Welcome to the first issue of RED, The Ruan Magazine. Our vision for RED is to offer industry information, provide guidance on a variety of transportation-related topics, and keep you informed of the latest Ruan innovations and services.

Why RED? Red is the primary Ruan corporate color and, by definition, captures the essence of our corporate values and principles. Red signifies confidence, strength, warmth and passion—qualities that are aligned with the Ruan brand and inherent within the Ruan team.

At Ruan, there are elements that generate passion in each and every one of us. Our jobs and day-to-day duties vary; however, collectively as a team, there are specific goals, objectives and values that we all share.

We are passionate about our Core Values: Integrity, Dedication, Teamwork and Enjoyment. These are the values that guide our work, our decisions, and the example that we set, within the industry, for our customers and the communities we serve.

We are passionate about hiring, developing and retaining the best possible team. We are passionate about providing best-in-class service to our customers and take pride in our approach.

Inside our inaugural issue, we have included a variety of topics that highlight our passions. The World Food Prize, or the “Nobel Prize for Food and Agriculture,” is a cause that has long been important to Ruan and the Ruan family. Safety, another area of passion for our team, is addressed by our Vice President of Safety and Administration, who speaks candidly about the safety culture within our organization. Last, we look back at our 70-year relationship with the grocery industry, highlighting both our commitment to our customers and our passion for their business.

We appreciate the opportunity to share our perspective and our passions with you. I hope that you find RED informative and enjoyable.

Sincerely,

John Ruan III
As the world’s leading provider of fresh, natural food, Whole Foods Market’s quest is clear: healthy food for a healthy planet. The company, whose mission is Whole Foods – Whole People – Whole Planet, was founded in 1980 with one small store in Austin, Texas. Twenty-eight years later, it boasts more than 270 stores in North America and the United Kingdom.

From Private Fleet to DCC

After several years of owning a private fleet of trucks for its Austin distribution center, Whole Foods Market wanted to focus on its core business—healthy food—without the distraction of managing transportation. In January 2008, Ruan relieved Whole Foods Market’s private fleet burden and now directs the logistics and shipping of these quality natural and organic food products to Whole Foods Market stores throughout the U.S.

“Ruan’s dedicated contract carriage (DCC) solution allows Whole Foods Market to do what it does best, while we do what we do best—transporting clients’ goods safely and on time,” says Eric Lee, Ruan Senior Vice President of Sales.

Ruan’s dedicated contract carriage service also reduced Whole Foods Market’s risk and liability by transferring insurance responsibilities to Ruan.

Today, Ruan operates a 24-hour, on-site terminal in Austin with 25 trailers and 30 drivers. Ruan specifically designed delivery routes throughout Texas, Arkansas, Oklahoma, and Louisiana to accelerate Whole Foods Market’s distribution efficiency. Additionally, Whole Foods Market enjoys new revenue through Ruan’s brokerage services, which pays Whole Foods for third-party backhaul loads.

“Ruan consistently meets a 99 percent on-time record for Whole Foods Market,” says Lee.

In addition to servicing Whole Foods Market’s Austin distribution center, Ruan provides dedicated contract carriage to Whole Foods Market’s San Francisco, California; Landover, Maryland; and Pompano Beach, Florida, centers.

Beyond Business

Ruan proudly shares Whole Foods Market’s commitment to a better planet, including humanitarian endeavors. Ruan and Whole Foods Market partnered to provide hurricane relief in summer 2008 when Ruan provided trucks and drivers to haul relief supplies from Whole Foods Market to Hurricane Ike victims in Texas.

“My experience with Ruan is the best start-up I’ve ever been through. We have a true partnership in every sense,” says Mitch Sells, Associate Facility Team Leader for Whole Foods Market. “Ruan made our transition from private fleet to dedicated totally seamless. The Ruan staff didn’t miss a beat.”
In addition to the bar code scanning capabilities, RedTrak handheld units also include a GPS system so that Ruan dispatchers can monitor each truck’s exact location and activity, and provide updates to dairy farms or receiving plants, as needed.

“RedTrak is one more way Ruan proves its efficiency and accountability to customers. We’re always looking for improvements to provide them with better, faster, more convenient service,” says McLean. “Other products exist for electronic tracking and data capture, but RedTrak is the most comprehensive, customized transportation application for the dairy industry.”

The technology also benefits Ruan customers, since it can be electronically transmitted into their systems. This reduces time spent by customers manually typing or scanning paper-based information into their own systems.

Tenacious commitment to end world hunger

There are marginally significant trends, and then there are issues that impact our entire planet. They are global causes that demand world-class expertise, dialogue, policy and partnership.

When it comes to eradicating world hunger, the distinguished World Food Prize, based in Des Moines, Iowa, is at the center.
The World Food Prize was created in 1986 to recognize and inspire exceptional breakthrough achievements that increase the quality, quantity and availability of food in the world.

Ambassador Kenneth M. Quinn
President of The World Food Prize Foundation

THE GROUNDWORK
The World Food Prize Foundation’s inception came from Dr. Norman Borlaug, one of only five recipients to receive the Congressional Gold Medal, the U.S. Presidential Medal of Freedom and a Nobel Peace Prize. After winning the Nobel Peace Prize, Borlaug realized there was no prestigious award for accomplishments in agriculture, and thus, the idea for The World Food Prize was born. As the leader of the Green Revolution, Borlaug is credited with saving more lives than any other person who has ever lived.

Each October, on or around World Food Day, world leaders in government, business, academia and global foundations collaborate through The World Food Prize events. The Norman E. Borlaug Symposium, better known as the Borlaug Dialogue, attracts 1,500 people from around the world—including China, Rwanda, Uganda, India, Australia and Brazil. Also in attendance are the U.S. Secretary of Agriculture and the leaders of the Bill and Melinda Gates Foundation.

RUAN PARTNERSHIP
Dr. Borlaug, born on a farm near Cresco, Iowa, envisioned an award addressing hunger and malnutrition. In 1990, four years after its inception, he and trucking entrepreneur and philanthropist John Ruan joined forces to ensure The Prize’s ongoing success. It was a visionary act of corporate social responsibility. The Ruan family created an endowment for the annual prize of $250,000 to honor and support the work of preeminent laureates who make it their life’s work to address hunger issues in the world.

John Ruan, himself with small-town Iowa origins like Borlaug, literally “rescued” The Prize when the original sponsor withdrew its financial support in 1989. Ruan moved The Prize to Des Moines, Iowa, Borlaug’s native state and headquarters for Ruan Transport Corporation.

John Ruan served as Chairman of The World Food Prize Foundation until 2003. Today his son, John Ruan III, Chairman and CEO of Ruan, serves as The Prize’s chairman. His children, as well as other family members, also are involved in the program, upholding the family’s commitment to this global initiative.

TWO DISTINGUISHED MEN, 40 YEARS OF MAKING A DIFFERENCE
2008 Laureates Create Bipartisan Understanding and Worldwide Hunger Relief

The 2008 World Food Prize Laureates are two renowned men who created a program to alleviate hunger and promote education among the world’s poorest children. Two men, who arrived in Congress in the mid-20th century from midwestern states to eventually become the U.S. Presidential nominees of their respective parties. Two men, who from their World War II experiences, saw firsthand the misery associated with hunger and were forever impacted. Two men, who for decades worked across partisan lines on the agriculture, food and nutrition front.

For their inspired, collaborative leadership that has encouraged a global commitment to the cause, trumpeters announced U.S. Senators George McGovern and Robert Dole as the Laureates on October 16, 2008, in the Iowa Statehouse Chambers. Senators McGovern and Dole share the $250,000 World Food Prize.

IMPACT ON COUNTRIES, ON CHILDREN
Since 2000, the McGovern-Dole international school feeding program has provided meals to more than 22 million children in 41 countries and has boosted school attendance by an estimated 14 percent overall and 17 percent for girls.

Even greater progress occurs today. McGovern, who in 1961 headed the Food For Peace program under the Kennedy administration, cites shifts in the global hunger situation in Africa, India and other parts of the world.

“Impact on countries, on children,” McGovern explained. “So we’ve cut the birthrate in half without abortions. My friends used to tell me that we’d never get on top of the famine problem without cutting the population. I learned it was the other way around. You feed people and the population comes under control.”
SERVING FUTURE GENERATIONS

Ending hunger is within reach, McGovern and Dole claim. It requires further understanding of the basic drivers such as population growth, meat and crop production, climate change and energy supplies. It’s essential to increase research, leverage technology platforms and transfer learning to those ready regions of the world.

Senator Dole notes that more money from more sources is needed to solve the problem of world hunger, which is exacerbated by today’s financial crisis. “The United States can’t do it alone,” Dole explains. Transportation, infrastructure, and efficient, intermodal delivery of food continues as a societal need. With fuels added to the equation, the challenge becomes greater.

“It becomes a moral challenge not to use food for fuel if hunger exists,” according to McGovern. Both senators say research is needed to find new sources for producing ethanol and biodiesel. They hold out hope for switchgrass and maize stalks, and encourage development of other alternative sources of energy.

Dedicated people answering the call. George McGovern and Bob Dole. Norman Borlaug and John Ruan. Leadership is a critical component to future success.

“We are compelled to focus globally on food availability and prices,” says John Ruan III, Chairman and CEO of Ruan Transportation Management Systems and Chairman of the Board of The World Food Prize. “We do our jobs well, we grow and expand business to serve our customers, but we also ensure that we’re making a difference for our world for the long term. For Ruan and our employees, these issues matter.”

For more information on The World Food Prize, please visit www.worldfoodprize.org.

DEVELOPING FUTURE LEADERS IN SCIENCE AND AGRICULTURE

The Borlaug-Ruan International Internship is one of the most unique study abroad programs in America. Accepted students participate in research projects with world-renowned researchers while getting a firsthand view of real and pressing food security issues and nutritional problems in poverty-stricken areas.

Each student becomes an integral part of the project spending time in the lab as well as days or weeks at a time in the field conducting research and gathering data. The goal of the International Summer Internship Program is to inspire Iowa youths to pursue careers in food, agriculture and natural resource disciplines.

What’s Right for Your Company?

U.S. manufacturers face an average of 15 to 20 percent in transportation expenses to haul their companies’ products. With a turbulent global economy, executives find it imperative to uncover innovative ways to cut costs.

“We work with our customers to drive down costs, decrease empty miles, and develop an equipment and maintenance strategy to keep the fleet running efficiently,” says Eric Lee, Senior Vice President of Sales for Ruan. “Ruan makes the transition and start-up process seamless.”

Liability, human resource issues, and government and environmental regulations are among the strategic reasons many businesses rely on dedicated contract carriage (DCC) solutions with experienced transporters such as Ruan.

“Our customers use Ruan’s DCC services so they can focus on what they do best—manufacturing and selling their products,” says Lee. “They capitalize on Ruan’s ongoing investment in equipment, drivers, service centers and the latest

FINDING AND KEEPING QUALIFIED DRIVERS

Hiring and retaining experienced drivers often proves difficult for private fleets, especially in the midst of an ongoing driver shortage. At Ruan, recruiting and retaining the best driver talent is an ongoing focus. The company’s driver turnover is currently five times better than the industry average, thanks to aggressive measures such as a driver referral program, recruiting decals on posters, and a fully integrated, convenient online driver application. Ruan also consistently refers to its database of approximately 50,000 qualified driver candidates.

RISK AND LIABILITY

A serious accident can be financially and emotionally devastating, especially with injuries or loss of life. Insurance is expensive and almost always accompanied by astronomical deductibles—sometimes as much as $2 million per incident. And, vehicular accidents commonly lead to lawsuits, straining organizations’ time and financial resources for months or even years.

RULES AND REGULATIONS

Companies with private fleets are expected to adhere to a multitude of safety and environmental standards that require considerable attention and investment. A growing list of regulations designed to have positive environmental benefits are being implemented at the state and federal levels. These have led to Ruan’s development of new and different engine technologies to achieve compliance.

Numerous factors affect whether a private fleet or DCC service best suits your organization’s needs. It’s worthwhile to consider your options to ensure you’re making the most of your transportation
Rebuilding the Economy by Rebuilding America

The millions of Americans who traveled over the Thanksgiving holiday met traffic at every turn—on the highway, on public transportation and at the airport. The number of flight delays on the Sunday after Thanksgiving ranked third all-time. And guess what? Commuters and others who have grown accustomed to congestion, delays and other indignities ain’t seen nothin’ yet!

By mid-century, the U.S. population will have grown from approximately 300 million to roughly 420 million. This is the equivalent of 11 new Los Angeles metropolitan areas. The number of airline passengers will explode to one billion by 2015. The number of highway vehicle miles traveled will increase 60 percent by 2030. Water networks, ports, the electricity grid and other vital infrastructure systems that we don’t even think about are becoming more obsolete by the day. Our infrastructure is simply not up to meeting the needs of a dynamic and growing nation.

Continued delay at all levels of government only makes these problems more expensive to address. We must look at the challenges before us as an opportunity. Infrastructure investment can provide both an immediate jolt—by funding ready-to-go projects—and help prepare us to compete and win in the global economy in the long term.

As Congress contemplates a major new stimulus package next year, what better time to invest in infrastructure than during the worst economic crisis since the Great Depression? But let me be clear—I am not talking about "make-work" projects, bridges to nowhere and political pork. I’m talking about investing in infrastructure that will improve safety, reduce congestion, speed product delivery and create good-paying jobs.

That’s why it can’t be business as usual in Washington when it comes to infrastructure. Strict limits must be set on pork barrel projects so that Americans can be confident that their tax dollars are being spent wisely. Spending must be directed at projects that offer the greatest return on investment and produce national benefits.

Much more public money will be needed merely to ensure that our system will not get any worse. We should explore every possible funding source, even increasing the federal gas tax, which hasn’t been raised in 15 years. We should also remove the restrictions on private investment and private-public partnerships that have locked up hundreds of billions of dollars of potential investment.

In short, it’s time to rebuild America. There’s not a moment to lose.

For more information on building a 21st-century infrastructure, visit www.uschamber.com/lra.

By Tom Donohue
President and CEO
U.S. Chamber of Commerce

A Nonnegotiable in Moving Freight

A 44 percent increase in registered large trucks and an 86 percent increase in miles traveled over the last 20 years have public and private organizations, such as the National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Administration (FMCSA), collaborating to decrease truck-related accidents on U.S. highways.

With thousands of companies relying on ground transportation to move their products from point A to point B, safety can never be compromised. Fewer accidents lead to products delivered on time and unharmed—benefiting suppliers, manufacturers, retailers and consumers.

“Ruan’s drivers are central to our business. They’re the face of Ruan—the first people customers meet each day. They move the freight that generates revenue and are the economic engine of what we do,” says Jim Mulvenna, Vice President of Safety and Administration for Ruan. “We invest major resources into training our drivers and, because of it, we have an enviable 28 percent voluntary turnover rate. In an industry with an overall 100-plus percent turnover, that’s extremely low. Everyone at Ruan works hard to keep it that way.”

Ruan’s Safety Council’s mission is to continually shape and implement safety policies. Council members consist of senior company leadership, regional vice presidents, staff directors, terminal managers, subject matter experts, maintenance experts and process improvement professionals. The council creates an annual safety agenda that it follows and implements throughout the year. Ideas and input for the agenda are collected during Ruan’s annual leadership conference in January.
When severe weather ravaged U.S. communities in the summer and fall of 2008, Ruan joined a host of companies and organizations nationwide offering goodwill responses.

**HERITAGE SPOTLIGHT**

Ruan’s contribution to improved quality and safety has been recognized and awarded by Johnson Controls Inc. in which we’re taking the brand,” says Ruan’s Chief Administrative Officer, Bill Detering. "The new section that make learning about leadership, safety and environmental issues. It also has more automated tools in the employment section that make applying for and jobs at Ruan easier than before.

**JOHN RUAN**

John Ruan behind the wheel of his truck hauling for Western Great, circa 1936.
We’ll do more than help you take a load off.

Any trucking company can haul goods or materials. Put simply, we’re dedicated to making your job easier. By partnering with Ruan, you’ll enjoy supply chain solutions that bolster your efficiency and your bottom line. At the end of the day you’ll have less to worry about and more time to concentrate on other important matters.

- Dedicated Contract Carriage
- Ruan Certified Brokerage Services
- Bulk Transportation
- Integrated Services

For more information, contact us at (866) RUAN NOW or visit our Web site, ruan.com.