

CASE STUDY ▶ MELON 1

Transportation Director at Leading Watermelon Producer Streamlines Shipping Process With Worldwide Express



INDUSTRY

Food &
Beverage B2B

SHIPMENTS PER WEEK

44

SHIPMENTS SOLUTIONS

Full Truckload vented
and refrigerated

CUSTOMER SINCE

January 2023

Melon 1 is the largest grower, shipper and provider of watermelons in the nation and was founded when two third-generation watermelon growers merged to better serve customers.

Today, their watermelons are grown at multiple farms east of the Mississippi River and up and down the Atlantic coast, as well as in Central America. These high-producing farms serve a variety of customers including big-box chain stores like Wal-Mart, Sam's Club, Kroger and Costco.

According to Melon 1 Transportation Director Quashae Hendryx (affectionately known as "Q"), the company has used a variety of freight brokers, third-party logistics (3PL) providers and freight carriers to handle the shipping of their watermelons. But as some of those resources proved to be unreliable, inefficiencies began to impact their shipping operations.

"It's a constant and steady flow of business year-round," Hendryx said. "But there are days in June and July when we're up to 150-200 loads and that's all packed and shipped pretty much the same day."

It became apparent that Melon 1 needed proven solutions to keep up with the demand for their products while maintaining efficiency in their shipping. Interestingly, an encounter at a NASCAR race led them to a partner that would change the way they ship.





Challenges



MISSED PICKUPS

Difficulty maintaining a steady network of reliable carriers to meet their needs.



COMMUNICATION

Lack of updates and status reports regarding pickups and deliveries.



LACK OF CARRIER CAPACITY

Inability to consistently secure trucks to pick up product on time.

Melon 1 Finds a Logistics Partner Through Our Racing Program

Worldwide Express is an industry-leading third-party logistics (3PL) provider. The company has a carefully vetted network of 75+ LTL and 85,000+ FTL freight carrier partners, and leverages these relationships to secure top rates, capacity and services for customers. Worldwide Express is the official logistics partner of NASCAR®, Trackhouse Racing and Richmond Raceway.

During a race outside Miami, Melon 1 staff members met with a Worldwide Express logistics team and had the opportunity to tour pit lane before the race. During this meeting, Worldwide Express told them about their top freight shipping solutions and account management services.

“After meeting with the Melon 1 team that weekend, I knew we were going to be able to provide something special with the help of our truckload team,” Chelsea Gonzalez, WWEX Account Executive, said.

Soon after, Worldwide Express provided pricing, Melon 1 decided to give some lanes to the new shipping partner. They shortly found out how great this partnership would be for their organization and moved most of their shipping business to Worldwide Express. The two companies were off to the races and have been successfully working together since January 2023, shipping a high volume of vented and refrigerated full truckload freight.

CHALLENGE 1

Missed Pickups



Shipper Challenge

During peak season in June and July, Melon 1 ships 150-200 loads per day. The sheer volume of watermelons shipped became overwhelming, particularly when drivers showed up late or did not show at all. This created a compound effect that led to missed deadlines and operational inefficiency.



Worldwide Express Solution

Melon 1 was assigned a dedicated account team, managed by Rachel Naylor, to coordinate, troubleshoot and monitor shipping services. This team operates on a “must go” and “no fail” mentality. In the event of missed or late pickups, Worldwide Express jumps in and provides alternative solutions to ensure shipments are picked up and delivered on time.



“It’s no coincidence that Worldwide Express is handling a large percentage of our shipping right now. Working with them is like night and day compared to working with some of the brokers out there.”

Quashae Hendryx | Transportation Director, Melon 1

CHALLENGE 2

Communication



Shipper Challenge

In the past, Melon 1 experienced difficulty when freight brokers didn’t provide adequate communication about shipments or other customer service requests. This made shipping unpredictable and difficult to manage, particularly in the event of missed shipments and late-arriving drivers.



Worldwide Express Solution

Worldwide Express effectively communicates shipment ETAs so Melon 1 can plan accordingly. They also monitor drivers and trucks in real time and alert Melon 1 to any issues regarding late deliveries that may impact deadlines. And aside from messages sent back and forth regarding shipping updates, the Worldwide Express account team speaks directly to Hendryx at Melon 1 every day.



“I don’t have to worry about anything because I know Worldwide Express is handling it. It’s just very worry-free shipping when I know that you guys are working a load, and that’s the honest truth.”

Quashae Hendryx | Transportation Director, Melon 1

CHALLENGE 3

Lack of Carrier Capacity



Shipper Challenge

During summer peak season, Melon 1 is particularly taxed around Memorial Day, July Fourth and Labor Day when there is an increased demand for their watermelons. In the past, they would sometimes find it difficult to secure enough trucks to adequately move their product.



Worldwide Express Solution

Worldwide Express utilizes its network of more than 85,000 full truckload carriers to get Melon 1 shipments on trucks when capacity is tight. These carriers are vetted and selected based upon performance, reliability and history of shipping success. Additionally, Worldwide Express finds carriers to dedicate specifically to Melon 1 lanes.



“The biggest difference I can see with Worldwide Express is that there are a lot of repeat drivers and companies picking up from us. Building relationships with these carriers has been big in terms of keeping capacity available for us.”

Quashae Hendryx | Transportation Director, Melon 1



Growing Together

Melon 1 and Worldwide Express have been shipping partners since early 2023 and the success the two companies have enjoyed shows no sign of slowing down. As Melon 1 continues to face massive customer demand during peak season and throughout the year, Worldwide Express will continue to provide personalized solutions and dedicated support to ensure shipping contributes to the company's success.

"We just went through Memorial Day, and Mother's Day right before that, and Worldwide Express crushed it. I don't think we missed a single pick up."

Quashae Hendryx | Transportation Director, Melon 1

Do you need a shipping partner to streamline your shipping processes?

At Worldwide Express, we've spent more than 30 years handling logistics for tens of thousands of businesses all over the country. We specialize in helping companies get the most out of their shipping experience, and we do that through our unmatched combination of carrier relationships, industry expertise, sophisticated technology, unbeatable rates and personalized service.

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