



More Cords, Fewer Truck Miles  
[www.centralcorridors.com/lssa/](http://www.centralcorridors.com/lssa/)

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## LSSA PROJECT – THREE CORE COMPONENTS

Since 2005, LSSA has been looking into ways to bring supply chain visibility, the advantage that advances in technology and logistics providers have brought to other industries, to the transportation of wood fiber from stump and woods to mill. Our larger purpose and objective is to help the forest products industry of Upper Michigan and Northern Wisconsin compete effectively against global competitors who have entered our markets.

**“More cords, fewer truck miles”** sums up our specific goal:

- Use supply chain visibility to help coordinate logging jobs and log truck trips to increase the percentage of loaded truck miles; and
- Restore rail service, with the aid of LSSA new dimensions of supply chain visibility, to reduce total log truck miles but increase cords transported per day and, thus, enhance asset utilization (truck and driver) and earning power.

Our goal likely will be achieved and become self sustaining only by our progressing, simultaneously, on all three core components of the LSSA Project:

1. **Contract Truck Capacity.** LSSA participants, working with Genco Logistics (Green Bay) and under LSSA Antitrust Compliance Guidelines, first modeled and have now conducted several pilot operations which have validated the concept that the percentage of loaded miles for log trucks operating from stump to mill can be increased substantially through supply chain visibility. Pilot operations involved log trucks contracted through Genco for a series of complete jobs and tours of duty.
2. **Job and Load Matching.** LSSA envisions a web portal, plus cell and other communication assistance, that will permit online matching of jobs and truck capacity, job-by-job and/or trip-by-trip on individually agreed terms and/or bids. The real challenge is the outreach necessary to scale-up the pilot project to a participation level that will be self sustaining.
3. **Restoration of Wisconsin Central Rail Level Service and Competition.** LSSA is part of a broader initiative under the banner of Wisconsin Central Group, described at [www.contralcorridors.com/wcg/](http://www.contralcorridors.com/wcg/).

**Under the Auspices of Michigan Forest Products Council**