



CASE STUDY



How Orgain cut shipping costs by 22% with FlockDirect®

By switching to shipping with Flock, Orgain found a cost-effective and more sustainable alternative to truckload with enterprise-level support and optionality that scales with their changing needs.

PARTNER: Orgain
SINCE: November 2021
SOLUTION: FlockDirect®

KEY WINS



In cost savings within the past year

22%



CO₂e saved

537 metric tons



Damage-free rate

100%



Terminals skipped

1,685

The search for a reliable, alternative shipping solution



Orgain makes delicious, clean, organic nutritional products that range from powders and RTD beverages, to bars and hydration mixes. Orgain’s growing portfolio includes the No. 1 Plant Protein Powder Brand in the United States.*

They were experiencing a plethora of issues for shipments over 6 pallets of freight when less than truckload (LTL) carriers began limiting the number of pallets they could haul due to linear foot caps.

When their freight ran through the LTL network, they often ran into:

- Delays
- Unreliable transit times
- Damaged cargo
- Late deliveries—if their freight showed up at all

To solve this problem, Orgain started paying for truckloads to move their 6+ pallet loads. They often didn't need a full truck - ultimately wasting money on unused space and paying to ship air.

Orgain needed a more dependable, cost effective, alternative solution for moving their midsize freight.

Delays 

Damaged cargo 

Unreliable carriers 

Late deliveries 



*In the U.S., IRI data 52 weeks ending 1.1.23

The solution



Orgain first came to Flock Freight in November 2021 looking for a new freight logistics provider that could offer a reliable solution to their shipments that didn’t meet LTL requirements.

After analyzing Orgain’s shipping network and typical shipment profile, Flock recommended our guaranteed hubless shared truckload service, FlockDirect®—ideal for 6+ pallets.

FlockDirect® pooled Orgain’s shipments, which are matched and combined with other freight going in the same direction to create a full load.

Now, they could move the freight that LTL carriers wouldn't accept without having to pay for a full truck. The best part? They avoided an estimated 22% in shipping costs while maintaining high damage-free rates and excellent service. Their FlockDirect® shipments skipped 1,685 hubs and terminals during transit—resulting in a 100% damage-free rate.

“Flock Freight gave us more flexibility beyond what LTL was allowing and saved us money,” shares Dorau – more than 22%.

Additionally, by only paying for the space they needed, Orgain eliminated 537 metric tons of CO2 that would have been emitted into the environment, which aligned with their sustainability goals.

"In our eyes, the ROI FlockDirect® delivers for Orgain is pretty clear," said Dorau.



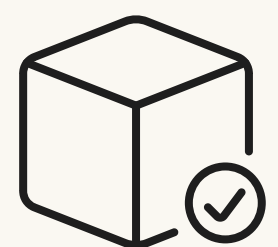
Estimated cost savings compared to TL

22%



CO2e saved

537 metric tons



Damage-free rate

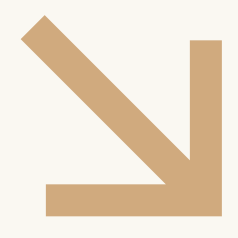
100%



Terminals skipped

1,685

Orgain's Flock Freight Experience



With FlockDirect®, Orgain experienced more significant cost savings, enterprise-level support, increased sustainability, and more optionality.

Optionality that scales

Orgain ships primarily through FlockDirect® and TL, but also ships some partial truckloads (PTL) and LTL. No matter the mode, Flock is able to offer these services with their extensive network of carrier partners.

On time and undamaged shipments

“With FlockDirect®, we could receive more time-definite service. Flock was able to manage all the appointments without missing a beat.”

Enterprise-level support

“Orgain values companies who solve problems quickly and Flock consistently demonstrates their commitment to our account by delivering impactful solutions and being very communicative and responsive, even after hours.”

Sustainability

Like Flock, Orgain is a certified B Corp that is committed to implementing sustainable practices that nurture the planet. In 2020, they launched a Green Initiative that reduced plastic used in their containers by 40%, saving 30,000 pounds of plastic annually without reducing the amount of product per container. Working with Flock has helped Orgain further their sustainability goals with FlockDirect® saving them 537 metric tons of CO2e.



Insights provided by:

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Director of Logistics, Orgain

Looking for a reliable shipping provider who can help you ship more efficiently and sustainably?



Follow Orgain's footsteps and experience significant wins with FlockDirect® for yourself.

Get Started ↗

