A round trip box brings efficiency full circle

Innovation and customer service are the hallmarks of CN’s business. The Company’s great franchise allows it to offer a wide range of integrated partnerships, including ports, facilities, regional railroads, transload centres and distribution centres. But it is CN’s unique supply chain approach that is redefining the way it connects with customers, suppliers and other partners to deliver quality and efficient end-to-end service.

One example is CN’s transportation solution for Asian containerized imports arriving at the Ports of Vancouver and Prince Rupert in British Columbia. CN’s Supply Chain Collaboration Agreements with the Port Authorities means U.S.-bound containers are unloaded from the ships and assembled in blocks for transport to Chicago within a 48-72 hour timeframe.

Some of the containers are moved by rail to outside Chicago where they are transferred to CN’s partner carrier, the Indiana Railroad Company, for the last haul to Indianapolis for unloading. Rather than send back empty containers to the West Coast on the return, CN has collaborated with other customers and terminal operators to maximize the use of the assets. In one case, empty containers are sent to a major brewing company where they are loaded with beer for the western Canadian consumer market. After delivery in Western Canada, CN collaborates with the steamship lines and exporters to reload the containers with products like pulp, paper and agricultural goods destined for Asia via CN’s West Coast Gateway connections.

CN’s efficient approach is the result of daily engagement, information sharing, problem solving, and precise execution that connects partners at every link of the supply chain. It provides solutions to help customers win in the marketplace and defines CN’s role as a true supply chain enabler.
Connecting with customers

Reaching new markets
Whether large multi-nationals or smaller businesses, CN strives to help every customer succeed. One example is family-owned Kingsbury Elevator Inc., which relies on CN to bring inbound grain products from the U.S. and Western Canada to its facility in the Midwest. The Company transloads and trucks the livestock feed products to local dairy farms. Until recently, the facility, which is served by a train that switches off CN’s main line between Kirk Yard, IN, and Battle Creek, MI, could only load or unload 3 cars at a time. But with unused property, and high demand for speciality grains from Canada, Kingsbury had strong growth potential.

CN invested in infrastructure to partner with Kingsbury on an expansion, and help evolve the business from a limited operation to a much larger-scale one, growing its volumes to over 1,000 carloads a year. Seeing further growth potential, Kingsbury built a new storage and warehouse facility, including an underground pit system to unload cars.

After helping Kingsbury win in its market through domestic expansion with traditional hopper cars, CN is enabling customers to capitalize on opportunities in new overseas markets with Intermodal containers. The initiative facilitates the export of soybeans to Asian markets through CN’s Intermodal site in Harvey, IL. Kingsbury is a great example of connecting with our customers at multiple points on the supply chain.

When it comes to providing customized solutions, CN’s long list of services includes warehousing and distribution, industrial development for new rail-served sites or to expand existing ones, customs brokerage service, CargoFlo® and bulk-handling facilities, and state-of-the-art logistics parks, among others.

With continued demand for North American products in Asia, CN is leveraging its full suite of services to help customers win in established and new markets, which is the best way in turn for CN to win.
Connecting with employees

Safety first

CN’s connections with employees are central to having a skilled, safe and engaged workforce.

Safety is of the utmost importance at CN. The Company connects employees to this core value by fostering a strong safety culture across the network. Training is at the heart of that culture. CN’s major investment in two training facilities in Winnipeg, MB, and Homewood, IL, is revitalizing the way it teaches and reinforcing strong safety behaviours. Among other things, employees learn about the valuable role peer-to-peer communications, coaching and mentoring all play in safe railroading.

In 2015, over 16,500 Mechanical, Engineering, Transportation and Intermodal employees received focused training on what we call Looking Out For Each Other. This is about a mindset which encourages employees to imbed safety in their daily practices in order to ensure everyone goes home safely at the end of the day.

Additional efforts to connect with CN’s workforce include fostering collaborative relationships with its union partners to improve employee retention, safety and engagement. Real-time tracking of issues with a groundbreaking Grievance tracking system allows all involved to better manage workplace disputes, identify emerging trends and focus training and education for maximum benefit.

In addition, CN works to continuously connect employees to the wider world in which we operate by encouraging environmental stewardship in its yards, buildings and offices through CN EcoConnexions. CN promotes inclusion and tolerance in the workplace, including significant efforts to attract and hire individuals from all walks of life and to support diversity through sponsorship, scholarship and internship programs. CN offers training that introduces employees to different cultures and fosters respectful and sustainable relationships with a variety of communities across the Company’s network.
Connecting with communities

Stronger ties
CN is actively engaged in building safer, stronger communities through the direct connections it makes with them. Responsible investments in development, donations and sponsorships and open, positive community outreach programs are the foundation of CN’s commitment.

One of the best ways CN supports communities is to help ensure healthy and active lives for children and their families. The CN Miracle Match program has raised more than $12 million for children’s hospitals across Canada and the United States since its inception in 2006.

Youth-oriented support has also involved linking with Prairie farmers at the Canadian Western Agribition in Regina, SK. On that occasion, CN announced a national partnership with 4H Canada, the country’s biggest rural youth association, to advance community leadership and promote rural safety.

Connecting with their own communities to help make them better places to live and work is a reason why so many CN employees and retirees volunteer. CN supports their efforts through the CN Railroaders in the Community program, which provides grants each year to hundreds of the charities where they give of their time.

CN’s connection with the Aboriginal community is an important area of focus. Examples include CN’s five-year sponsorship of an annual week-long “Pulling Together” canoe event. CN was also a lead corporate sponsor of the Mississaugas of the New Credit First Nation during the 2015 Pan Am/Parapan Am Games in Toronto, Ontario.

Supporting municipalities in their work, CN was a sponsor of the Federation of Canadian Municipalities Annual General Meeting in 2015, as well as its annual Sustainable Communities Conference.

To help build safer communities, CN Police are active in teaching good public rail-safety behaviours in schools and at community events. CN continues to deliver on its Structured Community Engagement Plan with hundreds of fire chiefs, mayors and city managers across the network to share information about the transportation of dangerous goods, in addition to supporting training for thousands of emergency response personnel every year.