

ISLAND CREEK OYSTERS



The ShockWatch program consists of monitors and companion tools to alert the receiver of any mishandling.



Shore Gregory, Director of Business Development, worked with ShockWatch Regional Manager Larry Zaiter to implement the monitor program for Island Creek Oysters.

Island Creek Oysters™ Improves Quality and Enhances Reputation with ShockWatch® WarmMark®

Goal | Ensure proper temperature during shipment

Solution | ShockWatch® WarmMark® indicators and companion tools

Result | Increased confidence; customers know their Island Creek oysters have not been exposed to unacceptable temperatures during shipping.

At Island Creek Oysters™, nothing is more important than reputation. For 15 years, this team of 12 farmers from the Duxbury, Massachusetts, area has become one of the premier suppliers of oysters to some of the country's top chefs. Island Creek oysters are served at numerous fine restaurants and establishments, including the White House and Augusta National Golf Club.

The ShockWatch tools provide a complete communication system. Companion labels on the exterior of the packages inform handlers that extra care must be taken with the product. Simple-to-read indicators and product insert cards on the inside of the shipment inform customers whether the product has been exposed to unacceptable temperatures.

In 2007, Island Creek Oysters decided to expand into the retail business to provide top-of-the-line product to customers at home. In this market, it was important for the company to develop practices that would ensure product quality during shipping and handling. For both the retail and wholesale businesses, quality remains the number-one priority.

“Having a tool that informs customers of any temperature abuse provides additional peace of mind. Customers know that Island Creek Oysters has gone the extra step in ensuring the quality of our product and the safety of our customers.”

— Shore Gregory
Director of Business Development
Island Creek Oysters

In February 2008, Island Creek Oysters discovered ShockWatch Environmental Indicators. Working with ShockWatch Regional Manager Larry Zaiter, Island Creek Oysters Director of Business Development Shore Gregory selected the ShockWatch WarmMark and companion tools as a system to guard against and indicate any breach in the cold chain. “We ship six million oysters every year,” said Gregory.



WarmMark®

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Island Creek Oysters informed its customers of the new system and how to handle a shipment received with an activated indicator. Gregory said, “This additional level of assurance was important to us because we deal with very high-caliber chefs. For us, it’s all about a company-wide commitment to the best product possible.”

For additional information regarding Island Creek Oysters, please visit www.islandcreekoysters.com.

For additional information on ShockWatch, please visit www.shockwatch.com.

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