

## Outsourcing to re-engage your company's core competency

In 2012, Simmons Foods reached a turning point that many companies face as their business grows. Moving their product was taking valuable time and resources away from actually producing it. They were faced with two options. They could continue hauling their product themselves and hire the managers, administrators, and technicians to manage a robust fleet. Or, they could outsource to a third party that would handle their transportation functions for them.

Ultimately, they engaged J.B. Hunt Dedicated in 2012 and tested the waters by handing over transportation functions at a single feed mill. After that was successful, they began transitioning more of their transportation operations to J.B. Hunt in their hatcheries and other live operations. "Now," says Wes McClure, Senior Vice President of Operations, "basically everything we do with a truck—J.B. Hunt handles it."

Outsourcing their transportation needs allowed Simmons to channel their time and resources into their core competency—food—which ultimately helped their company innovate and compete in the market. "J.B. Hunt allows us to focus our time, effort, and energy on those things that make us most competitive," says Chief Operating Officer David Jackson. "They move product between our facilities, they do that cost competitively and reliably, and then we can focus on the things we do well that set us apart from our competitors."

*Simmons*®

- Est. 1949
- Industries: Poultry, feed ingredients, and pet food
- More than 400 farms and plants
- 117 tractors and 392 trailing units
- 145,000 loads per year
- 27 locations delivered to post processing
- Custom fleet with heavy duty day cabs (ag spec), Smithway chick trailers, egg trailers, bulk feed trailers, reclaim feed trailers, bulk tankers, moffets (fork lift), live haul flatbed trailers, refrigerated trailers

