

FHCP Associate Spotlight



Q1. Describe your business, your clients and the products/services you provide.

Logistics Alliance serves as a **critical link between suppliers and retailers, bridging the gap** to ensure the seamless movement of goods across Canada. With over 25 years of experience, we specialize in inbound transportation management, combining compliance expertise, proactive planning, and supply chain visibility to keep good flowing reliably.

Our asset-agnostic ecosystem spans 1,000+ suppliers and 40+ carriers, delivering flexible LTL, FTL & intermodal solutions servicing Dry, PFF, Fresh/Frozen and Confection 55°-65 °F. We are the preferred partner for Sobeys and Sysco managed inbound programs, while also bringing extensive experience supporting the inbound requirements of other major Canadian retailers.

Our comprehensive services include:

- **Transportation Management**—End-to-end oversight for reliable, compliant deliveries.
- **Cross-Dock & Consolidation**—Streamlined solutions to support efficiency and compliance.
- **Consulting & Surge Support**—Expertise for seasonal peaks and specialized supply chain challenges.
- **Routing and Planning**—Optimized transit times, cost savings, and proactive problem-solving.

At Logistics Alliance, we act as an **extension of our customers' transportation departments**, combining innovation, compliance leadership, and proactive communication to deliver more than freight. We deliver confidence.

Q2. Describe how your business benefits the food, health and consumer products industry.

In the food, health, and consumer products industry, product integrity, transparency, timing, and compliance are essential. Logistics Alliance ensures that every shipment moves through the supply chain with the accuracy, visibility, and care required to maintain quality — while meeting the strict expectations of Canada's major retailers.

We support the industry through:

- **Quality & Compliance Expertise**— Protecting product integrity while meeting retailer OTIF and QC requirements, reinforced by greater transparency aligned with the Grocery Code of Conduct.
- **Proactive Risk Mitigation**— Early planning, real-time visibility, and structured exception management that help prevent delays, protect product quality, and reduce the likelihood of compliance-related issues.
- **Flexible, Retail-Ready Solutions**— Our asset-agnostic network adapts quickly to volume surges, weather impacts, and regional distribution requirements while supporting a wide range of product types, including temperature-controlled freight.

- **Service Excellence & Partnership**— A hands-on, collaborative approach that improves visibility, reduces administrative burden, and strengthens supplier–retailer alignment across the supply chain.

By simplifying complexity, safeguarding product integrity, and delivering consistent execution, we help our partners maintain shelf availability, reduce operational disruptions, and uphold the fairness, clarity, and accountability that the Grocery Code of Conduct seeks to promote across the grocery ecosystem.

Q3. What innovative new products/services are you working on?

Our newest innovation is **Altruos**, a proprietary cloud-based transportation management system that is transforming how inbound freight is planned, tracked, and managed. Altruos delivers efficiency, accuracy, and transparency for suppliers, retailers, and carriers by bringing everything into one connected platform.

Key benefits and features include:

- **End-to-End Visibility with Tracking & POD** – Real-time updates, appointment capture, and instant proof of delivery provide a single source of truth across the shipment lifecycle.
- **Insight-Driven Reporting and Custom Notifications** – Scorecards and automated alerts make it easier to monitor performance, anticipate issues, and prevent costly disruptions.
- **Smarter Planning with Enhanced Account Profiles** – More complete shipment requirements captured upfront means better planning, fewer errors, and smoother execution.

At the same time, we are continuing to **strengthen our carrier partnerships**, ensuring capacity, flexibility, and reliability across modes. These advancements reflect our **forward-thinking approach** and dedication to delivering exceptional value through **superior customer service, adaptability, and innovative problem-solving**. At Logistics Alliance, we are always looking ahead to provide solutions that empower our partners to succeed.

Q4. Tell us about your people. What sets them apart from your competition?

At Logistics Alliance, our people are our greatest strength. Guided by a culture of **Service Excellence**, they bring deep retail logistics expertise and a relentless focus on delivering a seamless, positive experience for our customers.

For our partners, Service Excellence means:

- **Simplifying the journey**—Reducing complexity so every interaction feels straightforward and clear.
- **Ownership and accountability**—Ensuring consistency and reliability in how freight is managed.
- **Proactive problem-solving**—Approaching every challenge with a positive, solutions-oriented mindset.
- **Seamless execution**—Addressing issues before they become problems for our customers.
- **Collaboration and care**—Working as closely with customers as we do with one another.

This commitment to Service Excellence translates into trusted, long-term relationships. Customers interact with dedicated individuals who know their business, anticipate needs, and take pride in protecting their supply chain performance. With low turnover and a culture centered on accountability and care, our people don't just manage freight, they deliver confidence.

Q5. Tell us why your company would make a great business partner.

Logistics Alliance is more than a logistics provider; we are a **trusted partner** dedicated to helping customers succeed in a challenging supply chain environment.

We stand apart because of our:

- **Proven expertise**—Over 25 years navigating retail compliance and inbound freight programs.
- **Flexible ecosystem**—An asset-agnostic model that adapts across modes, volumes, and timelines.



- **Program leadership**—Preferred partner for Sobeys and Sysco inbound freight programs, with extensive experience supporting other major Canadian retailers.
- **Our people and Service Excellence**—A team that combines deep expertise with a customer-first mindset, simplifying communication, solving problems proactively, and creating confidence at every step.
- **Proactive communication and problem-solving**—Anticipating challenges, reducing risks, and keeping freight moving reliably.
- **Innovation**—The launch of Altruos brings new technology, visibility, and efficiency to strengthen collaboration.

These qualities reflect our forward-thinking approach and dedication to delivering exceptional value through superior customer service, adaptability, and innovative problem-solving. At Logistics Alliance, we don't just move freight, we deliver confidence, simplify complexity, and build partnerships that last.

For more information, please contact [Danny Vieira](#), Sr. Director, Business Development, at Logistics Alliance.