment, visit turkeyhill.com.

About Ryder System, Inc.

Ryder System, Inc. (NYSE: R) is a fully integrated port-to-door logistics and transportation company. It provides supply chain, dedicated transportation, and fleet management solutions, including warehousing and distribution, contract manufacturing and packaging, e-commerce fulfillment, last-mile delivery, managed transportation, professional drivers, freight brokerage, nearshoring solutions, full-service leasing, maintenance, commercial truck rental, and used vehicle sales to some of the world’s most-recognized brands. Ryder provides services throughout the United States, Mexico, and Canada. In addition, Ryder manages nearly 250,000 commercial vehicles and operates nearly 300 warehouses encompassing more than 100 million square feet. Ryder is regularly recognized for its industry-leading practices; technology-driven innovations; corporate responsibility; environmental management; safety, health and security programs; military veteran recruitment initiatives; and the hiring of a diverse workforce. ryder.com

A future of growth

With the lease and maintenance solution in place, Turkey Hill and Ryder continue to look for opportunities to expand their relationship along the supply chain. When choosing Ryder as its provider, Turkey Hill took Ryder’s comprehensive transportation and supply chain solutions into consideration.

“We looked at a number of providers,” Bense said. “Ultimately, we did choose Ryder because of its demonstrated capability, its cost competitiveness, and its collaborative—people first—approach. For us it was an easy choice, and one of the reasons we are looking for additional ways to expand our relationship with Ryder.”

